



**Lambert
Smith
Hampton**

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BLACK COUNTRY CENTRES STUDY 2020

Volume 4: Household Survey Results

For

The Black Country Authorities Comprising:
City of Wolverhampton Council
Dudley Metropolitan Borough Council
Sandwell Metropolitan Borough Council
Walsall Council

Prepared by
Lambert Smith Hampton
United Kingdom House
180 Oxford Street
London W1D 1NN

Tel: 020 7198 2000
Fax: 020 7198 2001
Date: **March 2020**

Volume 4: Household Survey Results

Appendix 1

Household Telephone Interview Survey: Methodology & Outputs

**Appendix 1: Household Telephone Interview Survey:
Methodology & Outputs**

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q01 Where do you normally shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?												
<i>Excl. Nulls</i>												
Aldi, Audley Avenue, Newport	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bearwood Road, Bearwood	0.6%	36	4.8%	10	0.0%	0	0.0%	0	1.3%	3	0.6%	1
Aldi, Bentley Bridge Shopping Park, Wednesfield	0.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Great Barr	1.3%	77	0.0%	0	12.5%	46	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridge Cross Road, Burntwood	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	0.4%	26	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak	0.4%	26	0.5%	1	0.0%	0	9.1%	19	0.5%	1	0.0%	0
Aldi, Burns Road, Moxley, Wednesbury	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chase Gateway, Victoria Street, Hednesford	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chester Road, New Oscott	0.1%	6	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, Lichfield	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cinder Bank, Peartree Lane, Dudley	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, College Road, Kingstanding	0.2%	13	0.0%	0	3.3%	12	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Brierley Hill	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.8%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Lye	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Earls Way, Halesowen	0.8%	46	0.0%	0	0.0%	0	0.0%	0	1.3%	3	10.2%	12
Aldi, Edgbaston Road, Birmingham	0.3%	18	2.0%	4	0.0%	0	2.3%	5	1.5%	4	0.0%	0
Aldi, Goldthorn Hill Road, Wolverhampton	0.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Grange Central, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, Kidderminster	0.7%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Grooms Alley, Wellington, Telford	0.1%	4	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Brownhills	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Aldi, Howard Street, Wolverhampton	0.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kingsmead Retail Park, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Aldi, Madeley Court, Parkway, Madeley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.8%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, New Road, Stourbridge	0.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Priory Road, Dudley	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Queensville, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwells Road, Netherton	0.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1 3.5%
Aldi, Stourbridge Road, Bridgnorth	0.5%	31	0.0%	0	0.0%	0	1.3%	3	0.0%	0	1.1%	2
Aldi, Stratford Road, Sparkbrook	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Aldi, The Gateway, Holyhead Road, Snedshill, Telford	0.1%	6	0.0%	0	0.0%	0	1.7%	4	0.0%	0	0.0%	0
Aldi, The Parade, Sutton Coldfield	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.7%	45	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, Wellington Road, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.9%	53	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.0%	0
Asda, Avon Road, Cannock	1.4%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill Road, Barnes Hill, Birmingham	1.3%	80	8.7%	18	0.0%	0	16.2%	35	2.0%	5	8.8%	10 3.5%
Asda, Brickhouse Lane, Great Bridge, Tipton	2.1%	129	0.0%	0	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Carter Square, Carter Street, Uttoxeter	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Asda, Daisy Street, North Bilston, Coseley	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, St. Matthews, Walsall	0.9%	56	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Hagley Road West, Quinton, Birmingham	0.3%	21	0.0%	0	1.4%	5	0.0%	0	2.0%	2	0.0%	0
Asda, High Holborn Street, Sedgley	0.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Dudley	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Kings Heath, Birmingham	0.1%	6	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.5%	1
Asda, Malinsgate, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merryhill Centre,	1.1%	66	0.0%	0	1.4%	5	0.0%	0	0.6%	1	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Dudley												
Asda, Molineux Way, Waterloo Road, Wolverhampton	1.2%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, New Road, Kidderminster	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	1.7%	106	8.5%	17	2.4%	9	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, off Queslet Road, Great Barr, Birmingham	2.5%	150	0.0%	0	23.4%	87	1.3%	3	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill	0.8%	48	1.5%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Asda, Queensway Mall, Halesowen	1.3%	81	1.1%	2	0.0%	0	0.0%	0	0.0%	0	5.5%	6
Asda, Queensway, Stafford	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rumer Hill, Lichfield Road, Cannock	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Asda, Saltwells Road, Cradley Road, Netherton, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington Wood, Telford	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston	1.1%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ventura Road, Tamworth	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Minworth, Sutton Coldfield	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Barr, Birmingham	0.6%	38	0.0%	0	9.4%	35	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Heath Town, Wolverhampton	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	1.2%	72	0.5%	1	0.0%	0	0.8%	2	0.0%	0	4.6%	5
Asda, Woodhall Street, Bloxwich	1.0%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) High Street, Cleobury Mortimer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) Wolverhampton Road, Penkridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Co-op, Bearwood Road, Warley Smethwick	0.0%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Boley Park Centre, Ryknild Street, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bradford Street, Shifnal	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Brewood Road, Coven	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dibdale Road West, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franche Road, Kidderminster	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gibbs Lane, Catshill	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Co-op, Griffiths Drive, Ashmore	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hazelwell Street, Stirchley	0.2%	11	0.0%	0	0.0%	0	5.0%	11	0.0%	0	0.0%	0
Co-op, High Street, Albrighton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Highley, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kingswinford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kinver	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Pattingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Shifnal	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hill Top, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kempthorne Avenue, Bushbury, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lichfield Road, Shelfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Liskeard Road, Parkhall, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Whittington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Brewood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Street, Penkrige	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mill Street, Low Town, Bridgnorth	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, New Road, Rubery	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Co-op, Pendeford Avenue, Claregate, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spies Lane,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0

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Halesowen												
Co-op, St. Kenelms Road, Romsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trysull Road, Merry Hill, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Wood Road, Aldridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wardles Lane, Great Wyrley	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Warstones Road, Penn	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wolverhampton Road, Codsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wood Lane, Codsall	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), The Peel Centre, Stafford Street, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bearwood Road, Warley, Smethwick	0.1%	5	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Birmingham Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Street, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Churchill Shopping Centre, Dudley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Dudley Street, Sedgley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hagley Street, Halesowen, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Iceland, High Street, Cradley Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harborne, Birmingham	0.0%	3	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Iceland, Kings Square, Sandwell Centre, West Bromwich	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Bloxwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Cannock	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Lichfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Merry Hill Retail Park, Brierley Hill	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, Birmingham	0.0%	2	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Iceland, The Moor Centre,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Brierley Hill												
Iceland, The Rye Market, Stourbridge	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Union Street, Wednesbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Windmill Shopping Park, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Wulfrun Centre, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ablewell Street, Walsall	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Birmingham Road, Bromsgrove	0.2%	13	0.0%	0	0.0%	0	0.7%	2	0.0%	0	1.5%	2
Lidl, Blackhalve Lane, Wolverhampton	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bordesley Green, Birmingham	0.0%	3	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.9%	1
Lidl, Brettell Lane, Stourbridge	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dudley Road, Winson Green, Birmingham	0.2%	10	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Eastern Avenue, Lichfield	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Finchfield, Wolverhampton	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Friar Park Road, Wednesbury	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hagley Road, Halesowen	0.2%	15	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Lidl, Halesowen Road, Netherton	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Bilston	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Horseley Heath, Great Bridge, Tipton	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.2%	12	0.0%	0	3.0%	11	0.0%	0	0.0%	0	0.0%	0
Lidl, Lower High Street, Cradley Heath	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madeley Court Way, Madeley, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Moseley Road, Balsall Heath, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Lidl, New Road, Willenhall	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Walsall Road, Hamstead Industrial Estate, Hamstead	0.3%	17	0.0%	0	3.1%	11	0.0%	0	0.0%	0	0.0%	0
Lidl, Parkside House, Oldbury Road, Blackheath	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lidl, Silver Street, Kings Heath, Birmingham	0.0%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Lidl, Soho Road, Handsworth, Birmingham	0.1%	6	0.0%	0	1.6%	6	0.0%	0	0.0%	0	0.0%	0
Lidl, Stallings Lane, Kingswinford	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Quadrant, Redditch Ringway, Redditch	0.0%	3	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Lidl, Vale Road, Stourport-on-Severn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Axeltree Way, Wednesbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Orbital Retail Park, Cannock	0.1%	4	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Handyman House, St John Street, Bridgnorth	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), High Street, Harborne, Birmingham	0.1%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Hilton Park, M6 North, Essington, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Westbridge Park, Stafford Road, Stone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Longbridge	0.1%	8	1.0%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Marks & Spencer, Parade Grace Church Centre, Sutton Coldfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Marks & Spencer, Stafford Riverside, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Merryhill Centre, Pedmore Road, Brierley Hill	0.1%	7	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Marks & Spencer, Ventura Park, Bitterscote, Tamworth	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf, Lower Mill Street, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Morrisons, Anchor Road, Aldridge	1.2%	74	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.2%	2
Morrisons, Beacon Street, Lichfield	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	1.4%	87	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons, Blaydon Road, Pendeford	0.9%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Buntsford Park Road, Bromsgrove	0.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	31
Morrisons, Charterfield Shopping Centre, Kingswinford	0.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.9%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	1.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Morrisons, Holyhead Road, Wednesbury	1.2%	75	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Morrisons, Lichfield Street, Walsall	0.5%	30	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Morrisons, Market Street, Rugeley	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Marlborough Way, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	1.1%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mill Street, Cannock	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Newdale, Lawley Drive, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	1.1%	67	1.4%	3	0.0%	0	1.4%	3	19.9%	51	2.2%	2
Morrisons, Wallows Lane, Walsall	0.8%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Sainsbury's Local, Birmingham Road, Wylde Green, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Sainsbury's Local, Bridgnorth Road, Wolverhampton	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Sainsbury's Local, Compton Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Pensnett, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lawnswood Road, Wordsley, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Louise Street, Gornal Wood, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stone Cross, Penkridge, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Victoria Square, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Walsall Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton, Wolverhampton	0.7%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bitterscote Drive, Bonehill, Tamworth	0.1%	6	0.0%	0	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.9%	55	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Castle Vale Retail Park, Birmingham	0.2%	14	0.5%	1	1.4%	5	3.0%	6	0.0%	0	0.0%	0
Sainsbury's Superstore, Chell Road, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road, Northfield, Birmingham	1.4%	88	0.5%	1	0.0%	0	16.0%	34	18.5%	47	1.1%	1
Sainsbury's Superstore, Freeth Street, Oldbury	1.2%	74	3.8%	8	1.3%	5	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Halesowen Street, Blackheath	0.8%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.8%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Orbital Retail Park,	0.9%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Voyager Drive, Cannock	1.5%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Raglan Street, St Marks, Wolverhampton	0.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	1.2%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wednesfield, Wolverhampton	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1.0%
Sainsbury's Superstore, Sandringham Way, Amblecote, Brierley Hill	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Telford Forge Retail Park, Telford	0.2%	12	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.1%	7	0.0%	0	1.4%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cann Hall Bypass, Bridgnorth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cannock Road, Bushbury	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Express (Esso), Hagley Road, Stourbridge	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Highland Road, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Lichfield Road, Wednesfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Lichfield Road, Willenhall	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Walsall Road, Great Wyrley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Alridge Tavern, Aldridge, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birches Barn Road, Bradmore, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco Express, Birmingham Road, Shenstone	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bridge Road, Cookley	0.1%	4	0.5%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Express, Bristnall Hall Road, Bristnall, Birmingham												

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Tesco Express, Codsall Road, Claregate, Wolverhampton	0.1%	5	0.0%	0	1.4%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coombs Road, Dudley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Express, Frederick Street, Jewellery Quarter, Birmingham	0.1%	4	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Express, Hagley Road, Edgbaston	0.1%	8	0.5%	1	1.6%	6	0.0%	0	0.0%	0	0.6%	1
Tesco Express, Haygate Road, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Pensnett	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Netherstowe, Netherstowe, Lichfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oxhill Road, Handsworth	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Penn Road, Penn Manor, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Platts Road, Audnam, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stafford Road, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stone Road, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Express, Stourbridge Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Express, The Arcade, Gornal Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sandwell, Stone Cross, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tesco Express, Walsall Road, Sutton Coldfield	0.3%	17	0.0%	0	2.9%	11	0.0%	0	0.0%	0	1.9%	2
Tesco Express, Willenhall Road, Bilston	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Tesco Extra, Crown Centre, Stourbridge	0.9%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	1.2%	71	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.8%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newport Road, Stafford	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Sandwell Centre, New Square, West Bromwich	1.4%	85	0.0%	0	1.6%	6	0.0%	0	0.0%	0	6.1%	5
Tesco Extra, Town Gate Retail Park, Dudley	1.8%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wrekin Retail Park, Telford	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Camden Street, Springhill, Birmingham	0.4%	27	9.4%	19	0.9%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Cannock	0.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neptune Industrial Estate, Willenhall	0.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Power Station Road, Rugeley	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ridgacre Road, Quinton	0.6%	37	2.2%	5	0.0%	0	0.0%	0	24.3%	28	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.9%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Audley Road, Newport	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Birmingham	0.5%	28	12.5%	26	0.0%	0	0.5%	1	0.6%	1	0.0%	0
Waitrose, Highgate Centre, Sutton Coldfield	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Waitrose, Penn Road, Wolverhampton	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ryemarket, Stourbridge	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St. John Street, Bromsgrove	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Waitrose, Stonneyland	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Drive, Lichfield																								
Internet / delivery	7.7%	465	10.5%	22	6.7%	25	10.3%	22	10.9%	28	1.7%	2	18.3%	20	12.5%	11	18.4%	29	8.3%	6	1.6%	2	7.7%	4
Aldi, Birmingham Road, Bromsgrove	0.3%	19	0.0%	0	0.0%	0	0.0%	0	2.6%	7	0.0%	0	0.0%	0	0.0%	0	7.8%	12	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Studley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road South, Northfield	0.7%	40	0.0%	0	0.5%	2	4.0%	8	11.4%	29	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Broad Gauge Way, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Essington Road, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Maypole Lane, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Sherwood Road, Bromsgrove	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.0%	0	0.0%	0	0.0%	0
Aldi, Silverwoods Way, Kidderminster	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Station Drive, Ludlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stratford Road, Hall Green	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Trescott Road, Redditch	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0
Asda, Jinnah Road, Redditch	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	1.0%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	23	0.0%	0	0.0%	0	0.0%	0
Asda, Parkgate Shopping Centre, Stratford Road, Shirley, Solihull	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Trident Shopping, Centre, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Codsall, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Erdington	0.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Market Street, Manchester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Alvechurch, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Vicarage Road, Kings Heath, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Watson Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Fishley Lane, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Trinity Centre, Halesowen Road, Cradley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Heath												
Farmfoods, Bescot Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Bloxwich Road, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Heath Town	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Farley Centre, West Bromwich	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Fisher Street, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Halesowen Road, Halesowen	0.1%	3	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0
Farmfoods, High Street, Brownhills	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Tipton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Castle Street, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Church Street, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Rowley Regis	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Wednesfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Market Street, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Saddlers Shopping Centre, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Watford Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Home Bargains, Bristol Road South, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Home Bargains, Churchill Shopping Centre, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, High Street, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Jerome Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Town Centre Shopping Scheme, Bloxwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Oldbury Green Retail Park, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Grosvenor Centre,	0.1%	6	0.0%	0	0.0%	0	0.9%	2	1.2%	3	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Northfield																								
Iceland, High Street, Rowley Regis	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.6%	0
Iceland, Jerome Retail Park, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kingstanding Road, Birmingham	0.0%	3	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Mill Lane, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Scotts Arms Centre, Walsall Road, Birmingham	0.1%	9	0.0%	0	2.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J&N Super Foodstore, Blackhalve Lane, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jack's, New Road, Rubery	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Selly Oak Shopping Park, Birmingham	0.1%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bilston Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Blackheath Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.6%	0
Local market, Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bartley Green Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bilston Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Birmingham City Centre	0.1%	4	0.9%	2	0.0%	0	0.0%	0	0.5%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brewood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bridgnorth Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brierley Hill Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Local shops, Bromsgrove Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Cape Hill Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cheslyn Hay Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Town Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Bridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Village Centre																								
Local shops, Harborne Local Centre	0.0%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oldbury Town Centre	0.1%	4	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, One Stop Shopping Park, Perry Barr	0.2%	13	0.0%	0	3.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Perry Beeches Local Centre	0.1%	3	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Redditch Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rubery Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Selly Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Smethwick Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Spring Hill Local Centre	0.0%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sutton Coldfield Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Telford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Walsall Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesfield Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, West Bromwich Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton City Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wombourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&T Supermarket, Caldmore Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Covercroft, Droitwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hagley Road, Birmingham	0.1%	9	2.0%	4	0.5%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Morrisons, Whitchurch Road, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Nijjar Supermarket, Owen Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
One Stop, Highgate Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
One Stop, Mervyn Place, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Poundland, Cannock Shopping Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Premier, Taverners Close Off Essington Road, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
S&D Supermarket, Barcroft Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Sainsbury's Superstore, Abbey Trading Centre, Redditch	0.2%	12	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	7.9%	9	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Maypole, Birmingham	0.6%	34	0.0%	0	0.0%	0	6.1%	13	0.0%	0	0.0%	0	18.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Caldly Valley Road, Great Boughton, Chester	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Inglewhite Road, Longridge, Preston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	1.0%	63	0.0%	0	0.0%	0	1.4%	3	16.9%	43	3.5%	4	9.2%	10	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Meole Brace Retail Park, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Swindon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Selly Oak Shopping Park, Birmingham	0.9%	52	9.6%	20	0.5%	2	8.3%	18	0.5%	1	8.9%	10	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, William Hunter Way, Brentwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Harvest Road, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Queslett Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, School Road, Wheaton Aston, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Spar, Stafford Street, Brewwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Linden Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Tesco Express, Chester Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hawthorn Road, Birmingham	0.1%	6	0.0%	0	1.6%	6	0.0%	0	0.0%	0	0.6%	0
Tesco Express, Load Street, Bewdley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rowley Village, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.2%	14	0.0%	0	0.0%	0	1.4%	3	1.5%	4	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.9%	53	0.0%	0	3.4%	13	0.0%	0	0.0%	0	1.6%	1
Tesco Extra, Stratford Road, Shirley, Solihull	0.0%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Tesco Metro, Caxton Gate, New Street, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Tesco Superstore, Aston Lane, Birmingham	0.1%	4	0.0%	0	1.0%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Coleshill Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco Superstore, Mill Wood Drive, Worcester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Tesco Superstore, Station Drive, Ludlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Stratford Road, Shirley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Waitrose, Homer Road, Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Waitrose, Moorfield Road, Alcester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Warley Supermarket, Fenton Street, Smethwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	6066	206	372	213	256	114	107	85	155	70	106	50
Sample:	6065	109	113	112	116	110	113	112	119	112	123	110

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q02 Which retailer do you purchase your main food internet / home delivery shopping from?																								
<i>Those who do their main food shopping via the internet at Q01</i>																								
Asda	30.3%	141	22.0%	5	13.2%	3	13.5%	3	32.4%	9	0.0%	0	0.0%	0	47.2%	5	38.2%	11	25.0%	1	0.0%	0	37.0%	1
Morrisons	10.7%	50	14.3%	3	13.2%	3	15.8%	3	8.5%	2	33.3%	1	9.6%	2	4.6%	0	12.2%	3	0.0%	0	0.0%	0	0.0%	0
Iceland	5.5%	26	14.3%	3	0.0%	0	0.0%	0	12.0%	3	0.0%	0	0.0%	0	9.2%	1	6.1%	2	12.0%	1	0.0%	0	0.0%	0
Sainsbury's	15.4%	72	5.2%	1	11.8%	3	0.0%	0	4.3%	1	33.3%	1	16.0%	3	7.4%	1	0.0%	0	24.0%	1	72.3%	1	0.0%	0
Tesco	24.2%	113	5.2%	1	30.9%	8	34.9%	8	29.2%	8	0.0%	0	49.2%	10	23.2%	2	37.3%	11	32.3%	2	0.0%	0	51.2%	2
Ocado	11.4%	53	38.9%	8	23.6%	6	22.3%	5	13.8%	4	33.3%	1	19.2%	4	8.3%	1	6.1%	2	6.7%	0	27.7%	0	11.8%	0
Waitrose	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Able & Cole	0.6%	3	0.0%	0	0.0%	0	13.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon Pantry	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Milkman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milk & More	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak House Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverford Organic Farmers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidhu Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.1%	5	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		465		22		25		22		28		2		20		11		29		6		2		4
Sample:		364		9		7		8		12		3		14		13		17		9		3		7

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q03 What do you like about (LOCATION MENTIONED AT Q01)? [MR]																								
<i>Not those who do their main food shopping via the internet at Q01</i>																								
Clean store	4.1%	231	2.6%	5	6.2%	22	1.6%	3	4.7%	11	8.1%	9	4.0%	4	8.2%	6	9.0%	11	2.2%	1	2.6%	3	5.9%	3
Close to family / friends	0.7%	40	0.0%	0	0.0%	0	0.0%	0	2.9%	7	1.6%	2	0.0%	0	0.0%	0	0.9%	1	1.7%	1	0.0%	0	1.7%	1
Convenient to home	36.7%	2060	28.6%	53	38.9%	136	33.1%	63	25.8%	59	30.2%	34	30.0%	26	42.3%	32	24.7%	31	35.0%	22	47.1%	49	41.5%	19
Convenient to work	2.1%	117	5.9%	11	2.3%	8	1.0%	2	0.5%	1	0.0%	0	1.8%	2	0.0%	0	3.2%	4	0.0%	0	1.5%	2	0.0%	0
Delivery service	0.9%	48	4.0%	7	0.5%	2	2.5%	5	0.8%	2	3.7%	4	0.0%	0	0.0%	0	0.5%	1	1.7%	1	0.0%	0	0.6%	0
Easy to get to by car	5.5%	310	3.9%	7	7.2%	25	4.5%	9	7.6%	17	5.6%	6	9.8%	9	4.8%	4	8.9%	11	6.0%	4	8.1%	8	1.7%	1
Easy to get to by foot	2.1%	115	2.7%	5	2.8%	10	6.4%	12	1.9%	4	5.9%	7	0.0%	0	9.0%	7	3.3%	4	1.1%	1	0.0%	0	2.3%	1
Easy to get to by public transport	1.5%	85	1.8%	3	2.0%	7	4.1%	8	5.5%	13	1.6%	2	0.0%	0	2.0%	1	1.4%	2	0.6%	0	3.0%	3	1.7%	1
Ethical policy	0.1%	7	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.1%	1	0.0%	0	0.0%	0
Friendly / helpful staff	3.9%	219	2.2%	4	4.5%	16	5.1%	10	1.9%	4	6.5%	7	3.8%	3	2.8%	2	0.5%	1	9.0%	6	1.4%	1	1.1%	1
Good layout / easy to get around	6.8%	384	6.0%	11	7.6%	27	7.8%	15	10.6%	24	8.5%	10	3.9%	3	4.7%	4	7.2%	9	5.3%	3	3.4%	4	3.9%	2
Good offers	6.3%	355	1.7%	3	9.3%	32	10.8%	21	9.1%	21	3.4%	4	3.4%	3	3.0%	2	7.6%	10	0.6%	0	10.5%	11	2.3%	1
Habit / always used it	5.4%	301	4.7%	9	5.6%	19	6.8%	13	2.5%	6	4.5%	5	7.8%	7	1.3%	1	6.6%	8	7.7%	5	7.6%	8	1.2%	1
Has a cafe	0.8%	43	0.0%	0	1.4%	5	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Has a petrol station	1.8%	101	1.7%	3	4.9%	17	3.1%	6	3.2%	7	1.0%	1	0.0%	0	0.0%	0	2.6%	3	1.7%	1	1.3%	1	0.0%	0
Large store	5.2%	290	5.9%	11	9.9%	35	8.3%	16	6.3%	14	4.6%	5	3.2%	3	4.8%	4	6.9%	9	0.0%	0	6.6%	7	4.6%	2
Long opening hours	2.4%	132	4.3%	8	5.5%	19	4.4%	8	6.2%	14	1.9%	2	2.2%	2	1.8%	1	2.1%	3	1.7%	1	2.0%	2	2.9%	1
Low prices / value for money	26.5%	1485	18.1%	34	25.3%	88	20.8%	40	33.1%	76	16.7%	19	22.8%	20	24.0%	18	30.2%	38	31.4%	20	34.0%	35	23.7%	11
Loyalty scheme / reward points	2.5%	139	2.6%	5	0.0%	0	4.6%	9	4.0%	9	8.8%	10	4.7%	4	0.7%	0	3.4%	4	2.1%	1	0.0%	0	2.7%	1
Online shopping is convenient	0.5%	26	1.7%	3	0.0%	0	2.8%	5	1.9%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Only one in the area	1.3%	70	2.7%	5	1.8%	6	3.4%	6	2.7%	6	1.6%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.2%	2	1.7%	1
Parking is free	4.9%	272	9.6%	18	7.8%	27	5.4%	10	12.3%	28	6.2%	7	1.9%	2	4.9%	4	5.8%	7	6.1%	4	4.2%	4	7.1%	3
Parking prices are low	1.0%	59	3.7%	7	0.8%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.8%	1	0.0%	0
Parking provision is good	4.4%	246	5.2%	10	4.9%	17	7.2%	14	4.1%	10	4.7%	5	2.5%	2	2.9%	2	4.6%	6	2.9%	2	6.9%	7	0.0%	0
Pleasant shopping environment	2.3%	129	2.3%	4	3.8%	13	1.8%	3	2.5%	6	0.6%	1	0.7%	1	0.7%	0	6.0%	8	0.0%	0	3.9%	4	0.0%	0
Preference for retailer	2.6%	146	1.7%	3	0.8%	3	2.7%	5	2.9%	7	5.4%	6	3.7%	3	2.8%	2	5.1%	6	1.2%	1	1.5%	2	1.7%	1
Quality of food goods available	13.8%	772	18.1%	34	11.8%	41	12.0%	23	19.2%	44	12.0%	14	17.0%	15	15.5%	12	18.2%	23	19.0%	12	13.4%	14	14.9%	7
Self-service checkouts	1.3%	73	3.7%	7	4.0%	14	3.4%	6	0.0%	0	0.0%	0	1.8%	2	0.7%	0	4.4%	6	0.0%	0	3.0%	3	0.0%	0
Quality of non-food goods available	1.8%	102	2.6%	5	3.7%	13	0.0%	0	3.5%	8	3.2%	4	3.1%	3	0.0%	0	0.0%	0	2.3%	1	1.9%	2	1.7%	1
Range of food goods available	17.0%	953	18.3%	34	21.3%	74	9.7%	18	25.4%	58	18.3%	21	19.0%	17	20.8%	16	17.7%	22	13.0%	8	9.8%	10	16.8%	8
Range of non-food goods available	2.0%	114	1.7%	3	4.7%	16	1.0%	2	0.0%	0	2.3%	3	0.0%	0	0.7%	0	0.5%	1	2.7%	2	2.0%	2	0.6%	0
Safe shopping environment	0.9%	51	1.7%	3	1.4%	5	1.0%	2	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	0	2.8%	3	0.0%	0
Small / quiet store	1.7%	95	0.6%	1	1.4%	5	2.0%	4	0.0%	0	2.7%	3	1.9%	2	3.8%	3	0.0%	0	2.6%	2	1.3%	1	2.6%	1
Staff discount / work there	1.6%	88	1.7%	3	0.0%	0	0.0%	0	0.8%	2	1.5%	2	0.7%	1	2.6%	2	3.8%	5	1.0%	1	0.8%	1	1.1%	1
Supporting local business	0.3%	16	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.7%	1	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accepts vouchers	0.1%	7	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get a lift there	0.1%	7	0.0%	0	1.0%	4	0.6%	1	0.0%	0	0.0%	0
Can get everything I need there	0.3%	15	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient to other shops / services	0.4%	21	0.6%	1	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Familiar / know where everything is	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free trolleys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.1%	7	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Has electric charge points	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New store	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Offers Click & Collect	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Offers scan-as-you-shop	0.2%	9	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Quick service / no queues	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / nothing)	4.1%	231	1.1%	2	4.1%	14	6.1%	12	2.4%	5	5.2%	6
Weighted base:	5611	185	349	191	230	112	88	75	126	64	104	46
Sample:	5712	101	107	104	105	107	99	99	102	103	120	103

Q04 How do you normally travel to (LOCATION MENTIONED AT Q01)?*Not those who do their main food shopping via the internet at Q01*

Car / van (as driver)	68.2%	3827	55.7%	103	64.0%	223	57.0%	109	56.7%	130	56.6%	64	83.0%	73	63.0%	47	71.7%	91	68.5%	44	61.7%	64	70.1%	32
Car / van (as passenger)	11.9%	670	12.0%	22	10.2%	35	13.0%	25	10.0%	23	19.8%	22	11.9%	10	16.3%	12	10.9%	14	12.0%	8	14.4%	15	10.9%	5
Bus, minibus or coach	6.5%	366	9.5%	18	10.8%	38	15.8%	30	16.5%	38	6.4%	7	2.5%	2	6.4%	5	1.9%	2	7.1%	5	10.7%	11	5.3%	2
Using park & ride facility	0.1%	7	0.0%	0	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.2%	10	1.7%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	10.6%	592	17.2%	32	8.2%	29	12.7%	24	15.9%	37	13.2%	15	1.2%	1	8.7%	6	14.5%	18	8.8%	6	12.7%	13	12.4%	6
Taxi	1.3%	76	2.3%	4	1.7%	6	0.6%	1	0.9%	2	0.6%	1	0.7%	1	0.7%	0	0.0%	0	1.0%	1	0.5%	0	0.6%	0
Train	0.2%	11	0.0%	0	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	14	0.6%	1	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ring & Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tram	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.5%	26	1.0%	2	0.5%	2	0.9%	2	0.0%	0	1.6%	2	0.7%	1	2.5%	2	0.5%	1	2.6%	2	0.0%	0	0.6%	0
Weighted base:	5611	185	349	191	230	112	88	75	126	64	104	46												
Sample:	5712	101	107	104	105	107	99	99	102	103	120	103												

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q05 When you visit (LOCATION MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]																								
<i>Not those who do their main food shopping via the internet at Q01</i>																								
Yes - non-food shopping	12.0%	671	21.2%	39	12.8%	45	11.1%	21	16.4%	38	12.6%	14	9.2%	8	7.6%	6	10.4%	13	12.9%	8	13.1%	14	7.1%	3
Yes - other food shopping	10.1%	568	11.9%	22	10.0%	35	14.4%	28	11.5%	26	10.0%	11	11.9%	10	7.5%	6	7.9%	10	9.8%	6	7.5%	8	9.1%	4
Yes - bars / pubs	1.0%	55	2.0%	4	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0	2.1%	3	0.6%	0	0.7%	1	0.0%	0
Yes - bingo	0.3%	19	0.0%	0	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0
Yes - cafés	3.8%	213	10.1%	19	6.4%	22	7.6%	15	5.5%	13	6.0%	7	3.5%	3	1.3%	1	2.1%	3	0.0%	0	8.1%	8	6.2%	3
Yes - cinemas	0.7%	39	1.0%	2	2.3%	8	1.8%	3	3.4%	8	1.9%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - get petrol	4.3%	242	8.7%	16	6.3%	22	4.8%	9	5.4%	12	4.3%	5	1.8%	2	3.0%	2	6.5%	8	2.9%	2	9.1%	10	5.3%	2
Yes - go to park	1.1%	64	3.7%	7	0.8%	3	2.7%	5	0.9%	2	1.9%	2	4.0%	4	0.0%	0	3.2%	4	0.0%	0	1.5%	2	0.0%	0
Yes - gyms / health and fitness	1.5%	85	4.0%	7	4.3%	15	1.9%	4	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.9%	1	0.6%	0	0.0%	0	2.3%	1
Yes - library	0.8%	46	0.0%	0	4.3%	15	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.5%	1	0.6%	0	2.4%	3	2.0%	1
Yes - markets	0.9%	52	0.0%	0	0.0%	0	0.0%	0	3.1%	7	1.2%	1	1.8%	2	0.0%	0	3.0%	4	3.4%	2	0.7%	1	0.6%	0
Yes - meeting family	2.0%	114	1.7%	3	0.5%	2	1.5%	3	3.9%	9	2.9%	3	1.3%	1	0.0%	0	2.2%	3	0.0%	0	2.4%	3	4.3%	2
Yes - meeting friends	1.5%	86	4.6%	9	2.3%	8	0.0%	0	5.2%	12	1.9%	2	0.0%	0	0.0%	0	1.6%	2	0.6%	0	1.3%	1	1.1%	1
Yes - museums / art gallery	0.3%	15	1.7%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - other service (e.g. travel agent, estate agent etc.)	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.6%	2	0.6%	0	0.8%	1	0.0%	0
Yes - personal service (e.g. hairdressers, beauty salon etc.)	0.8%	47	0.0%	0	2.0%	7	1.8%	3	0.0%	0	0.6%	1	1.8%	2	0.7%	0	0.0%	0	0.0%	0	1.7%	2	0.6%	0
Yes - restaurants	1.5%	82	3.7%	7	4.6%	16	0.0%	0	1.4%	3	0.0%	0	1.3%	1	0.0%	0	1.6%	2	1.6%	1	0.9%	1	3.4%	2
Yes - swimming	0.4%	25	0.0%	0	1.4%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.6%	2	0.0%	0	0.5%	0	0.0%	0
Yes - theatre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Yes - visiting services such as banks and other financial institutions	2.7%	151	6.9%	13	4.7%	16	1.5%	3	3.5%	8	1.2%	1	3.7%	3	0.0%	0	7.0%	9	3.5%	2	3.2%	3	1.2%	1
Yes - work	2.0%	110	0.6%	1	0.8%	3	0.0%	0	2.3%	5	2.9%	3	1.1%	1	1.1%	1	4.3%	5	3.6%	2	2.3%	2	0.0%	0
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - art / craft class	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - dance class	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - football	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - go for a walk / walk the dog	0.3%	15	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Yes - health service (e.g. doctors, dentist etc.)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - leisure activity	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Yes - school run	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	1
Yes - snooker / pool club	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visit carehome	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visit cemetery / crematorium	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visit church	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Yes - window shopping / browsing	0.1% 7	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.6% 0
(No)	67.6% 3792	53.8% 100	60.8% 212	68.7% 131	69.3% 159	68.5% 77	65.8% 58	79.7% 59	75.3% 95	66.2% 42	63.9% 67	68.7% 32
(Don't know)	1.0% 57	0.0% 0	0.0% 0	0.6% 1	0.0% 0	4.0% 5	1.2% 1	0.7% 0	0.5% 1	0.0% 0	2.2% 2	0.6% 0
Weighted base:	5611	185	349	191	230	112	88	75	126	64	104	46
Sample:	5712	101	107	104	105	107	99	99	102	103	120	103

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q06 When you combine your trip with other activities, where do you normally go?												
<i>Those who combine their main food shopping trip with other activities at Q05 AND Excl. Nulls</i>												
Aldridge Village Centre	2.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	1.2%	18	26.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	3.2%	46	11.0%	5	13.2%	14	15.5%	6	9.0%	4	28.3%	8
Blackheath Town Centre	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2
Bloxwich Town Centre	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.8%	12	0.0%	0	0.0%	0	0.0%	0	7.7%	4	0.0%	0
Brownhills Town Centre	2.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	2.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	1.2%	18	8.2%	4	0.0%	0	9.6%	3	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	2.7%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington Local Centre, Birmingham	0.3%	4	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	1.8%	26	0.0%	0	22.4%	23	0.0%	0	0.0%	0	20.1%	2
Great Bridge Village Centre	1.6%	24	0.0%	0	5.7%	6	0.0%	0	2.4%	1	0.0%	0
Halesowen Town Centre	2.1%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	4
Handsworth Local Centre, Birmingham	0.1%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	1.0%	14	21.8%	10	0.0%	0	3.0%	1	0.0%	0	8.1%	2
Hednesford Town Centre	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	4.4%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	0
Kingswinford Town Centre	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	1.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	1.6%	22	0.0%	0	0.0%	0	12.5%	5	30.9%	15	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Old Hill Local Centre, Cradley Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxley Local Centre, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2
Redditch Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	3
Rugeley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Stafford Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.2%	3	0.0%	0	0.0%	0	9.6%	3	0.0%	0	0.0%	0
Stourbridge Town Centre	2.3%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.2%	18	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	4.0%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Wednesfield Local Centre, Wolverhampton	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	3.7%	54	0.0%	0	8.5%	9	0.0%	0	0.0%	0	21.1%	2
Willenhall Town Centre	1.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	4.4%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Village Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Battery Retail Park, Selly Oak	0.2%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	2.5%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Bescot Retail Park, Bescot Crescent, Walsall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Bromsgrove												
Cannock Gateway Retail Park, Eastern Way, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	1.4%	20	0.0%	0	4.9%	5	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Armstrong Way, Willenhall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	1.3%	19	0.0%	0	4.9%	5	0.0%	0	0.0%	0	9.5%	3
Merry Hill SHOPPING CENTRE, Brierley Hill	2.5%	37	5.1%	2	0.0%	0	8.2%	3	0.0%	0	2.2%	1
Mitre Retail Park, Bilston Road, Monmore Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	1.3%	19	0.0%	0	17.3%	18	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.8%	12	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.6%	9	0.0%	0	4.9%	5	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	1.2%	17	10.7%	5	7.5%	8	10.7%	4	0.0%	0	2.2%	1
Solihull Retail Park / Sears Retail Park, Shirley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
The Fort Shopping Park, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre Retail,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Stafford Street, Wolverhampton												
Ventura Retail Park, Tamworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbey Retail Park, Alvechurch Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bearwood Road, Smethwick	0.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridge Cross Road, Burntwood	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road South, Northfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Aldi, Burns Road, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Earls Way, Halesowen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Goldthorn Hill, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Brownhills, Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Howard Street, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Maypole Lane, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2
Aldi, New Road, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwells Road, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Silverwoods Way, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Springfield Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
All Saints Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill, Birmingham	0.1%	2	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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South, Tipton												
Asda, George Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Great Barr, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	2
Asda, St Georges Road, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
B&M, Bilston Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Featherbed Lane, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bargain Buys, Birmingham Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartley Green Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Boley Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradshaws Farm Shop, Bleak House Farm/Ironstone Road, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Branston Water Park, Lichfield Road, Branston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Chase Hospital, Brunswick Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carters Green Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlecroft Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chaddesley Corbett Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bradford Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dibdale Road West, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kinver, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Brewood, Stafford												
Costcutter, Barke Street, Highley, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donnington Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eccleshall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgbaston Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Essington Farm Shop, Bognop Road, Essington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchfield Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foley Business Park, Stourport Road, Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Oaks Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Park, Rubery	0.7%	10	0.0%	0	0.0%	0	9.6%	3	13.2%	7	0.0%	0
Haden Hill Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamstead Local Centre	0.2%	3	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Hollywood Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Aldridge, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Kinver Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Golf & Country Club, Seedy Mill Lane, Rugeley, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ablewell Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Eastern Avenue, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lower High Street, Cradley Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madeley Court Way, Madeley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Silver Street, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Lidl, Stalling's Lane, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Town Centre	1.1%	15	0.0%	0	0.0%	0	0.0%	0	24.2%	12	0.0%	0
Ludlow Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Cope Street, Stafford Riverside, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Street, Wolverhampton	0.5%	7	0.0%	0	0.0%	0	5.4%	2	2.4%	1	7.3%	2	8.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Rednal, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mary Stevens Park, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Lime Grove, Smethwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maypole Local Centre	0.2%	2	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Pendeford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Buntsford Park Road, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, Kingswinford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mill Street, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moxley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neptune Industrial Estate, Willenhall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1
New Cross Hospital, Wolverhampton Road, Heath Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newdale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Park Active Living Centre, Coppice Road, Walsall Wood, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkfield Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Penkridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Park, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Dudley Port, Tipton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Rowley Regis Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.2%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	6.6%
Russells Hall Hospital, Pensnett Road, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lawnswood Road, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Abbey Trading Centre, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Sainsbury's Superstore, Alcester Road South, Birmingham	0.2%	4	0.0%	0	0.0%	0	5.4%	2	0.0%	0	6.3%	2
Sainsbury's Superstore, Frankley Beeches Road, Birmingham	0.2%	3	0.0%	0	0.0%	0	3.0%	1	0.0%	0	7.3%	2
Sainsbury's Superstore, Freeth Street, Oldbury	0.2%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Blackheath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Raglan Street, St Marks, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.1%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wednesfield, Wolverhampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4.2%

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Amblecote, Brierley Hill Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandwell District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wardles Lane, Great Wyrley, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spring Hill Local Centre	0.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Cross Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studley Garden Store, Henley Road, Mappleborough Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Hotel & Golf Resort, Great Hay Drive, Sutton Heights, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristnall Hall Road, Birmingham, Oldbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Streetly, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1 6.4% 1
Tesco Extra, Littleton Street West, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Dudley	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neptune Industrial Estate, Willenhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhall Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Alexandra Street, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Village Gym, Castlegate Park, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weavers Wharf Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Wellington District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Leisure Centre, Moor Street, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windmill Shopping Centre, Cape Hill, Smethwick	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witton Local Centre	0.1%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Leisure Centre, Ounsdale Road, Wombourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1437	45	104	36	50	29	26	12	19	20	26	12
Sample:	1501	26	30	18	21	30	30	17	20	37	32	27

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q07 In addition to (LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?												
<i>Excl. Nulls</i>												
Aldi, Audley Avenue, Newport	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bearwood Road, Bearwood	0.5%	20	3.8%	5	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Aldi, Bentley Bridge Shopping Park, Wednesfield	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Great Barr	1.2%	43	0.0%	0	7.1%	16	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridge Cross Road, Burntwood	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	0.3%	12	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak	0.2%	8	0.0%	0	0.0%	0	3.9%	5	0.0%	0	3.4%	3
Aldi, Burns Road, Moxley, Wednesbury	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chase Gateway, Victoria Street, Hednesford	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chester Road, New Oscott	0.4%	16	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, Lichfield	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cinder Bank, Peartree Lane, Dudley	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, College Road, Kingstanding	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Brierley Hill	0.3%	12	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Lye	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Earls Way, Halesowen	1.0%	36	0.0%	0	0.0%	0	1.5%	2	0.0%	0	1.3%	1
Aldi, Edgbaston Road, Birmingham	0.4%	15	5.2%	7	0.0%	0	3.7%	5	1.3%	2	0.0%	0
Aldi, Goldthorn Hill Road, Wolverhampton	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Grange Central, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, Kidderminster	0.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Brownhills	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Newtown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Howard Street,	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Wolverhampton												
Aldi, Kingsmead Retail Park, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Madeley Court, Parkway, Madeley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, New Road, Stourbridge	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Priory Road, Dudley	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Queensville, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwells Road, Netherton	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	13.2%
Aldi, Saxon Drive, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stourbridge Road, Bridgnorth	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Gateway, Holyhead Road, Snedshill, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Parade, Sutton Coldfield	0.2%	8	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.7%	26	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, Wellington Road, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	1.0%	37	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Asda, Avon Road, Cannock	1.4%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill Road, Barnes Hill, Birmingham	1.2%	43	2.8%	4	0.0%	0	9.8%	13	7.5%	11	16.4%	13
Asda, Brickhouse Lane, Great Bridge, Tipton	1.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Daisy Street, North Bilston, Coseley	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, St. Matthews, Walsall	1.2%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Asda, Hagley Road West, Quinton, Birmingham	0.4%	13	0.8%	1	0.0%	0	0.0%	0	0.0%	0	6.4%	5
Asda, High Holborn Street, Sedgley	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Dudley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Kings Heath, Birmingham	0.1%	5	0.8%	1	0.0%	0	2.7%	3	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merryhill Centre, Dudley	1.2%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.9%
Asda, Molineux Way, Waterloo Road,	1.2%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Wolverhampton												
Asda, New Road, Kidderminster	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.5%	18	6.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, off Queslet Road, Great Barr, Birmingham	2.0%	75	1.3%	2	25.7%	58	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.9%	35	0.8%	1	0.8%	2	0.0%	0	0.8%	1	4.2%	3
Asda, Queensway, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rumer Hill, Lichfield Road, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Saltwells Road, Cradley Road, Netherton, Dudley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington Wood, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ventura Road, Tamworth	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Minworth, Sutton Coldfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Barr, Birmingham	0.1%	5	0.0%	0	2.3%	5	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Heath Town, Wolverhampton	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	1.5%	56	5.1%	7	0.8%	2	0.0%	0	0.0%	0	6.4%	5
Asda, Woodhall Street, Bloxwich	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) High Street, Harborne	0.1%	3	0.8%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Co-op, Anglesey Street, Hednesford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bassnage Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Baswich Lane, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Co-op, Bearwood Road, Warley Smethwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Boley Park Centre, Ryknild Street, Lichfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bradford Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burton Square, Rising Brook, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cannock Road, Blackford, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Lane, Handsworth Wood	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dibdale Road West, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dudley Road West, Tividale	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franche Road, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gilbert Road, Charford Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Co-op, Glebe Lane, Norton Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Griffiths Drive, Ashmore	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hazelwell Street, Stirchley	0.1%	3	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.9%	1
Co-op, High Street, Highley, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kingswinford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kinver	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Pattingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Shifnal	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Tettenhall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highfields Road, Chasetown	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hill Top, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hollyhedge Road, Stonecross, Charlemont	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kempthorne Avenue, Bushbury, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lombard Street, Stourport-On-Severn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Brewood												
Co-op, Market Street, Penkridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mill Street, Low Town, Bridgnorth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Morley Road, Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, New Road, Rubery	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Co-op, Old Square Shopping Gate, Bridge Street, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Pershore Road, Cotteridge	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Co-op, Quinton Road West, Quinton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Co-op, School Road, Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sedgley Road, Woodsetton, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spies Lane, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stafford Road, Oxley, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stubby Lane, Perry Hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sutton Road, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Swan Corner Shopping Precinct, Burntwood Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Tame Road, Brandhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Broadway, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Green, Kings Norton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-op, Thornhill Road, Streetly, Sutton Coldfield	0.1%	5	0.0%	0	2.2%	5	0.0%	0	0.0%	0	0.0%	0
Co-op, Trysull Road, Merry Hill, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Turves Green, Northfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Co-op, Unity Walk, Owen Street, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Road, Great Barr	0.3%	10	0.0%	0	3.7%	8	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Wood Road, Aldridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Co-op, Wardles Lane, Great Wyrley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Warstones Road, Penn	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Heath Road, Northfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Co-op, Wolverhampton Road, Codsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wood Lane, Codsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Linkway Retail Park, Watling Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), The Peel Centre, Stafford Street, Wolverhampton	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bearwood Road, Warley, Smethwick	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Birmingham Road, Wolverhampton	0.5%	18	0.0%	0	2.6%	6	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Street, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Churchill Shopping Centre, Dudley	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Dudley Street, Sedgley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hagley Street, Halesowen, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Cradley Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harborne, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Iceland, Kings Square, Sandwell Centre, West Bromwich	0.3%	10	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Iceland, Market Place, Bloxwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Cannock	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Lichfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Merry Hill Retail Park, Brierley Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, Birmingham	0.3%	10	0.8%	1	3.5%	8	0.0%	0	0.0%	0	0.0%	0
Iceland, South Water Square, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Moor Centre,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Brierley Hill												
Iceland, The Rye Market, Stourbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Aldridge	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Union Street, Wednesbury	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Windmill Shopping Park, Smethwick	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Wulfrun Centre, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ablewell Street, Walsall	0.6%	21	0.0%	0	2.2%	5	0.0%	0	0.0%	0	0.0%	0
Lidl, Audley Avenue, Newport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Birmingham Road, Bromsgrove	0.3%	13	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.3%	1
Lidl, Blackhalve Lane, Wolverhampton	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bolebridge Street, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brettell Lane, Stourbridge	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Castle Street, Hadley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dudley Road, Winson Green, Birmingham	0.2%	9	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Eastern Avenue, Lichfield	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Finchfield, Wolverhampton	0.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Friar Park Road, Wednesbury	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hagley Road, Halesowen	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Lidl, Halesowen Road, Netherton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Bilston	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Horseley Heath, Great Bridge, Tipton	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Lidl, Kingsbury Road, Erdington	0.1%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Lidl, Lower High Street, Cradley Heath	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	10.3%	4
Lidl, Madeley Court Way, Madeley, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madford Retail Park, Foregate Street, Stafford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Willenhall	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Walsall Road, Hamstead Industrial Estate, Hamstead	0.2%	7	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Parkside House, Oldbury Road, Blackheath	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	2.5%	2	1.6%	1	0.0%	0	0.0%	0
Lidl, Silver Street, Kings Heath, Birmingham	0.1%	3	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Soho Road, Handsworth, Birmingham	0.1%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stallings Lane, Kingswinford	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Vale Road, Stourport-on-Severn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Penns Lane, Sutton Coldfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Axeltree Way, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Lichfield Road, Mere Green	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Orbital Retail Park, Cannock	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Selly Oak Shopping Park, Birmingham	0.1%	3	0.8%	1	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Birmingham New Street Railway Station, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Handyman House, St John Street, Bridgnorth	0.2%	7	0.8%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), High Street, Harborne, Birmingham	0.3%	11	6.0%	9	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Hilton Park, M6	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
North, Essington, Wolverhampton												
Marks & Spencer (Simply Food), Princes Park, Chester Road North, New Oscott	0.4%	14	0.0%	0	2.6%	6	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Longbridge	0.4%	16	0.0%	0	0.0%	0	0.0%	0	5.9%	9	2.2%	2
Marks & Spencer, Parade Grace Church Centre, Sutton Coldfield	0.1%	5	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Telford Shopping Centre, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Merryhill Centre, Pedmore Road, Brierley Hill	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ventura Park, Bitterscote, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf, Lower Mill Street, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge	0.7%	26	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	1.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Pendeford	0.9%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Buntsford Park Road, Bromsgrove	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Morrisons, Charterfield Shopping Centre, Kingswinford	0.9%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	1.0%	36	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, Walsall	0.5%	19	0.0%	0	2.1%	5	0.0%	0	0.0%	0	0.0%	0
Morrisons, Market Street, Rugeley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Morrisons, Middle Piece Way, Willenhall	0.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Morrisons, Mill Street, Cannock	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Morrisons, Newdale, Lawley Drive, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Morrisons, Rubery, Birmingham	1.1%	40	0.8%	1	0.0%	0	1.3%	2	19.8%	30	1.6%	1	5.5%	4	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.8%	0
Morrisons, Spring Hill, Wellington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Morrisons, Wallows Lane, Walsall	0.7%	27	0.0%	0	3.7%	8	0.0%	0	0.0%	0	0.0%	0												
Sainsbury's Local, Barley Mow, High Street, Wollaston	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Sainsbury's Local, Birmingham Road, Wylde Green, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Sainsbury's Local, Bridgnorth Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Sainsbury's Local, High Street, Pensnett, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Sainsbury's Local, Lawnswood Road, Wordsley, Stourbridge	0.2%	9	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0												
Sainsbury's Local, Louise Street, Gornal Wood, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Sainsbury's Local, Stone Cross, Penkridge, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Sainsbury's Superstore, Anders Square, Perton, Wolverhampton	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Sainsbury's Superstore, Bitterscote Drive, Bonehill, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Sainsbury's Superstore, Castle Vale Retail Park, Birmingham	0.2%	8	0.0%	0	2.2%	5	0.0%	0	0.0%	0	1.6%	1												
Sainsbury's Superstore, Chell Road, Stafford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Sainsbury's Superstore, Frankley Beeches Road,	1.0%	38	0.8%	1	0.8%	2	7.7%	10	13.8%	21	1.4%	1	2.4%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Northfield, Birmingham												
Sainsbury's Superstore, Freeth Street, Oldbury	0.8%	29	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Blackheath	1.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.5%	20	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Orbital Retail Park, Voyager Drive, Cannock	1.0%	36	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Raglan Street, St Marks, Wolverhampton	1.2%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wednesfield, Wolverhampton	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Amblecote, Brierley Hill	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Telford Forge Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cann Hall Bypass, Bridgnorth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Tesco Express (Esso), Cannock Road, Bushbury	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Hagley Road, Stourbridge	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Highland Road, Dudley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Lichfield Road, Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Walsall Road, Great Wyrley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Cradley Heath												
Tesco Extra, Littleton Street West, Walsall	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newport Road, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Sandwell Centre, New Square, West Bromwich	1.2%	45	0.0%	0	5.7%	13	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Dudley	1.0%	37	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco Extra, Wrekin Retail Park, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Camden Street, Springhill, Birmingham	0.6%	22	8.6%	12	2.1%	5	2.3%	3	0.0%	0	2.2%	2
Tesco Superstore, Hawks Green District Centre, Cannock	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neptune Industrial Estate, Willenhall	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ridgacre Road, Quinton	0.5%	19	2.1%	3	0.0%	0	0.0%	0	8.6%	7	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Audley Road, Newport	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Birmingham	1.1%	40	20.3%	29	0.0%	0	2.3%	3	0.0%	0	4.6%	4
Waitrose, Penn Road, Wolverhampton	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ryemarket, Stourbridge	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Waitrose, St. John Street, Bromsgrove	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Waitrose, Stonneyland Drive, Lichfield	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	5.0%	186	6.5%	9	6.3%	14	15.7%	20	5.6%	8	8.1%	7
African Caribbean Food Store, Soho Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Bromsgrove	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Aldi, Bristol Road South, Northfield	0.4%	14	0.0%	0	0.0%	0	4.6%	6	4.7%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Broad Gauge Way, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Essington Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Maypole Lane, Birmingham	0.1%	5	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Sherwood Road, Bromsgrove	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Silverwoods Way, Kidderminster	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Station Drive, Ludlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Trescott Road, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bordesley Green, Birmingham	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Jinnah Road, Redditch	0.1%	3	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.3%	11	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	1.6%	1	0.0%	0	9.5%	7	0.0%	0	0.0%	0	0.0%	0
B&M, Bilston Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Church Street, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Market Street, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Reedswood Retail Park, Reedswood Way	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, The Merry Hill Centre, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cartwrights, High Street, Albrighton, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Spices, High Street, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Alvechurch, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Watson Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Common Road, Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Bescot Retail Park, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Camp Street, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Farmfoods, Cape Hill, Smethwick	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Heath Town	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Farley Centre, West Bromwich	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Fisher Street, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Green Street, Kidderminster	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Halesowen Road, Halesowen	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Farmfoods, High Street, Brierley Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brownhills	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Tipton	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, New Road, Rubery	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Farmfoods, The Kingstanding Centre, Kingstanding Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Heron Foods, Bristol Road South, Birmingham	0.1%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Heron Foods, Burntwood Town Shopping Centre, Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Castle Street, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Church Street, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Great Bridge, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Rowley Regis	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Heron Foods, High Street, Wednesfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, King Street, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Princess Parade, High Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Raynor Road, Fallings Park,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Wolverhampton												
Heron Foods, Roseville Shopping Centre, Castle Street, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Saddlers Shopping Centre, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Stafford Street, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Watford Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Home Bargains, Bentley Bridge Retail Park, Backhouse Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Church Street, Bilston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Churchill Shopping Centre, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Duchess Parade, High Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, High Street, Harborne	0.1%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, High Street, Smethwick	0.1%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Keyway Retail Park, Willenhall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Phoenix Retail Park, Cannock Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Rookery Parade, Aldridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, The Merry Hill Centre, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Town Centre Shopping Scheme, Bloxwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Bescot Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Bromsgrove Retail Park, Bromsgrove	0.0%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Iceland, (Food Warehouse), Oldbury Green Retail Park, Oldbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse),	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Walsall Retail Park, Reedwood Way												
Iceland, Alcester Road South, Maypole, Birmingham	0.1%	3	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Iceland, Bridge Street, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Grosvenor Centre, Northfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	2.2%	3	1.4%	1
Iceland, High Street, Rowley Regis	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Iceland, Jerome Retail Park, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kingstanding Road, Birmingham	0.1%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Iceland, Mill Lane, Bromsgrove	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Park Street, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scotts Arms Centre, Walsall Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jack's, New Road, Rubery	0.1%	5	0.0%	0	0.0%	0	0.0%	0	3.7%	5	0.0%	0
Karim's Supermarket, Heathfield Road, Birmingham	0.1%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Olton Boulevard East, Acocks Green	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bilston Town Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Dudley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, West Bromwich Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Wolverhampton City Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Aldridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bilston Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Birmingham City Centre	0.1%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Local shops, Blackheath Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bridgnorth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Town Centre												
Local shops, Broad Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brownhills Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Burntwood Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bushbury Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cannock Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Catshill Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Local shops, Cheslyn Hay Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cleobury Mortimer Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cotteridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops, Cradley Heath Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.8%
Local shops, Dimbles Lane, Lichfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Road, Birmingham	0.1%	4	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Halesowen Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Local shops, Handsworth Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Local shops, Harborne Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.9%	1
Local shops, Hednesford Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kings Norton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingsmead Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingstanding Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Local shops, Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Local shops, Lichfield City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Longbridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Local shops, Netherton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, One Stop Shopping Park, Perry Barr	0.1%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Redditch Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Local shops, Rubery Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Local shops, Shifnal Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Smethwick Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stourbridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Streetley Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Walsall Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesbury Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesfield Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, West Bromwich Town Centre	0.2%	9	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Willenhall Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wollaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mark Honnor Butchers, May Lane, Hollywood, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Marks & Spencer, One Stop Shopping Park, Perry Barr	0.1%	4	0.0%	0	1.6%	4	0.0%	0	0.0%	0	0.0%	0
Meat And More, High Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hagley Road, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Nisa, Birches Barn Road, Pennfields, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Devon Court, Bideford Way, Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Festival Court, Pye Green Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bilbrook Road, Codsall, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cresswell Crescent, Bloxwich, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Horseley Road, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Market Street, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Throne Road, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pat's Butchers, Little Aston Lane, Sutton Coldfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Road Butchers, Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roberts Farm Shop, Kidderminster Road, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Harborne	0.2%	6	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stourbridge Road, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3
Sainsbury's Superstore, Abbey Trading Centre, Redditch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Sainsbury's Superstore, Alcester Road South, Maypole, Birmingham	0.7%	24	0.0%	0	0.0%	0	5.5%	7	0.0%	0	26.9%	17
Sainsbury's Superstore, Barton Yard, Hereford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.9%	33	0.0%	0	0.0%	0	1.5%	2	17.5%	26	0.0%	0
Sainsbury's Superstore, Northampton Road, Wellingborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Selly	0.5%	18	2.2%	3	0.0%	0	10.4%	13	0.0%	0	0.8%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Oak Shopping Park, Birmingham												
Sainsbury's Superstore, Stratford Road, Shirley, Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhars Supermarket, Wellington Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SC Butchers, Trysull Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharon's Fruit & Veg, High Street, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Local, Curdale Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Spar (Euro Garage), Wolverhampton Road, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Russells Hall Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Sutton Coldfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hamstead Road, Birmingham	0.1%	5	0.0%	0	0.0%	0	2.6%	4	0.0%	0	2.6%	1
Tesco Express, Paddock Lane, Aldridge, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Redhill Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco Express, Rowley Village, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Warbler Place, Spennells, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.2%	7	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	8.0%
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Tesco Metro, Caxton Gate, New Street, Birmingham	0.1%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Tesco Superstore, Aston Lane, Birmingham	0.1%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Coleshill Road, Birmingham	0.1%	4	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Severn Road, Stourport-on-Severn	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Clean Kilo, Gibb Street, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Tom Browns Fruit, Watford Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Waitrose, Saltway, Droitwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Shopping Centre, Oldbury Road, Smethwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Market Street, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, The Lower Parade, Sutton Coldfield	0.1%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:	3684	144	226	129	150	81	64	52	69	48	79	37
Sample:	3733	75	72	71	72	78	69	70	55	79	89	80

Q08 Which internet / home delivery retailer do you use?*Those who do their main food shopping via the internet at Q07*

Asda	20.0%	37	0.0%	0	0.0%	0	9.6%	2	25.7%	2	36.8%	2	11.0%	1	0.0%	0	0.0%	0	50.0%	1	100.0%	1	0.0%	0
Morrisons	11.5%	21	66.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	13.5%	25	0.0%	0	0.0%	0	23.2%	5	0.0%	0	31.6%	2	0.0%	0	100.0%	1	29.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	13.8%	26	0.0%	0	0.0%	0	14.7%	3	14.2%	1	0.0%	0	0.0%	0	0.0%	0	70.7%	3	50.0%	1	0.0%	0	100.1%	0
Tesco	34.4%	64	33.3%	3	100.0%	14	52.5%	11	45.9%	4	31.6%	2	47.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	2.7%	5	0.0%	0	0.0%	0	0.0%	0	14.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Able & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon Pantry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Milkman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milk & More	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak House Foods	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverford Organic Farmers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidhu Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	186	9	14	20	8	7	5	1	4	1	4	1	0											
Sample:	134	3	3	8	4	4	5	1	3	2	1	1	0											

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Meanscore: [£]												
Q09 How much does your household normally spend on main food shopping in a week?												
£1 - £10	0.4%	23	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£11 - £20	2.3%	143	0.5%	1	5.1%	19	1.8%	4	0.9%	2	4.5%	5
£21 - £30	5.3%	320	10.9%	23	8.8%	33	8.1%	17	3.1%	8	6.8%	8
£31 - £40	8.2%	496	15.6%	32	11.8%	44	7.0%	15	12.1%	31	7.5%	9
£41 - £50	12.4%	756	13.8%	29	12.0%	45	16.1%	34	17.3%	45	6.6%	8
£51 - £60	9.1%	553	5.4%	11	9.6%	36	8.7%	18	4.5%	12	6.3%	7
£61 - £70	8.7%	530	5.3%	11	7.9%	30	8.9%	19	7.1%	18	7.7%	9
£71 - £80	9.5%	575	5.9%	12	6.9%	26	6.8%	14	12.0%	31	8.6%	10
£81 - £90	4.7%	286	4.1%	8	4.9%	18	2.6%	6	2.0%	5	1.1%	1
£91 - £100	11.4%	691	8.1%	17	8.0%	30	14.0%	30	5.8%	15	21.2%	24
£101 - £110	1.0%	62	1.0%	2	0.0%	0	0.9%	2	0.0%	0	2.8%	3
£111 - £120	3.0%	179	1.1%	2	0.0%	0	4.7%	10	2.3%	6	6.5%	7
£121 - £130	1.3%	78	0.0%	0	0.0%	0	0.9%	2	5.8%	15	4.0%	5
£131 - £140	0.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
£141 - £150	3.0%	184	3.9%	8	5.3%	20	0.0%	0	4.7%	12	3.4%	4
£151 - £160	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £170	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£171 - £180	0.4%	24	0.0%	0	0.0%	0	0.0%	0	1.5%	4	0.0%	0
£181 - £190	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£191 - £200	0.7%	41	0.5%	1	0.0%	0	0.0%	0	0.5%	1	0.6%	1
£201 - £210	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£211 - £220	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£221 - £230	0.1%	5	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£231 - £240	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£241 - £250	0.1%	7	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.2%	15	0.0%	0	1.3%	5	0.0%	0	0.0%	0	1.0%	1
(Don't know / varies)	15.7%	955	19.7%	41	17.2%	64	16.8%	36	17.8%	46	10.7%	12
(Refused)	1.5%	89	0.5%	1	1.3%	5	2.8%	6	2.7%	7	0.6%	1
<i>Mean:</i>	<i>74.29</i>	<i>68.85</i>	<i>72.03</i>	<i>67.08</i>	<i>74.81</i>	<i>79.40</i>	<i>83.27</i>	<i>75.31</i>	<i>79.33</i>	<i>74.36</i>	<i>73.10</i>	<i>79.87</i>
Weighted base:	6076	207	374	213	258	114	107	85	155	70	106	50
Sample:	6076	110	114	112	117	110	113	112	119	112	123	110

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q10 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?												
<i>Excl. Nulls</i>												
Aldi, Audley Avenue, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bearwood Road, Bearwood	0.7%	27	3.9%	4	0.0%	0	0.0%	0	2.2%	3	1.6%	1
Aldi, Bentley Bridge Shopping Park, Wednesfield	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Great Barr	1.0%	37	0.0%	0	9.4%	22	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridge Cross Road, Burntwood	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak	0.1%	6	1.0%	1	0.0%	0	0.0%	0	2.6%	4	0.0%	0
Aldi, Burns Road, Moxley, Wednesbury	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chase Gateway, Victoria Street, Hednesford	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chester Road, New Oscott	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, Lichfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cinder Bank, Peartree Lane, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Brierley Hill	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Lye	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Earls Way, Halesowen	0.4%	15	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Aldi, Edgbaston Road, Birmingham	0.2%	7	1.9%	2	0.0%	0	3.1%	4	0.0%	0	1.0%	1
Aldi, Goldthorn Hill Road, Wolverhampton	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Grange Central, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, Kidderminster	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Brownhills	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Howard Street, Wolverhampton	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Madeley Court,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Parkway, Madeley												
Aldi, Mercury Drive, Wolverhampton	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, New Road, Stourbridge	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Priory Road, Dudley	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwells Road, Netherton	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	8.5%
Aldi, Saxon Drive, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stourbridge Road, Bridgnorth	0.1%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Aldi, The Parade, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wellington Road, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.4%
Aldi, Wolverhampton Road, Oldbury	0.4%	17	0.0%	0	2.5%	6	0.0%	0	0.8%	1	0.0%	0
Asda, Avon Road, Cannock	0.7%	27	0.0%	0	2.1%	5	0.0%	0	2.7%	2	0.0%	0
Asda, Barnes Hill Road, Barnes Hill, Birmingham	0.7%	27	1.7%	2	0.0%	0	7.4%	9	1.6%	2	14.5%	11
Asda, Brickhouse Lane, Great Bridge, Tipton	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Daisy Street, North Bilston, Coseley	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, St. Matthews, Walsall	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Asda, Hagley Road West, Quinton, Birmingham	0.3%	14	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Asda, High Holborn Street, Sedgley	0.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Dudley	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Kings Heath, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merryhill Centre, Dudley	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.6%
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, New Road, Kidderminster	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.8%	30	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, off Queslet Road, Great Barr, Birmingham	0.8%	31	0.0%	0	6.5%	15	1.4%	2	0.0%	0	1.0%	1
Asda, Pearson Street,	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Brierley Hill																								
Asda, Queensway Mall, Halesowen	0.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	10.0%	5	20.1%	15	3.3%	1
Asda, Queensway, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rumer Hill, Lichfield Road, Cannock	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Saltwells Road, Cradley Road, Netherton, Dudley	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Asda, St Lawrence Way, Darlaston	0.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ventura Road, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Minworth, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Barr, Birmingham	0.2%	10	0.0%	0	3.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Heath Town, Wolverhampton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodhall Street, Bloxwich	0.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) High Street, Cleobury Mortimer	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) High Street, Harborne	0.1%	4	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) Kidderminster Road, Bewdley Bridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) Wolverhampton Road, Penkridge	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Albion Parade, Wall Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bassnage Road, Halesowen	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	5.1%	4	0.0%	0	0.0%	0
Co-op, Bearwood Road, Warley Smethwick	0.1%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Boley Park Centre, Ryknild Street, Lichfield	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bradford Street, Shifnal	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Co-op, Brewood Road, Coven	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadway, Fullbrook, Walsall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Co-op, Burntwood Crossroads, Norton Canes	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cannock Road, Blackford, Cannock	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cannock Road, Burntwood	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cheslyn Hay, Cannock	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Lane, Handsworth Wood	0.1%	3	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Clarence Road, Four Oaks, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Clayhanger, Brownhills	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Common Lane, Fradley Park Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Court Oak Road, Quinborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Co-op, Curborough Road, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dibdale Road West, Dudley	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dudley Road West, Tividale	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dyas Road, Old Oscott, Birmingham	0.2%	6	0.0%	0	2.5%	6	0.0%	0	0.0%	0	0.0%	0
Co-op, Finchfield Road West, Finchfield, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franche Road, Kidderminster	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gibbs Lane, Catshill	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	6
Co-op, Gilbert Road, Charford Bromsgrove	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4
Co-op, Glebe Lane, Norton Stourbridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Griffiths Drive, Ashmore	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hagley Road West, Quinton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Co-op, Hawthorn Road, Kingstanding	0.1%	4	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Hazelwell Street,	0.3%	12	0.0%	0	0.0%	0	9.8%	12	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Stirchley												
Co-op, High Street, Albrighton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Highley, Bridgnorth	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kingswinford	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kinver	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Pattingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Pelsall	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Shifnal	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Tettenhall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Wombourne	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highfields Road, Chasetown	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hill Top, West Bromwich	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hollyhedge Road, Stonecross, Charlemont	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kempthorne Avenue, Bushbury, Wolverhampton	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kingstanding Road, Kingstanding	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lichfield Road, Bloxwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lichfield Road, Shelfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lichfield Road, Walsall Wood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Liskeard Road, Parkhall, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Load Street, Bewdley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lodge Lane, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Whittington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Brewood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Street, Penkridge	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mill Street, Low Town, Bridgnorth	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Morley Road, Burntwood	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Co-op, New Road, Rubery	0.3%	12	0.0%	0	0.0%	0	0.0%	0	8.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Square Shopping Gate, Bridge Street, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Oldbury Road, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Overfield Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Pendeford Avenue, Claregate, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Pershore Road, Cotteridge	0.1%	3	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queensway, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Quinton Road West, Quinton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Regent Road, Tividale	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sandringham Place, Stourbridge	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, School Road, Wombourne	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sedgley Road, Woodsetton, Dudley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spies Lane, Halesowen	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	11.2%	5	4.2%	3	0.0%	0	0.0%	0
Co-op, St. Kenelms Road, Romsley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Stafford Road, Huntington, Cannock	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stafford Road, Oxley, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stirchley, Telford	0.1%	4	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stoke Road, Bromsgrove	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stubby Lane, Perry Hall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sutton Road, Walsall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Swan Corner Shopping Precinct, Burntwood Green	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Tame Road, Brandhall	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Broadway, Stourbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Green, Kings Norton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Lichfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Road, New Invention												
Co-op, Thornhill Road, Streetly, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trysull Road, Merry Hill, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Turnberry Road, Bloxwich	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Turves Green, Northfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0
Co-op, Unity Walk, Owen Street, Tipton	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Upper Church Lane, Tipton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Road, Great Barr	0.8%	30	0.0%	0	12.0%	29	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Wood Road, Aldridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wardles Lane, Great Wyrley	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Warstones Road, Penn	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Heath Road, Northfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, Wolverhampton Road, Codsall	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wood Lane, Codsall	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Worcester Road, Hagley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Linkway Retail Park, Watling Street, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), The Peel Centre, Stafford Street, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bearwood Road, Warley, Smethwick	0.1%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Iceland, Church Street, Bilston	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Churchill Shopping Centre, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hagley Street, Halesowen, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Cradley Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harborne, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Iceland, Kings Square,	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Sandwell Centre, West Bromwich												
Iceland, Market Place, Bloxwich	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Rugeley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Lichfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Merry Hill Retail Park, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, Birmingham	0.1%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0
Iceland, The Moor Centre, Brierley Hill	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Rye Market, Stourbridge	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Aldridge	0.2%	7	0.0%	0	1.4%	3	0.0%	0	0.0%	0	1.6%	1
Iceland, Union Street, Wednesbury	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Windmill Shopping Park, Smethwick	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Wulfrun Centre, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ablewell Street, Walsall	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Birmingham Road, Bromsgrove	0.3%	11	0.0%	0	0.0%	0	1.3%	2	2.6%	2	0.0%	0
Lidl, Blackhalve Lane, Wolverhampton	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brettell Lane, Stourbridge	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dudley Road, Winson Green, Birmingham	0.4%	15	10.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Eastern Avenue, Lichfield	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Finchfield, Wolverhampton	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Friar Park Road, Wednesbury	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hagley Road, Halesowen	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Lidl, Halesowen Road, Netherton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11								
Lidl, High Street, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Lidl, High Street, West Bromwich	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1						
Lidl, Horseley Heath, Great Bridge, Tipton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Lidl, Kings Road, Sutton Coldfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0						
Lidl, Lower High Street, Cradley Heath	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	11.4%	4				
Lidl, Madeley Court Way, Madeley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Lidl, New Road, Willenhall	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Lidl, Old Walsall Road, Hamstead Industrial Estate, Hamstead	0.4%	16	0.0%	0	5.1%	12	0.0%	0	0.0%	0	0.0%	0	6.4%	4	0.0%	0	0.0%	0		
Lidl, Parkside House, Oldbury Road, Blackheath	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0
Lidl, Silver Street, Kings Heath, Birmingham	0.1%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Soho Road, Handsworth, Birmingham	0.0%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stallings Lane, Kingswinford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Hagley Road, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Axeltree Way, Wednesbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Lichfield Road, Mere Green	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Orbital Retail Park, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Selly Oak Shopping Park, Birmingham	0.1%	5	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Birmingham New Street Railway Station, Birmingham	0.1%	3	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Handyman House, St John Street, Bridgnorth	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), High Street, Harborne, Birmingham	0.2%	7	4.8%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Marks & Spencer (Simply Food), Princes Park, Chester Road North, New Oscott	0.2%	9	0.0%	0	2.5%	6	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, Wolverhampton	0.3%	11	0.0%	0	2.1%	5	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Longbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Marks & Spencer, Parade Grace Church Centre, Sutton Coldfield	0.1%	3	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Stafford Riverside, Stafford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Telford Shopping Centre, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Merryhill Centre, Pedmore Road, Brierley Hill	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Marks & Spencer, Ventura Park, Bitterscote, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf, Lower Mill Street, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge	0.7%	26	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Pendeford	0.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Buntsford Park Road, Bromsgrove	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	8
Morrisons, Charterfield Shopping Centre, Kingswinford	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Morrisons, High Street, Burntwood	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Morrisons, Lichfield Street, Walsall	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Morrisons, Mill Street, Cannock	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Newdale, Lawley Drive, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	0.9%	34	5.0%	5	0.0%	0	0.0%	0	19.4%	28	0.8%	1
Morrisons, Wallows Lane, Walsall	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Sainsbury's Local, Barley Mow, High Street, Wollaston	0.3%	12	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Sainsbury's Local, Birmingham Road, Wylde Green, Sutton Coldfield	0.3%	12	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0
Sainsbury's Local, Boldmere Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bridgnorth Road, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Compton Road, Wolverhampton	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Pensnett, Dudley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lawnswood Road, Wordsley, Stourbridge	0.3%	10	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Sainsbury's Local, Louise Street, Gornal Wood, Dudley	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stone Cross, Penkridge, Stafford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Victoria Square, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Walsall Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton, Wolverhampton	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bitterscote Drive, Bonehill, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Castle Vale Retail Park, Birmingham	0.2%	7	0.0%	0	2.1%	5	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Sainsbury's Superstore, Chell Road, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Sainsbury's Superstore, Frankley Beeches Road, Northfield, Birmingham	0.2%	10	0.0%	0	0.0%	0	1.4%	2	3.1%	4	0.8%	1	2.6%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Blackheath	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	6	3.4%	3	1.7%	1
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Orbital Retail Park, Voyager Drive, Cannock	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Raglan Street, St Marks, Wolverhampton	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wednesfield, Wolverhampton	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Amblecote, Brierley Hill	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Telford Forge Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cann Hall Bypass, Bridgnorth	0.1%	5	0.0%	0	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cannock Road, Bushbury	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Hagley Road, Stourbridge	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Highland Road, Dudley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso),	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Lichfield Road, Wednesfield												
Tesco Express (Esso), Lichfield Road, Willenhall	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Walsall Road, Great Wyrley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Aldridge Tavern, Aldridge, Walsall	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birches Barn Road, Bradmore, Wolverhampton	0.2%	9	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco Express, Birmingham Road, Shenstone	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco Express, Bridge Road, Cookley	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristnall Hall Road, Bristnall, Birmingham	0.4%	14	3.4%	4	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Tesco Express, Codsall Road, Claregate, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coombs Road, Dudley Road, Halesowen	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Tesco Express, Goose Pub, Bromley Lane, Kingswinford	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Granville Street, Bathrow, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Tesco Express, Hadley District Centre, Hadley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Edgbaston	0.1%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Hasbury, Halesowen	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6.2%
Tesco Express, Hall Street, Hockley, Birmingham	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Haygate Road, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Willenhall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Pensnett												
Tesco Express, Hurst Road, Bilston	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Netherstowe, Netherstowe, Lichfield	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oxhill Road, Handsworth	0.1%	5	0.0%	0	2.0%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Penn Road, Penn Manor, Wolverhampton	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Platts Road, Audnam, Stourbridge	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stafford Road, Cannock	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, Halesowen	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Express, The Arcade, Gornal Dudley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sandwell, Stone Cross, West Bromwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sutton Coldfield	0.7%	26	0.0%	0	2.5%	6	0.0%	0	0.0%	0	2.9%	2
Tesco Express, Wharfside Street, Mailbox, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Bilston	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Tesco Extra, Littleton Street West, Walsall	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3
Tesco Extra, Newport Road, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Sandwell Centre, New Square, West Bromwich	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	4
Tesco Extra, Town Gate Retail Park, Dudley	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Camden Street, Springhill,	0.4%	14	7.3%	8	1.4%	3	0.0%	0	0.0%	0	1.3%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Birmingham												
Tesco Superstore, Hawks Green District Centre, Cannock	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neptune Industrial Estate, Willenhall	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ridgacre Road, Quinton	0.7%	27	2.9%	3	0.0%	0	0.0%	0	0.0%	0	24.7%	19
Tesco Superstore, Silver Street, Brownhills, Walsall	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose (Little), Colmore Row, Jewellery Quarter, Birmingham	0.0%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Audley Road, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Birmingham	0.5%	20	15.6%	17	0.0%	0	0.9%	1	0.0%	0	0.8%	1
Waitrose, Highgate Centre, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ryemarket, Stourbridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Waitrose, St. John Street, Bromsgrove	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4
Waitrose, Stonneyland Drive, Lichfield	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	2.3%	88	4.9%	5	0.0%	0	9.8%	12	0.0%	0	2.7%	2
A&H Supersave, Churchill Road, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Bromsgrove	0.4%	16	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0
Aldi, Bristol Road South, Northfield	0.6%	23	0.0%	0	0.0%	0	4.5%	6	11.8%	17	0.0%	0
Aldi, Broad Gauge Way, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Essington Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Maypole Lane, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Aldi, Sherwood Road, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Aldi, Silverwoods Way, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Trescott Road, Redditch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
All in One Supersave, Bushbury Lane, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	12
Asda, Parkgate Shopping Centre, Stratford Road, Shirley, Solihull	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
B&M, Astle Park, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Digbeth, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Ferrie Grove, Brownhills, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Gallagher Retail Park, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Market Street, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Reedswood Retail Park, Reedswood Way	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, The Merry Hill Centre, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Best One, Rocky Lane, Birmingham	0.1%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0
Bewdley Farm Shop, Dog Lane, Bewdley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birds Corner Stores, Stourbridge Road, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath Post Office, Halesowen Street, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackwood Butchers, Blackwood Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booze Corner, Lichfield Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BP, Walsall Road, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Codsall, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Road West Post	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Office, Castle Road West, Oldbury												
Chase Farm Shop, Weeford Road, Roughley, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clive Lloyd Butchers, Enville Road, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalway News & Booze, Coalway Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bells Lane, Stourbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dad's Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Co-op, Hagley Road, Halesowen	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2.5%
Co-op, Racecourse Road, Pershore	0.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Co-op, The Square, Alvechurch, Birmingham	0.3%	11	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	10.6%
Costcutter, Barke Street, Highley, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Bentley Road North, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Common Road, Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Hateley Drive, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, High Street, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Long Lane, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Costcutter, Oldbury Road, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Powis Avenue, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, St Mark's Road, Tipton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, The Broadstone, Two Gates, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Costcutter, Trinity Centre, Halesowen Road, Cradley Heath	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.5%
Costcutter, Westcroft Avenue, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Wood End Road,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11		
Wolverhampton														
Cradley Heath Newsagents, High Street, Cradley Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
DEI Convenience, Friezland Lane, Walsall Wood, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DHL Daily Stores, Stephenson Square, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duleys, Ladbury Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E&S Mears, Walsall Road, Great Wyrley, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edmund Howdle Butchers, High Street, Clayhanger, Brownhills	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Farm Shop, Bognop Road, Essington	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Bescot Retail Park, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Bloxwich Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cape Hill, Smethwick	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Heath Town	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Farley Centre, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Halesowen Road, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Farmfoods, High Street, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Tipton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, The Kingstanding Centre, Kingstanding Road, Birmingham	0.2%	6	0.0%	0	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillity Wines & Spirits, Gillity Avenue, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Global Wines, Abbey Road, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayhead Farm Shop, Longwood Lane, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Heron Foods, Bristol Road South, Birmingham	0.1%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Burntwood Town Shopping Centre, Burntwood	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Castle Square, Weoley Castle, Birmingham	0.2%	6	0.0%	0	0.0%	0	5.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Castle Street, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Church Street, Bilston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Great Bridge, Tipton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Erdington	0.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Wednesfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Market Street, Kingswinford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Princess Parade, High Street, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Roseville Shopping Centre, Castle Street, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Saddlers Shopping Centre, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Stafford Street, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, The Swan Centre, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Union Street, Wednesbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Bentley Bridge Retail Park, Backhouse Lane, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Bristol Road South, Birmingham	0.1%	5	0.0%	0	0.0%	0	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Church Street, Bilston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Churchill Shopping Centre, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Duchess	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Parade, High Street, West Bromwich																								
Home Bargains, High Street, Harborne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, High Street, Smethwick	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Hough Retail Park, Lichfield Road, Safford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Jerome Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Keyway Retail Park, Willenhall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, One Stop Shopping Park, Walsall Road, Birmingham	0.1%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Ringway Church Street, Market Hall, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Rookery Parade, Aldridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, The Merry Hill Centre, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Home Bargains, Town Centre Shopping Scheme, Bloxwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Wrenkin Retail Park, Arleston, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Wyrley Brook Park, Vine Lane, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Oldbury Green Retail Park, Oldbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Grosvenor Centre, Northfield	0.2%	9	0.0%	0	0.0%	0	2.4%	3	1.5%	2	0.8%	1	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rowley Regis	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Kingstanding Road, Birmingham	0.1%	5	0.0%	0	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Mill Lane, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Iceland, Scotts Arms Centre, Walsall Road,	0.3%	10	0.0%	0	4.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11		
Birmingham														
Iqbal & Sons, Long Lane, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
J&N Super Foodstore, Blackhalve Lane, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jack's, New Road, Rubery	0.1%	5	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0
Joe's News & Wines, Brooklands Parade, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Karim's Supermarket, Heathfield Road, Birmingham	0.0%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee's Farm Shop, Claverley, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Selly Oak Shopping Park, Birmingham	0.1%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Express, Causeway Green Road, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle, Glover Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Express, Ida Road, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bilston Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Blackheath Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bridgnorth Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Dudley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local market, Ludlow Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Stourbridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Albrighton Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Aldridge Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Alumwell Road, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ashmore Park	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Banfield Road, Darlaston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bartley Green Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Local shops, Bearwood	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Local Centre												
Local shops, Beckbury Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Beechdale Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bentley Bridge Retail & Leisure Park, Wednesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bescot Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bilston Town Centre	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Birmingham City Centre	0.5%	19	6.8%	7	0.8%	2	0.9%	1	0.0%	0	8.1%	6
Local shops, Blackheath Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Blakenhall Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bloxwich Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Boldmere Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bournville Village Centre	0.1%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Local shops, Bradmore Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brewwood Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bridgnorth Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brierley Hill Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brook Road, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Broughton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brownhills Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brownsall Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Burntwood Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bushbury Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cannock Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cape Hill Local	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Centre												
Local shops, Castle Vale Retail Park, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Local shops, Castlecroft Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Catshill Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Local shops, Cheslyn Hay Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Claypit Lane, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cleobury Mortimer Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Codsall Road, Cradley Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.9%
Local shops, Codsall Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Compton Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cotteridge Local Centre	0.1%	4	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0
Local shops, Coven Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cradley Heath Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6.2%
Local shops, Crankhall Lane, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dimbles Lane, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Road, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Town Centre	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Fallings Park Local Centre, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Featherstone Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Finchfield Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Franchise Street, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Gornal Local Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Barr Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Local shops, Great Bridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Village Centre												
Local shops, Halesowen	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre												
Local shops, Handsworth	0.2%	10	0.0%	0	4.0%	10	0.0%	0	0.0%	0	0.0%	0
Local Centre												
Local shops, Harborne Local	0.1%	4	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre												
Local shops, Heath Road,	0.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Birmingham												
Local shops, Hednesford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre												
Local shops, High Mount	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street, Hednesford												
Local shops, Hill Top Local	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre												
Local shops, Hills Lane,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley												
Local shops, Hollyhead	0.2%	6	0.0%	0	2.5%	6	0.0%	0	0.0%	0	0.0%	0
Road, Birmingham												
Local shops, Kidderminster	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre												
Local shops, Kings Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre												
Local shops, Kings Norton	0.1%	4	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Local Centre												
Local shops, Kingstanding	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre												
Local shops, Kingswinford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre												
Local shops, Kinver Village	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre												
Local shops, Lichfield City	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre												
Local shops, Lichfield Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall												
Local shops, Longbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Local Centre												
Local shops, Lye Local	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre												
Local shops, Moseley Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall												
Local shops, Netherton Local	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre												4.5%
Local shops, Newport Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre												
Local shops, Newton Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham								0.9%	0	0.0%	0	0.0%

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Local shops, Northfield Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Northfield Road, Birmingham	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ocker Hill Local Centre, Tipton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Old Heath Road Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Old Hill Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2
Local shops, Oldbury Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oldswinford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, One Stop Shopping Park, Perry Barr	0.4%	15	0.0%	0	6.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Owen Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Parkfield Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pedmore Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pelsall Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pendeford Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Penkridge Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Penn Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pensnett Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pershore Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Perton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Proffitt Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pye Green Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Queensway, Bewdley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Quinton Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Redditch Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Town Centre																								
Local shops, Rubery Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Salop Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sandwell District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sedgley Local Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sharesill Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shaw Road, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sheffield City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shenstone Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shifnal Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shirley District Centre	0.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shortheath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Showell Circus Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Small Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Smethwick Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sommerfield Road, Harborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, St Annes Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stafford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Station Road, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stourbridge Town Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stream Road, Kingswinford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Streetley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sutton Coldfield Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Telford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Local shops, Tipton Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Trescott Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Upeer Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Uttoxeter Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Walsall Town Centre	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesbury Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesfield Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, West Bromwich Town Centre	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wheaton Aston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Willenhall Town Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Windermere Place, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Windmill Lane, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wittington Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wollaston Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton City Centre	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton Road, Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wombourne Village Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Yew Tree Hills, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lodge Supermarket, Lodge Road, West Bromwich	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Madeley Road, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Romford Road, Aveley, South Ockendon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Worcester Road, Bromsgrove	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
M&K Food & Wines, Bristol Road South, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
M&M Supermarket, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Road, Smethwick												
Maple Superstore, Maple Drive, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marie's Deli, Griffiths Drive, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, One Stop Shopping Park, Perry Barr	0.0%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Martin's, Hawkesley End, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Marty's Convenience, Newton Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
McCull's, Broadway North, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McCull's, Willenhall Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meat And More, High Street, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mike Grahams, Market Street, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Chester Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Covercroft, Droitwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Road, Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Morrisons, Hagley Road, Birmingham	0.1%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitchurch Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Stores, Upper Villiers Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Lane Post Office, Newbury Lane, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nijjar Supermarket, Owen Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Ablewell Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Beacon Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3
Nisa, Birches Barn Road, Pennfields, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Blackhalve Lane, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Bromley Lane,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Kingswinford												
Nisa, College Road, Birmingham	0.0%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Nisa, Deans Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Devon Court, Bideford Way, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Festival Court, Pye Green Road, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Glenthorpe Drive, Cheslyn Hay, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Gorsey Lane, Great Wryley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, High Street, Quarry Bank, Dudley, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Lichfield Road, Rushall, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Park Lane, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Pottery Road, Warley, Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Spring Lane, Pelsall, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Stanton Road, Great Barr	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Nisa, Strathdene Road, Birmingham	0.1%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bilbrook Road, Codsall, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bourne Street, Bilston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Buffery Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bushbury Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Collingwood Road, Bushbury, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cresswell Crescent, Bloxwich, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Griffiths Drive, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Hales Lane, Smethwick	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Hill Tavern,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Watsons Green Road, Dudley												
One Stop, Horseley Road, Tipton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Jiggins Lane, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
One Stop, Mervyn Place, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Norton East Road, Norton Canes, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Saltwells Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, School Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sharon Way, Hednesford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Spring Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Throne Road, Rowley Regis	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Turners Lane, Withymoore Village	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Vicarage Road, West Bromwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Wood End Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Woodland Centre, Wood Lane, Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orchard Hills Bakery, Rookery Lane, Aldridge, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osborne's, Walsall Road, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Dovedale Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Dudley Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Kendrick Road, Moxley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Penn Road, Penn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, Grosvenor Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Poundland, Queens Square, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Poundland, Walsall Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Premier, Bloxwich Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Clark Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Granville Drive, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Hales Lane, Uplands	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Hednesford Road, Heath Hayes, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, High Street, Princes End, Tipton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Hollington Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Larkhill Road, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Malvern Avenue, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Market Street, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roberts Farm Shop, Kidderminster Road, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S&D Supermarket, Soho Road, Birmingham	0.2%	6	0.0%	0	2.5%	6	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bristol Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's Local, High Street, Harborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's Local, Standfield Centre, Worsley, Manchester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stourbridge Road, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Sainsbury's Superstore, Abbey Trading Centre, Redditch	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Sainsbury's Superstore, Alcester Road South, Kings Heath, Birmingham	0.0%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Maypole, Birmingham	0.2%	10	0.0%	0	0.0%	0	2.4%	3	0.0%	0	11.0%	7
Sainsbury's Superstore, Grove Farm Triangle, Leicester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Sainsbury's Superstore, Liverpool Road, Newcastle-under-Lyme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.6%	24	0.0%	0	2.5%	6	0.0%	0	9.8%	14	2.7%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Northampton Road, Wellingborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Sainsbury's Superstore, Selly Oak Shopping Park, Birmingham	0.2%	7	1.7%	2	0.0%	0	4.0%	5	0.0%	0	0.0%	0												
Sam's Supermarket, Devonshire Road, Smethwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Select & Save, Warstones Drive, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Select & Save, Woods Lane, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Sharon's Fruit & Veg, Market Street, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Shelfield Petrol Station, Lichfield Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Spar (Euro Garage), Franche Road, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Spar (Euro Garage), Wolverhampton Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Spar, Bridgnorth Road, Compton, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Spar, Bridgnorth Road, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Spar, Broad Street, Bromsgrove	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	8												
Spar, Drakes Cross Parade, Hollywood, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2												
Spar, Halesowen Road, Netherton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Spar, Harlescott Lane, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Spar, Harvest Road, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%											
Spar, High Street, Pelsall, Walsall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Spar, Hobs Road, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Spar, Lawnswood Road, Wordsley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Northgate, Aldridge, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Queensway, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Redditch Road, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	8.8%	5	0.0%	0
Spar, Russells Hall Road, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, School Road, Wheaton Aston, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wardles Lane, Great Wyrley, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Spar, Watford Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Spar, Worcester Lane, Hagley, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wordsley Green, Stourbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS Sidhu, Steel House Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supersave Discount Store, Johnson Road, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Bewdley Hill, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Linden Road, Birmingham	0.1%	6	0.0%	0	0.0%	0	4.1%	5	0.0%	0	1.0%	1
Tesco Express (Esso), Moss Grove, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Alcester Road, Hollywood, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0
Tesco Express, Birmingham Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Boldmere Road, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Sutton Coldfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Comberton Hill, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, East Mews, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hamstead Road, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	5

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Tesco Express, Hawthorn Road, Birmingham	0.0%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hewell Road, Barnt Green, Birmingham	0.2%	7	0.0%	0	0.0%	0	2.4%	3	1.5%	2	0.0%	0
Tesco Express, Load Street, Bewdley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Paddock Lane, Aldridge, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Redhill Road, Birmingham	0.2%	9	0.0%	0	0.0%	0	5.6%	8	0.0%	0	1.5%	1
Tesco Express, Rowley Village, Rowley Regis	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourport Road, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Warbler Place, Spennells, Kidderminster	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Caxton Gate, New Street, Birmingham	0.1%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Severn Road, Stourport-on-Severn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fruit Tree, Cannock Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tugford News, Tugford Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Warley Newstop, Bearwood Road, Smethwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Shopping Centre, Oldbury Road, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteheath Supermarket, Oldbury Road, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Market Place, High Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Market Street, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Oldbury Road, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, St. Georges Parade, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WT Hill & Son, Butts Road,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Walsall												
Weighted base:	3917	109	237	125	146	79	61	55	99	46	74	33
Sample:	3909	55	75	68	66	71	62	72	77	73	80	70

Q11 Which internet / home delivery retailer do you use?

Those who do their top-up shopping via the internet at Q10

Asda	21.4%	19	0.0%	0	0.0%	0	28.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons	5.9%	5	57.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland	21.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	32.5%	2	35.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's	12.1%	11	0.0%	0	0.0%	0	38.4%	5	0.0%	0	0.0%	0	0.0%	0	50.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco	16.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.4%	2	64.4%	1	0.0%	0	0.0%	0	0.0%	0	99.9%	1	
Ocado	7.4%	7	0.0%	0	0.0%	0	24.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Able & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Amazon Pantry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Milkman	5.6%	5	21.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Milk & More	2.0%	2	21.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Oak House Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverford Organic Farmers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sidhu Supermarket	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wiltshire Farm Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	7.0%	6	0.0%	0	0.0%	0	8.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	88	5		0		12		0		2		5		1		3		0		0		0		1	
Sample:	70	3		0		5		0		1		5		2		2		0		0		0		1	

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q12 In addition to (LOCATION MENTIONED AT Q10), is there anywhere else you regularly use for your household's small scale top-up food shopping?												
<i>Those who do top-up shopping at Q10 AND Excl. Nulls</i>												
Aldi, Bearwood Road, Bearwood	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bentley Bridge Shopping Park, Wednesfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Great Barr	0.4%	6	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridge Cross Road, Burntwood	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	0.5%	8	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak	0.4%	6	0.0%	0	0.0%	0	12.3%	5	0.0%	0	1.6%	1
Aldi, Burns Road, Moxley, Wednesbury	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chase Gateway, Victoria Street, Hednesford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chester Road, New Oscott	0.2%	3	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, Lichfield	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cinder Bank, Peartree Lane, Dudley	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, College Road, Kingstanding	0.5%	8	0.0%	0	8.5%	8	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Brierley Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Lye	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Earls Way, Halesowen	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Edgbaston Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Goldthorn Hill Road, Wolverhampton	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Grange Central, Telford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Brownhills	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Newtown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Howard Street, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kingsmead Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Stafford												
Aldi, Madeley Court, Parkway, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, New Road, Stourbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Aldi, Priory Road, Dudley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwells Road, Netherton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stourbridge Road, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Parade, Sutton Coldfield	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill Road, Barnes Hill, Birmingham	0.4%	6	0.0%	0	0.0%	0	9.2%	4	0.0%	0	3.3%	1
Asda, Brickhouse Lane, Great Bridge, Tipton	1.3%	19	0.0%	0	6.5%	6	0.0%	0	0.0%	0	0.0%	0
Asda, Daisy Street, North Bilston, Coseley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, St. Matthews, Walsall	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hagley Road West, Quinton, Birmingham	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	6
Asda, High Holborn Street, Sedgley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Dudley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Kings Heath, Birmingham	0.1%	2	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merryhill Centre, Dudley	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, off Queslet Road, Great Barr, Birmingham	0.4%	6	0.0%	0	4.0%	4	0.0%	0	0.0%	0	3.0%	0
Asda, Pearson Street, Brierley Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	3
											14.6%	5
												3.4%
												1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Asda, Queensway, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rumer Hill, Lichfield Road, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ventura Road, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Barr, Birmingham	0.2%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Heath Town, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Asda, Woodhall Street, Bloxwich	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) High Street, Cleobury Mortimer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) High Street, Harborne	0.2%	4	10.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) Wolverhampton Road, Penkridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Albion Parade, Wall Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Anglesey Street, Hednesford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bassnage Road, Halesowen	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	4
Co-op, Bearwood Road, Warley Smethwick	0.1%	2	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Boley Park Centre, Ryknild Street, Lichfield	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bradford Street, Shifnal	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burntwood Crossroads, Norton Canes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cannock Road, Burntwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cheslyn Hay, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Lane, Handsworth Wood	0.2%	3	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Clayhanger, Brownhills	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Co-op, Dibdale Road West, Dudley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Finchfield Road West, Finchfield, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franche Road, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gibbs Lane, Catshill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2
Co-op, Glebe Lane, Norton Stourbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Griffiths Drive, Ashmore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hagley Road West, Quinton	0.1%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hawthorn Road, Kingstanding	0.1%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Hazelwell Street, Stirchley	0.3%	5	0.0%	0	0.0%	0	9.7%	4	0.0%	0	0.0%	0
Co-op, High Street, Albrighton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Highley, Bridgnorth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kingswinford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kinver	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Shifnal	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Tettenhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Wombourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highfields Road, Chasetown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hill Top, West Bromwich	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hollyhedge Road, Stonecross, Charlemont	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kempthorne Avenue, Bushbury, Wolverhampton	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lichfield Road, Shelfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lichfield Road, Walsall Wood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Liskeard Road, Parkhall, Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Load Street, Bewdley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Brewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Co-op, Market Street, Penkridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mill Street, Low Town, Bridgnorth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, New Road, Rubery	0.2%	3	0.0%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0
Co-op, Old Square Shopping Gate, Bridge Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Pendeford Avenue, Claregate, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Pershore Road, Cotteridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Co-op, Quinton Road West, Quinton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3
Co-op, Regent Road, Tividale	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sandringham Place, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, School Road, Wombourne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sedgley Road, Woodsetton, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spies Lane, Halesowen	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2
Co-op, Stafford Road, Oxley, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stubby Lane, Perry Hall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sutton Road, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Swan Corner Shopping Precinct, Burntwood Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Tame Road, Brandhall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Lichfield Road, New Invention	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Thornhill Road, Streetly, Sutton Coldfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trysull Road, Merry Hill, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Turnberry Road, Bloxwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Unity Walk, Owen Street, Tipton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Road, Great Barr	0.5%	8	0.0%	0	6.9%	6	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Wood Road,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Aldridge												
Co-op, Wardles Lane, Great Wyrley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Warstones Road, Penn	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Heath Road, Northfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0
Co-op, Wolverhampton Road, Codsall	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wood Lane, Codsall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Worcester Road, Hagley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Linkway Retail Park, Watling Street, Cannock	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), The Peel Centre, Stafford Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bearwood Road, Warley, Smethwick	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Birmingham Road, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Street, Bilston	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Churchill Shopping Centre, Dudley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Dudley Street, Sedgley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hagley Street, Halesowen, Birmingham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	4
Iceland, High Street, Cradley Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8.6%
Iceland, High Street, Harborne, Birmingham	0.2%	3	6.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Iceland, Kings Square, Sandwell Centre, West Bromwich	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Bloxwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Cannock	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Merry Hill Retail Park, Brierley Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Iceland, The Rye Market, Stourbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Aldridge	0.5%	7	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Iceland, Union Street, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Windmill Shopping Park, Smethwick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Wulfrun Centre, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ablewell Street, Walsall	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Audley Avenue, Newport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Birmingham Road, Bromsgrove	0.7%	11	0.0%	0	5.5%	5	0.0%	0	4.3%	2	0.0%	0
Lidl, Blackhalve Lane, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brettell Lane, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dudley Road, Winson Green, Birmingham	0.3%	4	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Eastern Avenue, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Finchfield, Wolverhampton	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Friar Park Road, Wednesbury	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hagley Road, Halesowen	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Netherton	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Bilston	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Horseley Heath, Great Bridge, Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lower High Street, Cradley Heath	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madford Retail Park, Foregate Street, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Willenhall	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Walsall Road, Hamstead Industrial	0.6%	9	0.0%	0	5.5%	5	0.0%	0	0.0%	0	19.8%	3

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Estate, Hamstead												
Lidl, Parkside House, Oldbury Road, Blackheath	0.4%	6	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Silver Street, Kings Heath, Birmingham	0.4%	6	0.0%	0	0.0%	0	2.5%	1	7.7%	4	0.0%	0
Lidl, Soho Road, Handsworth, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stallings Lane, Kingswinford	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Quadrant, Redditch Ringway, Redditch	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Marks & Spencer (BP), Beacon Hill, Foley, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Hagley Road, Stourbridge	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Axeltree Way, Wednesbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Marks & Spencer (Foodhall), Lichfield Road, Mere Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Orbital Retail Park, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Selly Oak Shopping Park, Birmingham	0.2%	3	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Handyman House, St John Street, Bridgnorth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), High Street, Harborne, Birmingham	0.5%	8	14.1%	5	0.0%	0	0.0%	0	0.0%	0	6.2%	2
Marks & Spencer (Simply Food), Princes Park, Chester Road North, New Oscott	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Stafford Motorway Services, M6 North, Stone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, Wolverhampton	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Longbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Marks & Spencer, Parade Grace Church Centre, Sutton Coldfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Stafford Riverside, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Telford Shopping Centre, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Merryhill Centre, Pedmore Road, Brierley Hill	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7.9%
Marks & Spencer, Ventura Park, Bitterscote, Tamworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf, Lower Mill Street, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Morrisons, Anchor Road, Aldridge	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Pendeford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Buntsford Park Road, Bromsgrove	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	3
Morrisons, Charterfield Shopping Centre, Kingswinford	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, Walsall	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Market Street, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mill Street, Cannock	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	0.3%	4	0.0%	0	0.0%	0	2.4%	1	1.6%	1	0.0%	0
Morrisons, Wallows Lane, Walsall	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Sainsbury's Local, Barley Mow, High Street, Wollaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Boldmere Road, Sutton Coldfield	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bridgnorth Road, Wolverhampton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Compton Road, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lawnswood Road, Wordsley, Stourbridge	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Louise Street, Gornal Wood, Dudley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stone Cross, Penkridge, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Walsall Road, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton, Wolverhampton	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bitterscote Drive, Bonehill, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road, Northfield, Birmingham	0.6%	9	0.0%	0	0.0%	0	10.7%	5	4.3%	2	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Blackheath	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Orbital Retail Park, Voyager Drive, Cannock	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Sainsbury's Superstore, Raglan Street, St Marks, Wolverhampton	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedwood Way, Walsall	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wednesfield, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Amblecote, Brierley Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Telford Forge Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Hagley Road, Stourbridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Tesco Express (Esso), Highland Road, Dudley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Lichfield Road, Wednesfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Lichfield Road, Willenhall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Walsall Road, Great Wyrley	0.4%	7	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Aldridge Tavern, Aldridge, Walsall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birches Barn Road, Bradmore, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birmingham Road, Shenstone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bridge Road, Cookley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristnall Hall Road, Bristnall, Birmingham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2
Tesco Express, Codsall Road, Claregate, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Goose Pub, Bromley Lane, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Edgbaston	0.1%	2	3.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Tesco Express, Hagley Road, Hasbury, Halesowen	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	3	0.0%	0
Tesco Express, High Road, Willenhall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Bridgnorth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Pensnett	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hurst Road, Bilston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Netherstowe, Netherstowe, Lichfield	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Penn Road, Penn Manor, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Platts Road, Audnam, Stourbridge	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0
Tesco Express, Stafford Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, Halesowen	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3	0.0%	0
Tesco Express, The Arcade, Gornal Dudley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sandwell, Stone Cross, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Bilston	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	11.9%	2		
Tesco Extra, Littleton Street West, Walsall	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1
Tesco Extra, Sandwell Centre, New Square, West Bromwich	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Dudley	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Camden Street, Springhill,	0.3%	5	14.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Birmingham												
Tesco Superstore, Hawks Green District Centre, Cannock	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neptune Industrial Estate, Willenhall	0.6%	8	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ridgacre Road, Quinton	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	6
Tesco Superstore, Silver Street, Brownhills, Walsall	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Audley Road, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Birmingham	1.0%	14	19.6%	7	0.0%	0	0.0%	0	0.0%	0	17.8%	7
Waitrose, Highgate Centre, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ryemarket, Stourbridge	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St. John Street, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Waitrose, Stonneyland Drive, Lichfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	2.7%	41	10.3%	4	0.0%	0	7.0%	3	0.0%	0	4.5%	2
A&H Supersave, Churchill Road, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ellesmere Retail Park, Worsley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Sherwood Road, Bromsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Aldi, Silverwoods Way, Kidderminster	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
All in One Supersave, Bushbury Lane, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	3
Asda, Parkgate Shopping Centre, Stratford Road, Shirley, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1
B&M, Astle Park, West	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Bromwich												
B&M, Bilston Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bristol Road South, Northfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Droitwich Spa Retail Park, Droitwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
B&M, Ferrie Grove, Brownhills, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, High Street, Stourport-on-Severn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Keyway Retail Park, Willenhall	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Reedswood Retail Park, Reedswood Way	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, The Merry Hill Centre, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Trident Shopping, Centre, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Best One, Willenhall Street, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BP, Great Bridge Street, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BP, Walsall Road, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradshaws Farm Shop, Wrottesley Park Road, Perton, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Market Hall, High Street, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Codsall, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Road West Post Office, Castle Road West, Oldbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chase Farm Shop, Weeford Road, Roughley, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Road Post Office, City Road, Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Birmingham Road, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dad's Lane, Birmingham	0.1%	2	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
Co-op, Hagley Road,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Halesowen												
Co-op, The Square, Alvechurch, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wenlock Road, Shrewsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barke Street, Highley, Bridgnorth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Horton Square, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Lister Road, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dehal Meat & Poultry, Dudley Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastgate Store, Eastgate Street, Burntwood	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Farm Shop, Bognop Road, Essington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Bloxwich Road, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Camp Street, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cape Hill, Smethwick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Heath Town	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Fisher Street, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Green Street, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Halesowen Road, Halesowen	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2
Farmfoods, Hazelwell Street, Stirchley	0.1%	2	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0
Farmfoods, High Street, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, New Road, Rubery	0.4%	6	0.0%	0	0.0%	0	0.0%	0	10.8%	5	0.0%	0
Farmfoods, The Kingstanding Centre, Kingstanding Road, Birmingham	0.1%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Global Wines, Abbey Road, Smethwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Burntwood Town Shopping Centre, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Church Street, Bilston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Great Bridge, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Erdington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Rowley Regis	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Heron Foods, High Street, Wednesfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Market Street, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Raynor Road, Fallings Park, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Saddlers Shopping Centre, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, The Swan Centre, Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Bristol Road South, Birmingham	0.4%	5	0.0%	0	0.0%	0	10.3%	5	0.0%	0	0.0%	0
Home Bargains, Church Street, Bilston	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, High Street, Harborne	0.3%	4	0.0%	0	0.0%	0	0.0%	0	9.8%	4	0.0%	0
Home Bargains, High Street, Smethwick	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Phoenix Retail Park, Cannock Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Ringway Church Street, Market Hall, Cannock	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Rookery Parade, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Ryemarket, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, The Merry Hill Centre, Brierley Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Home Bargains, Town Centre Shopping Scheme, Bloxwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Iceland, (Food Warehouse), Bescot Retail Park, Walsall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Walsall Retail Park, Reedswood Way	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Birmingham Road, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Kidderminster	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Grosvenor Centre, Northfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Iceland, High Street, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Jerome Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kingstanding Road, Birmingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Mill Lane, Bromsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Iceland, Scotts Arms Centre, Walsall Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	1
Jay Mini Market, Uplands Road, Birmingham	0.1%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Lifestyle Express, Birmingham Road, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Express, Causeway Green Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bilston Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Blackheath Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bridgnorth Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Cannock Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Penkridge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Amblecote Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bearwood Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bescot Retail	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Park, Walsall												
Local shops, Bilbrook Village Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bilston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Birmingham City Centre	0.3%	5	3.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Local shops, Blackheath Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1
Local shops, Bloxwich Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Boldmere Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bridgnorth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brierley Hill Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brownhills Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Burntwood Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cannock Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cape Hill Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Codsall Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cotteridge Local Centre	0.1%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Local shops, Cradley Heath Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10.9%
Local shops, Dimbles Lane, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dingle Road, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Finchfield Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Gornal Local Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Grafton Road, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Barr Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11				
Local shops, Great Bridge Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Local shops, Halesowen Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	3.9%	1	0.0%	0
Local shops, Harborne Local Centre	0.1%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hill Top Local Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hurst Green Road, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Local shops, Kidderminster Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingstanding Local Centre	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0
Local shops, Kingswinford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kinver Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Lichfield City Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Longbridge Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Ludlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Lye Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Merridale Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Mile Oak Local Centre, Tamworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Northway, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oldbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oldswinford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, One Stop Shopping Park, Perry Barr	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0
Local shops, Pelsall Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Penkridge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Penn Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pensnett Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pleck Road,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Walsall												
Local shops, Redditch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rowley Regis Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rubery Village Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0
Local shops, Shifnal Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Showell Circus Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Smethwick Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stafford Road, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stourbridge Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.9%
Local shops, Stubby Lane, Perry Hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Tettenhall Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, The Merry Hill Centre, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Tividale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wall Heath Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Walsall Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesbury Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, West Bromwich Town Centre	0.4%	6	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Willenhall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wollaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton City Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton Road, Oldbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wombourne Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodcross Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Local shops, Wylde Green Local Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Langley High Street, Oldbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Howdle's Lane, Brownhills, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Willenhall Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hagley Road, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Ablewell Street, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Birches Barn Road, Pennfields, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Blackhalve Lane, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Deans Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Dimbles Lane, Lichfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Gorseley Lane, Great Wryley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Halesowen Road, Netherton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Lichfield Road, Rushall, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Park Lane, Wednesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Tennyson Way, Offmore, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Vicarage Road, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bilbrook Road, Codsall, Wolverhampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Buffery Road, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bushbury Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Griffiths Drive, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Norton East Road, Norton Canes, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, School Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Victoria Road, Wednesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Post Office, Broad Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Coalway Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, High Street, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, The Merry Hill Centre, Dudley, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, Union Street, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Bloxwich Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Copronation Road, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Hednesford Road, Heath Hayes, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Market Street, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Redwood Road, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Raj Food & Wines, Toll End Road, Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Harborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Sainsbury's Local, Stourbridge Road, Bromsgrove	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Abbey Trading Centre, Redditch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2
Sainsbury's Superstore, Alcester Road South, Maypole, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.8%	13	0.0%	0	0.0%	0	0.0%	0	23.8%	12	0.0%	0
Sainsbury's Superstore, Queensway, Weston-Super-Mare	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Sainsbury's Superstore, Selly Oak Shopping Park, Birmingham	0.3%	4	0.0%	0	0.0%	0	9.2%	4	0.0%	0	0.0%	0
Sainsbury's Superstore, Stratford Road, Shirley, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Select & Save, Warstones	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Drive, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select & Save, Windmill Avenue, Rubery, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selfridges Food Hall, Bullring, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Bridgnorth Road, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Halesowen Road, Netherton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Pelsall, Walsall	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Lawnswood Road, Wordsley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Northgate, Aldridge, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Queslett Road, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Russells Hall Road, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, School Road, Wheaton Aston, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Stafford Street, Brewood	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Walsall Manor Hospital, Moat Road, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wardles Lane, Great Wyrley, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Watford Road, Birmingham	0.1%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wolverhampton Road West, Bentley, Willenhall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Worcester Lane, Hagley, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wordsley Green, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Bewdley Hill, Kidderminster	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Bristol Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Linden Road, Birmingham	0.2%	3	0.0%	0	0.0%	0	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Alcester Road, Hollywood, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Tesco Express, Chester Road, Sutton Coldfield	0.2%	3	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Comberton Hill, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hawthorn Road, Birmingham	0.1%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hewell Road, Bant Green, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2
Tesco Express, Load Street, Bewdley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Old Birmingham Road, Marlbrook, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Tesco Express, Rowley Village, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Warbler Place, Spennells, Kidderminster	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.7%	11	0.0%	0	8.5%	8	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Aston Lane, Birmingham	0.6%	9	0.0%	0	9.7%	9	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Severn Road, Stourport-on-Severn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TFM Superstore, Brickhouse Lane, Stoke Prior, Bromsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Crusty Cottage Craft Bakery, Gorsy Road, Quinton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Waitrose, London Road, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0
Whetstone Store, Whetstone Lane, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Market Place, High Street, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1487	36	91	42	50	40	17	16	27	19	34	15
Sample:	1530	19	28	26	25	34	19	24	23	30	33	31

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q13 Which internet / home delivery retailer do you use?												
<i>Those who do their top-up shopping via the internet at Q12</i>												
Asda	35.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	9.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	15.2%	7	54.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	23.3%	11	46.0%	3	0.0%	0	0.0%	0	0.0%	0	100.0%	2
Ocado	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	6.4%	3	0.0%	0	0.0%	0	100.0%	3	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Able & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon Pantry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Milkman	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milk & More	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak House Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverford Organic Farmers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidhu Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		47		7		0		3		0		2
Sample:		33		2		0		1		0		1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Meanscore: [£]																								
Q14 How much does your household normally spend on top-up shopping in a week?																								
<i>Those who do top-up shopping at Q10</i>																								
£1 - £10	28.6%	1178	18.5%	22	31.0%	79	26.1%	36	20.5%	32	23.4%	19	29.2%	18	26.3%	15	17.4%	18	19.7%	9	28.1%	21	30.4%	10
£11 - £20	30.8%	1268	35.7%	42	26.2%	67	25.0%	34	29.2%	46	41.7%	34	20.8%	13	31.5%	19	49.0%	50	38.5%	18	33.5%	25	25.2%	8
£21 - £30	13.3%	547	16.4%	19	12.1%	31	15.2%	21	13.9%	22	11.0%	9	25.7%	16	12.2%	7	10.4%	11	19.3%	9	17.3%	13	14.5%	5
£31 - £40	3.7%	154	0.0%	0	2.0%	5	0.0%	0	6.8%	11	9.6%	8	6.9%	4	8.5%	5	0.6%	1	4.4%	2	4.1%	3	3.9%	1
£41 - £50	2.2%	89	1.7%	2	2.3%	6	1.3%	2	1.2%	2	1.3%	1	1.5%	1	4.2%	2	4.6%	5	0.0%	0	4.4%	3	0.9%	0
£51 - £60	0.9%	36	0.0%	0	2.3%	6	3.3%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.7%	2	2.2%	1	0.0%	0	0.0%	0
£61 - £70	0.4%	17	3.1%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.3%	12	0.0%	0	2.0%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.5%	20	0.0%	0	2.3%	6	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
£111 - £120	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
£151 - £160	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £170	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£171 - £180	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £190	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£191 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £210	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£211 - £220	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£221 - £230	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£231 - £240	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£241 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
(Don't know / varies)	17.3%	711	20.0%	24	19.7%	50	27.1%	37	26.2%	41	9.7%	8	14.8%	9	14.3%	8	14.5%	15	11.5%	5	10.8%	8	20.8%	7
(Refused)	1.6%	64	4.4%	5	0.0%	0	2.0%	3	0.8%	1	0.0%	0	0.9%	1	0.8%	0	0.0%	0	4.5%	2	0.0%	0	1.5%	1
Mean:	20.02		20.79		21.96		18.80		20.56		23.04		20.14		20.88		22.32		20.45		21.27		27.76	
Weighted base:	4114		117		255		137		158		81		62		59		102		46		76		33	
Sample:	4096		60		80		75		71		74		63		76		81		74		81		70	

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q15 Which town or city centre is closest to you?												
<i>Excl. Nulls</i>												
Bilston Town Centre	2.2%	131	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Birmingham City Centre	18.1%	1095	81.7%	169	62.8%	234	92.5%	197	62.6%	161	72.9%	82
Blackheath Town Centre	1.3%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Bloxwich Town Centre	1.0%	63	0.0%	0	1.4%	5	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.6%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Brierley Hill Town Centre	1.5%	91	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	3.5%	210	0.0%	0	0.0%	0	0.0%	0	19.0%	49	0.0%	0
Brownhills Town Centre	1.1%	64	0.0%	0	1.4%	5	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	4.1%	247	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.9%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	5.6%	341	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	3.0%	181	0.5%	1	0.0%	0	0.0%	0	3.1%	8	13.2%	15
Hednesford Town Centre	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	3.3%	201	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.9%	54	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	3.2%	194	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	1.5%	90	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	1.0%	58	0.0%	0	0.0%	0	1.4%	3	7.8%	20	0.0%	0
Rugeley Town Centre	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	5	0.0%	0	1.4%	5	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.7%	42	0.0%	0	1.6%	6	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	14
Stafford Town Centre	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	4.5%	273	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Stourport-on-Severn Town Centre	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	3.6%	216	0.0%	0	15.6%	58	0.5%	1	0.0%	0	0.0%	0
Tamworth Town Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.7%	41	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Tipton Town Centre	0.8%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	8.2%	498	0.0%	0	4.7%	17	0.0%	0	0.0%	0	18.5%	16
Wednesbury Town Centre	1.9%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	4.9%	293	0.0%	0	7.0%	26	0.0%	0	0.0%	0	0.5%	1
Willenhall Town Centre	1.4%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11										
Wolverhampton City Centre	14.0%	844	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Worcester City Centre	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	6	0.0%	0	0.0%	0	0.0%	0
Albrighton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Local Centre	0.4%	25	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre	0.3%	21	1.6%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilbrook Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushbury Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chasetown Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre	0.0%	2	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre	0.4%	27	11.4%	24	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.1%	3	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Norton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre	0.2%	9	0.0%	0	2.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Shopping Centre, Pedmore Road, Brierley Hill	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Netherton Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre	0.4%	27	0.0%	0	0.0%	0	3.8%	8	5.9%	15	1.5%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Pendeford Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.0%	3	0.0%	0	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Sandwell District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Local Centre	0.0%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalybridge Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Wythall Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	6043	207	372	213	258	113	107	84	149	70	106	50												
Sample:	6046	110	113	112	117	109	113	111	115	112	123	110												

Meanscore: [Number of visits per week]

Q16 How often do you visit (CENTRE MENTIONED AT Q15) for your household's shopping and other town centre uses?*Not those who said 'Don't know' at Q15*

Daily	3.8%	228	8.5%	18	2.9%	11	2.2%	5	2.3%	6	1.0%	1	0.0%	0	1.1%	1	0.8%	1	5.5%	4	6.5%	7	4.5%	2
4-6 days a week	3.5%	214	1.6%	3	1.6%	6	1.3%	3	1.2%	3	0.0%	0	2.3%	2	0.6%	0	5.9%	9	0.9%	1	14.3%	15	6.6%	3
2-3 days a week	14.8%	891	10.4%	21	11.3%	42	2.9%	6	5.5%	14	9.9%	11	6.9%	7	10.1%	9	16.9%	25	17.2%	12	31.7%	34	22.7%	11
One day a week	19.7%	1191	13.9%	29	8.8%	33	11.3%	24	4.5%	12	15.4%	17	13.0%	14	14.2%	12	24.6%	37	26.7%	19	23.2%	25	29.9%	15
Every two weeks	11.3%	683	9.6%	20	13.1%	49	12.1%	26	15.3%	40	9.4%	11	13.5%	14	13.7%	12	14.3%	21	8.7%	6	3.5%	4	7.2%	4
Monthly	13.7%	825	17.2%	36	17.4%	65	19.3%	41	13.8%	36	14.6%	16	19.0%	20	16.3%	14	15.0%	22	14.0%	10	6.3%	7	7.7%	4
Once every two months	6.0%	360	12.1%	25	12.0%	45	3.7%	8	5.7%	15	2.9%	3	4.9%	5	8.5%	7	6.6%	10	4.1%	3	4.3%	5	3.0%	2
Three-four times a year	5.2%	317	4.0%	8	8.2%	31	12.9%	27	13.7%	35	8.1%	9	6.6%	7	5.2%	4	5.7%	8	7.0%	5	2.0%	2	2.6%	1
Twice a year	3.5%	209	4.8%	10	5.4%	20	7.0%	15	4.7%	12	7.5%	8	6.2%	7	7.5%	6	3.0%	5	0.6%	0	0.0%	0	0.0%	0
Once a year	1.7%	103	2.2%	5	2.6%	10	2.1%	5	4.3%	11	4.5%	5	3.0%	3	1.2%	1	0.0%	0	0.9%	1	0.8%	1	0.0%	0
Less often	4.1%	249	1.1%	2	6.1%	23	2.7%	6	7.8%	20	5.8%	7	8.7%	9	5.7%	5	0.4%	1	2.6%	2	2.1%	2	5.2%	3
Never	11.3%	683	12.5%	26	9.7%	36	18.2%	39	21.1%	54	19.8%	22	15.3%	16	13.3%	11	6.2%	9	12.0%	8	5.2%	6	10.2%	5
(Don't know)	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	1.1%	68	2.1%	4	1.0%	4	4.2%	9	0.0%	0	1.0%	1	0.0%	0	2.8%	2	0.7%	1	0.0%	0	0.0%	0	0.6%	0
Mean:	1.13	1.22	0.80	0.57	0.54	0.58	0.56	0.65	1.15	1.22	2.24	1.58												
Weighted base:	6043	207	372	213	258	113	107	84	149	70	106	50												
Sample:	6046	110	113	112	117	109	113	111	115	112	123	110												

Q17 Do you use (CENTRE MENTIONED AT Q15) for most of your household's shopping and town centre uses?*Not those who said 'Never' at Q16 or 'Don't know' at Q15*

Yes	58.1%	3122	57.6%	104	41.7%	140	47.3%	82	32.3%	66	42.4%	39	51.1%	46	43.0%	31	64.1%	92	52.1%	32	79.8%	80	62.7%	28
No	41.9%	2251	42.4%	77	58.3%	196	52.7%	92	67.7%	138	57.6%	53	48.9%	44	57.0%	42	35.9%	51	47.9%	29	20.2%	20	37.3%	17
Weighted base:	5373	181	336	174	204	92	91	73	143	62	101	45												
Sample:	5333	94	100	90	91	87	93	95	109	100	114	99												

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q18 What do you like about (CENTRE MENTIONED AT Q15) ? [MR]																								
<i>Not those who said 'Don't know' at Q15</i>																								
Attractive environment / nice place	6.8%	410	13.2%	27	6.6%	25	2.6%	6	7.1%	18	6.1%	7	11.4%	12	5.0%	4	7.9%	12	11.4%	8	7.4%	8	3.8%	2
Close to friends or relatives	1.7%	102	0.0%	0	2.1%	8	0.9%	2	4.0%	10	0.0%	0	0.9%	1	0.9%	1	2.3%	3	0.0%	0	2.0%	2	2.1%	1
Close to home	29.2%	1767	17.8%	37	16.0%	59	14.5%	31	17.6%	45	13.8%	15	17.0%	18	23.2%	20	35.6%	53	36.9%	26	54.9%	58	28.2%	14
Close to work	2.5%	153	3.8%	8	3.7%	14	0.8%	2	0.7%	2	2.6%	3	8.6%	9	4.5%	4	2.3%	3	0.0%	0	2.8%	3	3.9%	2
Compact	3.4%	208	2.3%	5	4.9%	18	0.5%	1	1.3%	3	2.4%	3	6.4%	7	9.7%	8	2.7%	4	3.2%	2	2.8%	3	1.5%	1
Easy to get to by bike	0.4%	24	2.1%	4	0.8%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	1.8%	1
Easy to get to by bus	5.5%	333	8.4%	17	16.1%	60	12.6%	27	7.2%	19	13.6%	15	4.6%	5	10.0%	8	1.2%	2	3.8%	3	6.4%	7	5.6%	3
Easy to get to by car	5.9%	359	1.8%	4	8.2%	31	6.7%	14	7.0%	18	2.2%	2	6.6%	7	3.8%	3	8.8%	13	0.6%	0	10.2%	11	0.9%	0
Easy to park	4.2%	253	2.6%	5	3.0%	11	0.0%	0	2.0%	5	5.9%	7	0.5%	1	3.0%	3	4.3%	6	8.7%	6	13.0%	14	2.5%	1
Good facilities in general	4.8%	292	10.0%	21	5.7%	21	9.3%	20	8.7%	23	6.3%	7	5.4%	6	3.5%	3	5.1%	8	5.6%	4	3.4%	4	3.1%	2
Good food stores	3.0%	179	3.5%	7	1.4%	5	2.8%	6	4.1%	10	2.4%	3	2.9%	3	1.6%	1	0.7%	1	5.8%	4	3.0%	3	1.1%	1
Good pubs, cafés or restaurants	4.3%	261	13.9%	29	5.8%	21	13.2%	28	8.5%	22	5.2%	6	8.6%	9	5.4%	5	6.3%	9	1.4%	1	2.1%	2	4.0%	2
Good range of non-food shops	9.5%	572	21.9%	45	22.3%	83	16.1%	34	9.8%	25	17.6%	20	10.2%	11	12.9%	11	3.5%	5	7.1%	5	7.0%	7	9.1%	5
Good range of independent shops	3.4%	205	5.3%	11	2.1%	8	2.7%	6	9.9%	25	7.0%	8	3.7%	4	6.5%	6	4.7%	7	2.4%	2	0.0%	0	4.6%	2
Good range of 'high street' retailers/ multiples	6.6%	396	12.8%	27	12.9%	48	19.8%	42	15.0%	39	15.4%	17	11.6%	12	6.9%	6	1.2%	2	1.5%	1	3.5%	4	1.1%	1
Affordable shops	4.9%	293	2.3%	5	6.8%	25	5.6%	12	5.5%	14	1.1%	1	0.0%	0	2.7%	2	6.3%	9	2.8%	2	8.5%	9	3.7%	2
High quality shops	4.2%	251	7.1%	15	14.3%	53	13.3%	28	4.4%	11	12.8%	14	2.6%	3	5.1%	4	3.5%	5	1.1%	1	0.9%	1	3.2%	2
The street market	3.6%	215	1.5%	3	2.9%	11	4.6%	10	4.2%	11	5.1%	6	1.5%	2	1.6%	1	3.5%	5	5.2%	4	1.5%	2	3.1%	2
Makes a change from other places	1.7%	105	6.2%	13	4.3%	16	3.3%	7	6.3%	16	1.9%	2	2.5%	3	3.1%	3	2.5%	4	0.0%	0	1.4%	2	0.0%	0
Quiet / not too busy	2.4%	142	0.0%	0	3.0%	11	0.8%	2	1.6%	4	0.0%	0	2.5%	3	0.0%	0	6.9%	10	2.1%	1	5.4%	6	6.2%	3
Safe and secure	2.8%	168	4.1%	8	5.1%	19	3.1%	7	2.0%	5	4.3%	5	2.4%	3	3.4%	3	12.1%	18	4.1%	3	3.9%	4	1.5%	1
Traditional / historical	2.6%	154	2.9%	6	0.0%	0	2.7%	6	2.1%	5	1.7%	2	1.5%	2	0.0%	0	5.3%	8	2.1%	1	9.8%	10	4.0%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Big town centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Can get everything I need there	0.4%	21	1.0%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by public transport in general	0.2%	9	0.0%	0	0.8%	3	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by train	0.4%	21	0.0%	0	1.0%	4	1.5%	3	1.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.0%	1
Familiar / know where everything is	0.8%	50	1.1%	2	0.0%	0	0.0%	0	1.3%	3	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.9%	1	2.3%	1
Free parking	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.6%	2	0.0%	0
Good banking / financial facilities	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Good cinema	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good cultural facilities (e.g. theatres, museums, galleries etc.)	0.2%	15	1.1%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Good disabled access	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Good events / festivals	0.1%	4	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Good leisure facilities	0.3%	19	0.0%	0	1.8%	7	0.9%	2	0.8%	2	0.0%	0
Good library	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good nightlife	0.1%	5	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good personal services (e.g. hairdressers, beauty salon etc.)	0.1%	5	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Good seating	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habit / always gone there	0.1%	8	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0
It's where my football team is from	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like the shopping centre there	0.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Like to support local shops	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
My favourite store is there	0.3%	20	1.1%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Nice and busy	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice atmosphere / friendly people	0.8%	48	0.0%	0	0.0%	0	0.5%	1	0.8%	2	0.6%	1
Nice church / cathedral	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice parks / green areas	0.2%	10	0.0%	0	1.4%	5	0.0%	0	0.0%	0	0.0%	0
Offers undercover shopping	0.3%	16	1.0%	2	0.5%	2	0.0%	0	0.0%	0	1.6%	2
Pedestrianised	0.5%	30	0.0%	0	2.2%	8	0.0%	0	0.7%	2	0.6%	1
(Don't know)	2.0%	119	2.1%	4	3.9%	15	3.2%	7	1.3%	3	3.7%	4
(Nothing / very little)	30.6%	1851	20.5%	42	15.4%	57	24.1%	51	29.7%	77	29.1%	33
Weighted base:	6043	207	372	213	258	113	107	84	149	70	106	50
Sample:	6046	110	113	112	117	109	113	111	115	112	123	110

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q19 What could be improved about (CENTRE MENTIONED AT Q15) that would make you visit it more often? [MR]																								
<i>Not those who said 'Don't know' at Q15</i>																								
Better access by road	3.4%	204	14.6%	30	6.6%	24	4.9%	10	3.7%	10	9.2%	10	4.2%	4	4.5%	4	0.0%	0	0.9%	1	1.9%	2	2.5%	1
Better public transport	3.6%	220	9.0%	19	4.6%	17	12.3%	26	7.6%	20	12.5%	14	8.3%	9	4.8%	4	2.5%	4	0.6%	0	2.2%	2	0.0%	0
Better signposting	0.7%	40	0.0%	0	1.4%	5	0.5%	1	0.8%	2	2.2%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.9%	0
Cleaner streets	8.7%	526	8.1%	17	14.4%	54	12.8%	27	10.9%	28	12.3%	14	8.1%	9	6.7%	6	0.8%	1	5.5%	4	2.2%	2	3.4%	2
Facilities which would assist you if shopping with children	2.2%	133	6.5%	14	4.5%	17	4.4%	9	2.1%	5	2.2%	2	1.8%	2	0.0%	0	3.7%	6	0.0%	0	2.8%	3	0.0%	0
Free car parking	14.0%	844	18.3%	38	14.0%	52	18.0%	38	25.0%	64	28.6%	32	10.2%	11	14.6%	12	27.2%	41	10.9%	8	9.1%	10	6.4%	3
More / better town centre events	3.0%	184	5.0%	10	7.7%	29	3.3%	7	2.9%	8	0.0%	0	1.5%	2	0.0%	0	2.5%	4	0.0%	0	8.3%	9	3.1%	2
More / better comparison retailers (i.e. non-food shops)	8.0%	484	4.1%	8	3.4%	13	3.8%	8	5.3%	14	4.9%	6	1.0%	1	11.3%	10	17.2%	26	11.3%	8	14.4%	15	4.7%	2
More / better value or affordable shops	4.2%	253	5.0%	10	2.6%	10	5.0%	11	8.5%	22	2.5%	3	1.8%	2	0.6%	0	10.4%	15	3.1%	2	3.5%	4	3.1%	2
More / better entertainment	2.8%	172	5.0%	10	2.9%	11	1.4%	3	3.6%	9	2.2%	2	1.0%	1	0.6%	0	2.3%	3	0.0%	0	8.0%	8	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	5.1%	306	3.0%	6	9.5%	35	4.7%	10	6.9%	18	3.7%	4	3.3%	4	4.9%	4	3.9%	6	3.0%	2	11.9%	13	3.9%	2
More / better food shops	5.9%	356	1.4%	3	10.4%	39	2.4%	5	4.3%	11	2.5%	3	0.5%	1	3.8%	3	6.1%	9	6.4%	4	8.5%	9	13.2%	7
More / better parking	9.9%	599	17.5%	36	11.6%	43	15.6%	33	14.3%	37	16.6%	19	8.4%	9	2.7%	2	11.6%	17	6.2%	4	5.3%	6	1.5%	1
More / better pedestrianised streets	1.7%	103	1.8%	4	2.5%	9	4.7%	10	1.7%	4	3.4%	4	0.9%	1	1.6%	1	1.4%	2	1.9%	1	1.4%	2	0.9%	0
More / better public conveniences	2.9%	177	2.6%	5	4.2%	15	2.7%	6	5.2%	13	3.4%	4	2.4%	3	0.6%	0	2.3%	3	3.4%	2	2.5%	3	1.5%	1
More / better seats / flower displays	2.4%	144	1.5%	3	1.6%	6	4.8%	10	1.2%	3	0.0%	0	4.1%	4	3.2%	3	1.4%	2	3.0%	2	5.5%	6	0.6%	0
More / better services	2.2%	134	2.6%	5	0.8%	3	4.4%	9	2.8%	7	0.0%	0	0.0%	0	1.6%	1	4.1%	6	0.0%	0	1.4%	2	1.5%	1
More advertising	1.0%	57	3.5%	7	2.1%	8	0.0%	0	2.8%	7	1.6%	2	1.0%	1	1.9%	2	1.4%	2	0.0%	0	0.0%	0	1.5%	1
More national multiple shops / High Street shops	27.5%	1662	5.5%	11	17.3%	65	7.2%	15	12.8%	33	7.7%	9	8.3%	9	20.3%	17	29.0%	43	26.4%	19	45.5%	48	23.6%	12
More independent shops	21.7%	1310	12.2%	25	13.4%	50	6.3%	14	10.8%	28	7.8%	9	6.4%	7	17.5%	15	25.8%	38	23.2%	16	40.5%	43	27.4%	14
Street markets - physical improvements	3.4%	204	0.0%	0	6.4%	24	3.0%	6	5.6%	14	0.9%	1	3.3%	4	5.5%	5	1.4%	2	2.4%	2	2.9%	3	6.7%	3
Street markets - better range and quality of offer	5.1%	311	2.4%	5	5.0%	19	3.9%	8	6.5%	17	0.0%	0	1.8%	2	4.2%	4	3.9%	6	5.0%	4	8.8%	9	9.5%	5
Protection from the weather (e.g. covered shopping mall)	1.5%	91	1.8%	4	0.5%	2	4.7%	10	4.1%	11	0.0%	0	1.5%	2	2.2%	2	3.1%	5	2.8%	2	1.4%	2	0.0%	0
Shops / services open on Sundays	1.7%	106	3.5%	7	2.5%	9	0.0%	0	2.4%	6	0.0%	0	0.0%	0	2.7%	2	1.4%	2	0.0%	0	4.7%	5	1.8%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better bus station	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.3%	19	3.5%	7	0.5%	2	0.5%	1	0.0%	0	0.6%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Better indoor market	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better nightlife	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Better pavements	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security / safety / more police	2.7%	163	1.1%	2	2.1%	8	5.9%	12	4.5%	12	0.6%	1
Better Wi-Fi signal	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Cheaper car parking	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Cheaper public transport	0.1%	6	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.0%	0
Cinema	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less bookmakers	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less building works	0.2%	10	1.1%	2	0.0%	0	2.3%	5	0.0%	0	0.6%	1
Less busy / crowded	0.3%	18	3.3%	7	0.0%	0	2.3%	5	0.0%	0	3.2%	4
Less cafes	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Less charity shops	0.9%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Less drunks / druggies	0.3%	16	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Less empty shops	2.7%	166	0.0%	0	4.8%	18	0.0%	0	0.0%	0	2.5%	3
Less hairdressers / barbers	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less homeless / beggars	1.4%	82	0.0%	0	2.2%	8	1.4%	3	1.9%	5	0.0%	0
Less pollution	0.1%	4	0.0%	0	1.0%	4	0.0%	0	0.0%	0	0.0%	0
Less restaurants	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.2%	11	0.5%	1	0.0%	0	1.8%	4	0.0%	0	0.0%	0
Less takeaways	0.2%	10	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Less traffic congestion	0.4%	23	0.0%	0	0.5%	2	1.9%	4	0.5%	1	0.0%	0
Lower business rates	0.3%	21	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Maintain the historical buildings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it more attractive / revamp it	2.8%	172	5.2%	11	0.5%	2	0.5%	1	0.7%	2	0.6%	1
More / better cultural facilities (e.g. theatres, museums, galleries etc.)	0.1%	7	0.0%	0	1.4%	5	0.0%	0	0.0%	0	0.0%	0
More / better disabled parking	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
More / better leisure facilities	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for drinking (e.g. pubs and bars)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More banking / financial facilities	0.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cash points	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More compact	0.4%	24	0.0%	0	1.4%	5	0.0%	0	0.0%	0	3.4%	3
More cycle routes	0.1%	5	0.9%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0
More litter bins	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parks / green areas	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer / friendlier atmosphere	0.3%	17	0.5%	1	0.0%	0	0.8%	2	0.5%	1	1.0%	1
No smoking areas	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open my favourite store	0.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
there												
Shops open for longer	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop cyclists cycling in pedestrian areas / on pavements	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop the congestion charge	0.1%	6	0.0%	0	0.9%	3	0.0%	0	0.7%	2	0.0%	0
Stop the horse fair	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop the market(s)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street markets - open more days	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.9%	299	3.9%	8	4.8%	18	7.9%	17	5.6%	14	8.2%	9
(Nothing)	22.0%	1331	22.4%	46	29.0%	108	20.8%	44	26.9%	69	27.5%	31
Weighted base:	6043	207	372	213	258	113	107	84	149	70	106	50
Sample:	6046	110	113	112	117	109	113	111	115	112	123	110

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q20 Why don't you visit (CENTRE MENTIONED AT Q15) for your household's shopping and town centre uses? [MR]																								
<i>Those who said 'Never' at Q16</i>																								
Poor range of shops	23.4%	160	0.0%	0	0.0%	0	0.0%	0	15.6%	8	20.8%	5	18.7%	3	20.2%	2	49.2%	5	7.4%	1	0.0%	0	17.9%	1
Poor parking provision	10.9%	74	19.2%	5	19.2%	7	16.8%	6	17.9%	10	21.0%	5	0.0%	0	20.2%	2	11.1%	1	8.3%	1	8.7%	0	0.0%	0
Expensive	4.8%	33	0.0%	0	14.2%	5	15.0%	6	10.0%	5	12.3%	3	11.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities in general	4.4%	30	0.0%	0	16.3%	6	4.5%	2	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	6.3%	43	4.4%	1	14.2%	5	24.0%	9	23.2%	13	5.8%	1	11.5%	2	0.0%	0	19.0%	2	0.0%	0	41.1%	2	0.0%	0
Not easy to get to by bike	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not easy to get to by car	5.6%	38	19.0%	5	14.2%	5	21.6%	8	7.9%	4	15.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	1	0.0%	0
Not easy to get to by bus	2.3%	15	0.0%	0	9.1%	3	2.8%	1	6.0%	3	2.9%	1	13.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities in general	2.7%	19	0.0%	0	0.0%	0	0.0%	0	6.0%	3	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of food stores	5.7%	39	0.0%	0	0.0%	0	7.7%	3	13.5%	7	5.2%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Poor range of pubs, cafés or restaurants	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of non-food shops	7.8%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	17.9%	1
Poor range of independent shops	4.0%	28	0.0%	0	0.0%	0	0.0%	0	4.0%	2	8.0%	2	0.0%	0	8.7%	1	0.0%	0	0.0%	0	0.0%	0	36.8%	2
Poor range of 'high street' retailers/ multiples	5.4%	37	0.0%	0	16.3%	6	9.0%	3	8.2%	4	0.0%	0	0.0%	0	4.4%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	7.0%	48	0.0%	0	0.0%	0	9.0%	3	9.6%	5	8.0%	2	0.0%	0	8.7%	1	0.0%	0	0.0%	0	0.0%	0	8.9%	0
Lack of street market	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1
Feels unsafe	12.8%	87	20.9%	5	17.2%	6	28.5%	11	16.2%	9	2.9%	1	22.2%	4	0.0%	0	0.0%	0	14.8%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have enough seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my bank / poor range of banks	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my favourite store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't like carrying shopping too far	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't like town centres	0.4%	3	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	0	0.0%	0
Don't really like shopping	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive parking	1.0%	7	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	7.9%	1	6.9%	1	0.0%	0	0.0%	0	0.0%	0
Expensive to get there by bus	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family / friends live elsewhere so visit there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health / mobility reasons	8.0%	54	20.7%	5	19.2%	7	2.8%	1	2.2%	1	10.5%	2	9.3%	2	12.3%	1	0.0%	0	34.5%	3	8.7%	0	5.5%	0
I work in a store / centre so shop there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I work there, so prefer not to visit it in my leisure time	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I'm too busy	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just don't like it	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just prefer to use other places	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Like to spread out where I visit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
No reason to go there	2.6%	18	0.0%	0	0.0%	0	2.8%	1	0.0%	0	5.2%	1	0.0%	0	7.9%	1	6.9%	1	4.6%	0	15.6%	1	0.0%	0
Not that familiar with the place	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other places are easier to get to	1.7%	12	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.9%	1	3.6%	1	4.4%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	0
Poor atmosphere / unfriendly	0.7%	5	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	9.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor cultural facilities (e.g. theatres, museums, galleries etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor disabled access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor layout	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	0	5.5%	0
Poor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer not to drive unless I have to	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer online shopping	0.6%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer retail parks / shopping malls	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	0	8.9%	0
Prefer to use local shops / supermarkets	1.0%	7	0.0%	0	0.0%	0	0.0%	0	4.4%	2	9.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
There's nothing there	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too big	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0
Too busy / crowded	2.3%	16	0.0%	0	13.9%	5	5.6%	2	6.0%	3	0.0%	0	10.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away	2.4%	16	0.0%	0	0.0%	0	5.6%	2	2.2%	1	0.0%	0	11.5%	2	0.0%	0	0.0%	0	0.0%	0	8.7%	0	10.0%	1
Too far from work	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	0
Too many drunks / druggies	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many homeless / beggars	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many road works	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment / rundown	3.0%	20	13.1%	3	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	14.1%	96	11.4%	3	13.2%	5	12.3%	5	15.4%	8	0.0%	0	12.9%	2	35.2%	4	6.9%	1	17.3%	1	8.7%	0	15.5%	1
Weighted base:	683		26		36		39		54		22		16		11		9		8		6		5	
Sample:	721		16		13		22		26		23		20		16		8		12		9		11	

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q21 Why don't you visit (CENTRE MENTIONED AT Q15) for most of your household's shopping and town centre uses? [MR]																								
<i>Those who said 'No' at Q17</i>																								
Poor range of shops	27.3%	615	8.6%	7	13.0%	25	7.1%	6	19.7%	27	8.2%	4	14.4%	6	24.5%	10	50.9%	26	26.7%	8	44.8%	9	19.2%	3
Poor parking provision	11.2%	251	19.6%	15	10.1%	20	9.0%	8	20.8%	29	25.6%	14	5.6%	2	17.6%	7	3.5%	2	10.7%	3	9.9%	2	0.0%	0
Expensive	7.4%	167	13.4%	10	22.0%	43	30.2%	28	12.0%	16	7.6%	4	10.9%	5	5.2%	2	5.7%	3	8.1%	2	0.0%	0	6.1%	1
Poor facilities in general	5.0%	112	4.8%	4	0.0%	0	4.0%	4	1.7%	2	0.0%	0	4.8%	2	4.4%	2	12.1%	6	5.7%	2	10.8%	2	2.7%	0
Traffic congestion	7.4%	167	22.0%	17	8.5%	17	29.0%	27	15.2%	21	16.9%	9	15.4%	7	10.3%	4	1.2%	1	3.4%	1	2.4%	0	0.0%	0
Not easy to get to by bike	0.7%	16	0.0%	0	0.0%	0	0.0%	0	5.2%	7	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not easy to get to by car	4.3%	97	12.2%	9	8.2%	16	5.6%	5	12.9%	18	8.7%	5	11.6%	5	4.5%	2	0.0%	0	6.9%	2	0.0%	0	1.7%	0
Not easy to get to by bus	2.5%	57	3.8%	3	0.0%	0	1.2%	1	10.7%	15	5.8%	3	1.3%	1	2.4%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Poor facilities in general	3.2%	72	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	3.2%	1	3.4%	2	4.3%	1	14.6%	3	2.7%	0
Poor range of food stores	8.5%	190	3.8%	3	14.0%	27	4.4%	4	9.7%	13	7.1%	4	10.5%	5	4.4%	2	3.2%	2	7.4%	2	3.8%	1	12.5%	2
Poor range of pubs, cafés or restaurants	2.0%	46	0.0%	0	2.6%	5	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1
Poor range of non-food shops	8.8%	197	0.0%	0	5.1%	10	1.2%	1	9.3%	13	0.0%	0	0.0%	0	3.5%	1	7.4%	4	9.7%	3	6.2%	1	9.8%	2
Poor range of independent shops	7.1%	159	4.8%	4	8.3%	16	4.2%	4	10.0%	14	0.0%	0	0.0%	0	7.7%	3	8.6%	4	7.1%	2	6.2%	1	2.7%	0
Poor range of 'high street' retailers/ multiples	8.2%	185	2.4%	2	5.8%	11	0.0%	0	8.8%	12	1.2%	1	6.0%	3	4.4%	2	10.2%	5	3.4%	1	3.8%	1	2.7%	0
Poor quality shops	7.1%	160	4.8%	4	5.8%	11	0.0%	0	6.5%	9	1.2%	1	0.0%	0	6.2%	3	7.4%	4	4.7%	1	3.8%	1	18.8%	3
Lack of street market	2.0%	46	4.1%	3	4.1%	8	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	3.0%	1
Feels unsafe	7.8%	176	0.0%	0	5.5%	11	15.2%	14	17.7%	24	19.2%	10	8.0%	4	12.6%	5	0.0%	0	0.0%	0	0.0%	0	5.7%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have enough seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my bank / poor range of banks	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my favourite store	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Don't like carrying shopping too far	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1
Don't like town centres	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Don't really like shopping	0.3%	6	2.7%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive parking	2.3%	52	2.7%	2	0.0%	0	0.0%	0	5.4%	7	4.4%	2	0.0%	0	1.9%	1	3.5%	2	1.3%	0	0.0%	0	0.0%	0
Expensive to get there by bus	0.1%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family / friends live elsewhere so visit there	0.5%	11	0.0%	0	4.3%	8	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health / mobility reasons	1.1%	25	2.9%	2	0.0%	0	1.2%	1	0.0%	0	1.2%	1	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I work in a store / centre so shop there	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I work there, so prefer not to visit it in my leisure time	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I'm too busy	0.2%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just don't like it	0.7%	15	1.5%	1	0.0%	0	3.2%	3	2.4%	3	0.0%	0	2.4%	1	0.0%	0	0.0%	0	3.6%	1	2.4%	0	0.0%	0
Just prefer to use other places	2.3%	52	0.0%	0	1.7%	3	0.0%	0	1.4%	2	0.0%	0	3.7%	2	0.0%	0	2.2%	1	4.9%	1	0.0%	0	3.4%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Like to spread out where I visit	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	6.4%	1
No reason to go there	1.4%	32	5.6%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.7%	2	2.4%	1	0.0%	0	5.3%	2	0.0%	0	1.7%	0
Not that familiar with the place	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other places are easier to get to	2.2%	49	3.8%	3	3.0%	6	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	6.9%	4	2.4%	1	4.7%	1	6.4%	1
Poor atmosphere / unfriendly	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor cultural facilities (e.g. theatres, museums, galleries etc.)	0.2%	5	0.0%	0	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor disabled access	0.5%	12	9.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Poor layout	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer not to drive unless I have to	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Prefer online shopping	1.3%	29	0.0%	0	0.0%	0	0.0%	0	1.4%	2	5.2%	3	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer retail parks / shopping malls	0.8%	18	0.0%	0	0.0%	0	0.0%	0	1.4%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Prefer to use local shops / supermarkets	2.2%	50	5.0%	4	8.3%	16	3.8%	3	3.0%	4	1.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	0
There's nothing there	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.4%	1	0.0%	0	0.0%	0
Too big	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	1.5%	34	2.9%	2	0.9%	2	4.5%	4	9.2%	13	4.6%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away	4.9%	110	4.1%	3	9.6%	19	11.1%	10	7.1%	10	10.8%	6	5.0%	2	8.2%	3	3.4%	2	6.6%	2	7.6%	2	13.7%	2
Too far from work	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many drunks / druggies	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Too many homeless / beggars	0.5%	10	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many road works	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Unattractive environment / rundown	2.1%	48	0.0%	0	3.4%	7	1.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
(Don't know)	10.4%	233	11.1%	9	6.0%	12	9.6%	9	6.8%	9	19.1%	10	11.0%	5	16.2%	7	4.6%	2	11.6%	3	25.9%	5	5.4%	1
Weighted base:		2251		77		196		92		138		53		44		42		51		29		20		17
Sample:		2164		37		57		47		60		49		45		50		42		47		27		38

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q21X Why don't you visit (CENTRE MENTIONED AT Q15) for your household's shopping and town centre uses? (all respondents who don't visit) [MR]																								
<i>Those who said 'Never' at Q16 or 'No' at Q17</i>																								
Poor range of shops	26.4%	774	6.4%	7	11.0%	25	5.0%	6	18.5%	36	12.0%	9	15.6%	9	23.6%	12	50.6%	31	22.4%	8	35.2%	9	18.9%	4
Poor parking provision	11.1%	326	19.5%	20	11.5%	27	11.3%	15	20.0%	38	24.3%	18	4.1%	2	18.2%	10	4.6%	3	10.2%	4	9.7%	2	0.0%	0
Expensive	6.8%	200	10.0%	10	20.8%	48	25.7%	34	11.4%	22	9.0%	7	11.1%	7	4.1%	2	4.8%	3	6.3%	2	0.0%	0	4.6%	1
Poor facilities in general	4.8%	142	3.6%	4	2.6%	6	4.1%	5	2.9%	6	0.0%	0	3.5%	2	3.5%	2	10.2%	6	4.5%	2	8.5%	2	2.1%	0
Traffic congestion	7.2%	210	17.5%	18	9.4%	22	27.5%	36	17.5%	34	13.6%	10	14.4%	9	8.1%	4	3.9%	2	2.7%	1	10.7%	3	0.0%	0
Not easy to get to by bike	0.6%	17	0.0%	0	0.0%	0	0.0%	0	3.7%	7	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not easy to get to by car	4.6%	136	14.0%	14	9.2%	21	10.4%	14	11.5%	22	10.6%	8	8.5%	5	3.5%	2	0.0%	0	5.4%	2	5.1%	1	1.3%	0
Not easy to get to by bus	2.5%	72	2.9%	3	1.4%	3	1.6%	2	9.4%	18	4.9%	4	4.6%	3	1.9%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Poor facilities in general	3.2%	93	0.0%	0	0.0%	0	0.0%	0	2.9%	6	0.9%	1	0.0%	0	2.6%	1	5.8%	3	3.3%	1	11.4%	3	2.1%	0
Poor range of food stores	7.8%	229	2.9%	3	11.8%	27	5.4%	7	10.8%	21	6.6%	5	7.7%	5	3.5%	2	4.4%	3	5.7%	2	3.0%	1	9.6%	2
Poor range of pubs, cafés or restaurants	1.8%	53	0.0%	0	2.2%	5	0.0%	0	2.0%	4	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Poor range of non-food shops	8.5%	251	0.0%	0	4.3%	10	0.8%	1	6.7%	13	1.4%	1	0.0%	0	2.8%	1	8.0%	5	7.6%	3	4.8%	1	11.7%	3
Poor range of independent shops	6.4%	186	3.6%	4	7.0%	16	3.0%	4	8.3%	16	2.4%	2	0.0%	0	7.9%	4	7.3%	4	5.5%	2	4.8%	1	10.6%	2
Poor range of 'high street' retailers/ multiples	7.6%	222	1.8%	2	7.5%	17	2.7%	3	8.7%	17	0.9%	1	4.4%	3	4.4%	2	10.4%	6	2.7%	1	3.0%	1	2.1%	0
Poor quality shops	7.1%	208	3.6%	4	4.9%	11	2.7%	3	7.3%	14	3.2%	2	0.0%	0	6.7%	4	6.2%	4	3.7%	1	3.0%	1	16.5%	4
Lack of street market	1.7%	50	3.0%	3	3.4%	8	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	4.7%	1
Feels unsafe	9.0%	263	5.3%	5	7.3%	17	19.2%	25	17.3%	33	14.4%	11	11.8%	7	10.0%	5	0.0%	0	3.3%	1	0.0%	0	4.4%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have enough seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my bank / poor range of banks	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my favourite store	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Don't like carrying shopping too far	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Don't like town centres	0.3%	8	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.9%	0	0.0%	0
Don't really like shopping	0.2%	7	2.0%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive parking	2.0%	59	3.1%	3	0.0%	0	0.0%	0	3.9%	7	3.1%	2	1.0%	1	3.2%	2	4.0%	2	1.0%	0	0.0%	0	0.0%	0
Expensive to get there by bus	0.1%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family / friends live elsewhere so visit there	0.4%	11	0.0%	0	3.6%	8	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health / mobility reasons	2.7%	81	7.4%	8	3.0%	7	1.6%	2	0.6%	1	4.0%	3	6.0%	4	2.6%	1	0.0%	0	7.6%	3	1.9%	0	1.3%	0
I work in a store / centre so shop there	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I work there, so prefer not to visit it in my leisure time	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I'm too busy	0.2%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.6%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just don't like it	0.7%	20	1.1%	1	0.0%	0	2.3%	3	1.7%	3	0.9%	1	1.7%	1	0.0%	0	0.0%	0	2.8%	1	1.9%	0	0.0%	0
Just prefer to use other places	1.8%	54	0.0%	0	1.4%	3	0.0%	0	1.0%	2	0.0%	0	2.7%	2	0.0%	0	1.9%	1	4.9%	2	0.0%	0	2.6%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Like to spread out where I visit	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	4.9%	1
No reason to go there	1.7%	49	4.2%	4	0.0%	0	0.8%	1	0.0%	0	2.4%	2	2.7%	2	3.5%	2	1.0%	1	5.1%	2	3.3%	1	1.3%	0
Not that familiar with the place	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other places are easier to get to	2.1%	61	2.9%	3	2.6%	6	0.8%	1	0.6%	1	0.9%	1	1.0%	1	1.9%	1	5.9%	4	1.8%	1	3.7%	1	7.0%	2
Poor atmosphere / unfriendly	0.7%	19	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor cultural facilities (e.g. theatres, museums, galleries etc.)	0.2%	5	0.0%	0	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor disabled access	0.5%	13	7.1%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Poor layout	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.9%	0	1.3%	0
Poor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer not to drive unless I have to	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Prefer online shopping	1.2%	34	0.0%	0	0.0%	0	0.0%	0	2.1%	4	3.6%	3	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer retail parks / shopping malls	0.8%	23	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.9%	0	2.1%	0
Prefer to use local shops / supermarkets	1.9%	56	3.8%	4	7.0%	16	2.7%	3	3.4%	6	3.6%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	0
There's nothing there	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.8%	1	0.0%	0	0.0%	0
Too big	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Too busy / crowded	1.7%	50	2.2%	2	3.0%	7	4.8%	6	8.3%	16	3.3%	2	2.9%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away	4.3%	127	3.0%	3	8.1%	19	9.4%	12	5.7%	11	7.6%	6	6.8%	4	6.5%	3	2.9%	2	5.1%	2	7.8%	2	12.9%	3
Too far from work	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	0
Too many drunks / druggies	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0
Too many homeless / beggars	0.4%	12	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many road works	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Unattractive environment / rundown	2.3%	68	3.3%	3	2.8%	7	0.8%	1	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
(Don't know)	11.2%	328	11.2%	11	7.1%	17	10.4%	14	9.2%	18	13.5%	10	11.5%	7	20.2%	11	5.0%	3	12.8%	5	22.2%	6	7.8%	2
Weighted base:		2934		103		232		130		192		75		61		53		61		38		26		22
Sample:		2885		53		70		69		86		72		65		66		50		59		36		49

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q22 Where do you normally do most of your household's shopping for men's, women's, children's and baby clothing and footwear? NOTE we mean fashion items - NOT sports clothing and footwear												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.1%	4	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bilston Town Centre	0.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	12.1%	673	40.2%	78	20.3%	68	28.1%	53	26.1%	56	22.6%	24
Blackheath Town Centre	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Bromsgrove Town Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Brownhills Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.2%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.2%	10	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.7%	39	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Erdington Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	0.5%	25	1.2%	2	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Handsworth Local Centre, Birmingham	0.0%	2	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.1%	5	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.2%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4
Kingstanding Local Centre, Birmingham	0.0%	2	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.1%	3	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Lichfield City Centre	1.1%	62	0.0%	0	2.0%	7	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.4%	24	0.0%	0	0.0%	0	6.6%	12	4.1%	9	1.1%	1
Oldbury Town Centre	0.3%	16	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Redditch Town Centre	1.1%	63	0.0%	0	0.0%	0	4.2%	8	5.6%	12	0.6%	1	19.2%	18	0.0%	0	17.3%	24	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.8%	47	1.6%	3	0.0%	0	4.5%	8	3.3%	7	0.6%	1	12.5%	12	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.7%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Stourport-on-Severn Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.0%	56	0.0%	0	5.2%	17	0.0%	0	0.0%	0	0.0%	0	0.6%	1	8.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	1.9%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	3.9%	216	0.0%	0	3.2%	11	0.0%	0	0.0%	0	0.0%	0	6.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	4.4%	246	2.2%	4	10.9%	37	0.0%	0	0.0%	0	1.6%	2	0.0%	0	13.3%	10	0.0%	0	3.6%	2	0.9%	1	0.0%	0
Willenhall Town Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	6.4%	353	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.5%	30	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	9	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.1%	8	1.2%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	1.4%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.2%	9	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	1.0%	54	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.7%	40	0.0%	0	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.7%	37	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Linkway Retail Park, Watling Street, Cannock	0.1%	7	0.0%	0	0.5%	2	0.6%	1	0.6%	1	0.0%	0	1.1%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	3.7%	207	1.9%	4	1.0%	3	0.0%	0	5.1%	11	7.6%	8	0.0%	0	0.0%	0	2.8%	4	9.5%	6	20.5%	20	5.1%	2
Merry Hill SHOPPING CENTRE, Brierley Hill	14.6%	810	5.3%	10	0.9%	3	7.6%	14	5.9%	13	24.6%	26	0.0%	0	0.7%	0	16.3%	22	41.2%	27	37.2%	37	65.1%	30
Oak Retail Park, Dudley Road, Brierley Hill	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.5%	30	0.0%	0	7.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Orbital Retail Park, Voyager Drive, Cannock	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.3%	14	0.0%	0	3.0%	10	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.4%	22	0.0%	0	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.3%	16	1.9%	4	1.5%	5	2.4%	5	0.6%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springvale Way Retail Park, Springvale Way, Bilston	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.3%	18	0.0%	0	1.5%	5	0.0%	0	0.6%	1	0.0%	0	1.0%	1	1.1%	1	1.3%	2	0.0%	0	0.0%	0	1.7%	1
Ventura Retail Park, Tamworth	1.5%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Solihull Retail Park, Chalford Way, Shirley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Spring Vale Retail Park, Bilston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Chester Road,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
New Oscott, Sutton Coldfield												
Wickes, West Street, off Stafford Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery Abbey Retail Park, Alvechurch Highway, Redditch	25.4%	1411	34.9%	67	27.7%	93	33.0%	62	32.1%	69	26.4%	28
Arrow Park Local Centre Asda, Avon Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill, Birmingham	0.1%	3	0.0%	0	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane South, Tipton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Crown Wharf Shopping Park, Wolverhampton Street, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.6%	1
Asda, George Street, Walsall	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.4%	21	0.0%	0	4.5%	15	0.6%	1	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet Centre, Pingle Drive, Bicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldmere Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Bournemouth City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Bradford City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.1%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Christchurch Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks Village Outlet, Farm Road, Street	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotteridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Coventry City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Derby City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dumfries Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Edgbaston Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fashion Factory, Hollies Park Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden Village, Bridgnorth Road, Shipley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester City Centre	0.0%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Hagley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heart Of The Country Shopping Centre, A38, South Swinfen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley Heath Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkley Town Centre	0.1%	3	0.0%	0	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Kingfisher Shopping Park, Walford House, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Kings Heath Local Centre	0.1%	4	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Kings Norton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Leeds United FC, Elland Road, Leeds	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Local Centre	0.6%	33	1.2%	2	0.5%	2	1.1%	2	8.5%	18	0.6%	1
Ludlow Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Tunnel Drive, Redditch	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Melton Mowbray Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meols Cop Retail Park, Meols Cop Road, Southport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Middlesbrough Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moseley Local Centre	0.0%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Muchwenlock Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newlife Superstore, Hemlock Way, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.0%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pattingham Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.0%	2	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Plymouth City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.2%	9	0.0%	0	1.4%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snow Hill, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Prior Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Stratford-upon-Avon Town Centre	0.1%	4	0.0%	0	1.0%	3	0.0%	0	0.0%	0	0.5%	1
Tesco Extra, Crown Centre, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Cradley Heath												
Tesco Extra, New Square, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warstones Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Bridgnorth Road, Shipley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Abroad	0.5%	27	1.1%	2	0.0%	0	1.6%	3	1.5%	3	0.0%	0
Weighted base:	5552	193	336	188	214	107	95	75	138	65	99	46
Sample:	5601	103	101	101	97	103	102	99	105	105	114	100

Q23 How do you normally travel to (LOCATION MENTIONED AT Q22)?

Not those who said 'Internet / delivery' or 'Abroad' or '(Don't know / varies)' or '(Don't do this type of shopping)' at Q22

Car / van (as driver)	59.8%	2461	42.0%	52	50.0%	121	35.7%	44	54.9%	78	55.2%	43	60.4%	41	48.2%	26	73.4%	77	68.2%	36	48.7%	39	73.8%	28
Car / van (as passenger)	9.5%	391	6.4%	8	7.4%	18	9.8%	12	9.6%	14	12.3%	10	5.0%	3	15.1%	8	7.8%	8	5.2%	3	10.9%	9	6.4%	2
Bus, minibus or coach	17.2%	709	36.5%	45	31.8%	77	26.6%	33	19.8%	28	23.6%	19	15.9%	11	32.4%	17	1.8%	2	22.6%	12	23.3%	19	15.0%	6
Using park & ride facility	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	4.2%	174	6.2%	8	4.3%	11	6.0%	7	2.2%	3	0.0%	0	0.0%	0	0.9%	0	4.6%	5	2.0%	1	13.7%	11	0.7%	0
Taxi	1.1%	46	0.0%	0	0.8%	2	1.8%	2	0.0%	0	1.3%	1	2.4%	2	0.9%	0	2.0%	2	0.0%	0	0.0%	0	0.7%	0
Train	6.4%	262	0.9%	1	4.6%	11	18.6%	23	13.5%	19	5.0%	4	14.9%	10	0.0%	0	8.8%	9	1.9%	1	3.5%	3	1.3%	1
Bicycle	0.2%	10	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ring & Ride	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tram	0.2%	10	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.6%	26	5.5%	7	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	2.0%	1
Weighted base:	4114	123	243	123	142	79	68	54	104	53	81	38												
Sample:	4299	72	76	70	66	77	79	73	78	83	95	84												

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q24 Where do you normally do most of your household's shopping for CDs, vinyl, DVDs, Blurays, etc.) (Excluding gaming)?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	6.4%	183	15.0%	16	20.1%	32	8.6%	11	19.2%	28	11.2%	6
Blackheath Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5
Brownhills Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	0.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Darlaston Town Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Harborne Local Centre, Birmingham	0.1%	3	2.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Hednesford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.1%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Northfield Local Centre, Birmingham	0.5%	14	0.0%	0	0.0%	0	5.3%	6	5.0%	7	0.0%	0
Oldbury Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Redditch Town Centre	1.2%	36	0.0%	0	0.0%	0	3.8%	5	7.4%	11	0.0%	0
Sedgley Local Centre, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.4%	11	2.0%	2	0.0%	0	0.0%	0	2.6%	4	0.0%	0
Stafford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Stourbridge Town Centre	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Centre												
Sutton Coldfield Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	1.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	0.2%	5	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	1.4%	40	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	4.2%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	6
Battery Retail Park, Selly Oak	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	1.4%	41	0.0%	0	0.0%	0	0.0%	0	8.6%	5	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	8.3%	238	3.0%	3	3.9%	6	1.6%	2	0.8%	1	9.0%	5
One Stop Retail Park, Walsall Road, Perry Barr	0.3%	10	0.0%	0	3.0%	5	0.0%	0	0.0%	0	5.1%	2
Orbital Retail Park, Voyager Drive, Cannock	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.2%	6	0.0%	0	3.2%	5	0.9%	1	0.0%	0	0.0%	0
St Johns Retail Park, Dudley	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Road, Wolverhampton												
Telford Forge Shopping Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Green Street, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, West Street, off Stafford Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	59.9%	1717	69.3%	72	55.9%	89	76.5%	94	56.9%	84	65.2%	35
Asda, Avon Road, Cannock	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Asda, Brickhouse Lane South, Tipton	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.5%	13	0.0%	0	4.3%	7	0.9%	1	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Barr	0.1%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Castlegate Way, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Codsall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Local Centre	0.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meole Brace Retail Park, Hereford Road, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Morrisons, Sherwood Road, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Spring Hill, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Nuneaton Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's Superstore, Anders Square, Perton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsbury's Superstore, Freeth Street, Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.3%	10	0.0%	0	0.0%	0	0.0%	0	6.0%	9	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Tesco Extra, Littleton Street West, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, New Square, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ridgacre Road, Quinton, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.7%	19	3.0%	3	3.7%	6	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	2864		105		160		123		148		53		49		36		91		25		50		21	
Sample:	2524		50		44		57		64		48		47		44		59		40		54		46	

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Q25 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.7%	32	6.3%	10	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Bilston Town Centre	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	3.8%	173	17.5%	28	8.4%	22	15.1%	22	8.8%	16	7.5%	6
Blackheath Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.1%	5	0.0%	0	1.9%	5	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	0.2%	7	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Harborne Local Centre, Birmingham	0.2%	8	4.0%	6	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Kidderminster Town Centre	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Kingstanding Local Centre, Birmingham	0.1%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.8%	0
Kingswinford Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.6%	28	0.7%	1	0.0%	0	3.6%	5	10.1%	19	0.8%	1
Old Hill Local Centre, Cradley Heath	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.2%	8	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.3%	2
Sedgley Local Centre, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Shrewsbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.4%	17	0.0%	0	0.0%	0	1.5%	2	2.1%	4	0.8%	1
Stafford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.5%	23	0.0%	0	3.2%	8	0.0%	0	0.0%	0	2.4%	1
Tamworth Town Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	1.4%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Wednesbury Town Centre	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	1.5%	70	0.0%	0	4.5%	12	0.0%	0	0.0%	0	3.2%	2
Willenhall Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	2.5%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Wombourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	5
Battery Retail Park, Selly Oak	2.1%	94	13.0%	21	0.7%	2	13.5%	19	10.2%	19	18.9%	16
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	1.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.2%	7	0.0%	0	1.2%	3	0.0%	0	0.0%	0	2.6%	2
Bilston Road Retail Park, Bilston Road, Monmore Green	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Gateway Retail Park, Eastern Way, Cannock	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	1.9%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4
Crown Wharf Shopping Park, Walsall	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elgar Retail Park, Blackpole Road, Worcester	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4
Gallagher Retail Park,	8.8%	401	0.0%	0	5.7%	15	0.0%	0	0.0%	0	34.8%	22

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Junction 9, Wednesbury												
Jerome Retail Park, Bridgeman Street, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.4%	17	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.8%	0
Linkway Retail Park, Watling Street, Cannock	1.3%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Stafford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	6.9%	314	4.3%	7	1.2%	3	0.0%	0	0.0%	0	8.1%	7
Merry Hill SHOPPING CENTRE, Brierley Hill	3.7%	168	0.0%	0	0.0%	0	1.4%	2	1.8%	3	1.2%	1
Oldbury Green Retail Park, Oldbury Ringway	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.7%	32	2.0%	3	10.4%	27	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	1.3%	60	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	1.5%	67	0.0%	0	8.2%	22	0.0%	0	0.0%	0	0.8%	1
Reedswood Way Retail Park, Reedswood Way, Walsall	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Way Retail Park, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	1.3%	61	3.4%	5	0.0%	0	14.2%	20	10.6%	20	11.1%	9
Solihull GATE Retail Park, Marshall Lake Road, Solihull	0.2%	7	0.0%	0	0.0%	0	1.2%	2	0.0%	0	6.8%	5
Solihull Retail Park / Sears Retail Park, Shirley	0.6%	25	0.0%	0	0.0%	0	2.7%	4	2.9%	5	0.0%	0
Springvale Way Retail Park, Springvale Way, Bilston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	4.5%	206	1.1%	2	3.2%	8	1.2%	2	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	1.2%	55	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0

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Wrekin Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Axletree Way, Park Lane, Wednesbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Cardinal Point Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
B&Q, Solihull Retail Park, Chalford Way, Shirley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
B&Q, Spring Vale Retail Park, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Kings Heath, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.8%
Homebase, St Johns Retail Park, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury	0.2%	7	0.0%	0	1.9%	5	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	37.0%	1679	46.4%	74	44.3%	117	40.8%	58	49.3%	92	42.4%	35
Abbey Retail Park, Alvechurch Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bearwood Road, Bearwood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Shopping Park, Classic Drive, Coventry	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Argos in Sainsbury's, Freeth Street, Oldbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Raglan Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane South, Tipton	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Crown Wharf Shopping Park, Wolverhampton Street, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.2%	10	0.0%	0	2.6%	7	0.0%	0	0.0%	0	4.1%	3
Asda, Pearson Street,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Brierley Hill																								
Asda, Queensway Mall, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodall Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bilston Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradmore Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Capital Appliance Centre, Macrome Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale Retail Park, Chester Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centrum East Retail Park, Burton upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadsmoor Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hazelwell Street, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Watson Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Shopping Park, Walford House, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Walsall Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minehead Town Centre	0.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11										
Walsall																						
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Retail Park, Watling Street, Bridgtown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Chell Road, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snow Hill, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.7%	0
Tesco Extra, Littleton Street West, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, New Square, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Drive, Sutton Coldfield																								
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Walsall Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Wood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warstones Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Retail Park, Ings Road, Wakefield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wythall Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	11	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	4542		159		265		143		186		83		75		62		119		47		73		42	
Sample:	4397		80		76		71		84		78		76		82		90		77		75		90	

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q26 Where do you normally do most of your household's shopping for books (incl. encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.2%	9	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	5.5%	234	22.3%	35	16.8%	44	17.7%	27	13.5%	27	12.4%	10
Blackheath Town Centre	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Bloxwich Town Centre	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	2.0%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	9	1.3%	2	1.9%	5	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	1.1%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.1%	4	0.0%	0	1.4%	4	0.0%	0	0.0%	0	0.8%	0
Great Bridge Village Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	1.3%	55	0.0%	0	0.0%	0	0.0%	0	0.6%	1	4.1%	3
Harborne Local Centre, Birmingham	0.9%	38	15.2%	24	0.0%	0	0.0%	0	0.6%	1	14.7%	11
Hednesford Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.5%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.1%	3	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	1.9%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Newport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	1.2%	49	0.0%	0	0.0%	0	11.1%	17	14.2%	28	0.0%	0
Oldbury Town Centre	0.3%	14	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Redditch Town Centre	1.2%	53	0.0%	0	0.0%	0	3.2%	5	6.9%	14	0.0%	0	18.9%	15	0.0%	0	16.5%	19	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.2%	10	0.0%	0	0.0%	0	1.3%	2	1.9%	4	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	1.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.8%	75	0.0%	0	6.9%	18	0.0%	0	0.0%	0	0.0%	0	0.7%	1	9.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	3.7%	157	0.0%	0	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	2.3%	99	0.0%	0	7.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	7	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Willenhall Town Centre	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	5.5%	232	0.0%	0	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Wombourne Village Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.2%	10	0.0%	0	0.0%	0	2.0%	3	1.7%	3	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Tamworth	0.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Armstrong Way,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Willenhall												
Linkway Retail Park, Watling Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	1.8%	78	2.0%	3	0.0%	0	0.0%	0	1.1%	2	4.0%	3
Merry Hill SHOPPING CENTRE, Brierley Hill	6.8%	290	0.0%	0	0.0%	0	1.3%	2	0.6%	1	10.5%	8
Oak Retail Park, Dudley Road, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.6%	26	0.0%	0	7.7%	20	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.3%	12	0.0%	0	1.9%	5	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.8%	32	2.3%	4	3.2%	8	5.7%	9	2.5%	5	3.6%	3
Solihull Retail Park / Sears Retail Park, Shirley	0.1%	5	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.3%	15	0.0%	0	2.3%	6	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3
Wrekin Retail Park, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
B&Q, Green Street, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Pitcairn Drive, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	40.2%	1707	55.4%	87	34.8%	91	47.0%	71	48.9%	97	42.0%	32
Albrighton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Birmingham	0.0%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Howard Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Alvechurch Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Asda, Brickhouse Lane South, Tipton	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Daisy Street, Bilston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, Walsall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hagley Road West, Quinton, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn, Dudley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Kings Heath, Birmingham	0.0%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, New Road, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.4%	15	0.0%	0	3.2%	8	0.7%	1	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Saltwells Road, Cradley Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Minworth, Sutton Coldfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Barr	0.1%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodall Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashmore Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Aston District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilbrook Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham Airport, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpole Local Cntrre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boston Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall & Wergs Garden Centre, Wergs Hall Road, Codsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franche Road, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotteridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Coven Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchfield Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wyrley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamstead Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Shopping Park, Walford House, Redditch	0.2%	10	0.0%	0	2.3%	6	0.0%	0	0.6%	1	0.0%	0
Kings Heath Local Centre	0.1%	4	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.7%	1
Kings Norton Local Centre	0.0%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1
Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Friar Park Road, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Industrial Estate, Rose Hill, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Local Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Mere Green Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Morrisons, Charterfield Shopping Centre, Kingswinford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Morrisons, Spring Hill, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neptune Industrial Estate, Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Invention Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Office Outlet, Rocky Lane, Aston Cross, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Oswestry Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkfield Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Rushall Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.7%	1	0.0%	0	4.7%	4
Sainsbury's Superstore, Anders Square, Perton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.1%	6	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane,	0.1%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Birmingham												
Sainsbury's Superstore, Reedswood Way, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Brierley Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Streetley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, New Square, West Bromwich	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Torquay Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trago Mills, Two Waters Foot, Liskeard	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Gornal Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wall Heath Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Weoley Castle Local Centre	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
West Heath Local Centre, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	4	0.0%	0
Whittington Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wood Lane, Bartley Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Abroad	0.4%	18	0.0%	0	2.3%	6	2.0%	3	0.0%	0	0.0%	0
Weighted base:	4247	157	261	152	198	76	79	58	115	44	73	33
Sample:	4123	82	73	80	87	73	80	75	85	74	86	72

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Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q27 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.4%	14	4.6%	6	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Bilston Town Centre	1.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	4.0%	154	13.2%	16	13.7%	34	16.4%	23	8.1%	14	7.9%	5
Blackheath Town Centre	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	8
Brownhills Town Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.4%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	3	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Cleobury Mortimer Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Darlaston Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Dudley Town Centre	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Great Bridge Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Harborne Local Centre, Birmingham	0.4%	17	11.7%	15	0.0%	0	0.8%	1	0.0%	0	1.9%	1
Hednesford Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.2%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.1%	3	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	1.4%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye Local Centre, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Newport Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	1.1%	41	0.0%	0	0.0%	0	4.0%	6	15.4%	26	8.6%	6
Oldbury Town Centre	1.2%	48	2.9%	4	0.7%	2	0.0%	0	0.0%	0	1.5%	1
Quinton Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.7%	29	0.0%	0	0.0%	0	0.0%	0	3.8%	7	0.0%	0
Rugeley Town Centre	0.1%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.2%	9	0.0%	0	0.0%	0	2.5%	3	2.2%	4	0.0%	0
Stafford Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.7%	26	0.0%	0	2.6%	7	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	3.4%	129	0.0%	0	1.2%	3	0.0%	0	0.7%	1	0.9%	1
Wednesbury Town Centre	0.4%	14	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	2.8%	107	0.0%	0	9.1%	23	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	3.7%	141	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Battery Retail Park, Selly Oak	0.8%	29	4.9%	6	0.0%	0	7.8%	11	2.2%	4	7.5%	5
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	2.8%	108	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.6%	22	0.0%	0	2.7%	7	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Brook Retail Park, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Cannock Gateway Retail Park, Eastern Way, Cannock	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardinal Point Retail Park,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Tamworth												
Crossley Park, Carpet Trades Way, Kidderminster	1.7%	64	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	1.3%	51	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	1.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	4
Jerome Retail Park, Bridgeman Street, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.6%
Keyway Retail Park, Armstrong Way, Willenhall	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.2%	6	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Madford Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	2.5%	98	2.5%	3	1.3%	3	0.0%	0	1.3%	2	6.0%	4
Merry Hill SHOPPING CENTRE, Brierley Hill	7.4%	286	0.0%	0	0.0%	0	3.4%	5	4.0%	7	3.7%	3
Mitre Retail Park, Bilston Road, Monmore Green	0.3%	12	0.0%	0	2.4%	6	0.0%	0	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	2.0%	76	3.4%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	2.0%
One Stop Retail Park, Walsall Road, Perry Barr	0.5%	18	0.0%	0	5.8%	15	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.7%	26	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.5%	20	0.0%	0	3.2%	8	0.0%	0	0.0%	0	12.3%	5
Queens Shopping Park, Stafford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedwood Way Retail Park, Reedwood Way, Walsall	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Way Retail Park, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.6%	24	3.9%	5	0.0%	0	11.7%	17	1.1%	2	0.0%	1.0%
Solihull Retail Park / Sears Retail Park, Shirley	0.2%	7	0.0%	0	0.0%	0	1.4%	2	1.3%	2	0.0%	5.0%
Springvale Way Retail Park, Springvale Way, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
St Johns Retail Park, Dudley Road, Wolverhampton	0.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.3%	13	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
The Peel Centre Retail, Stafford Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	1.2%	47	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Solihull Retail Park, Chalford Way, Shirley	0.1%	5	0.0%	0	2.0%	5	0.0%	0	0.0%	0	0.0%	0
B&Q, Wyrley Brook Retail Park, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Chester Road, New Oscott, Sutton Coldfield	0.1%	5	0.0%	0	2.0%	5	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	33.5%	1289	40.9%	51	41.7%	104	37.3%	53	45.1%	78	42.8%	30
Abbey Retail Park, Alvechurch Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Aldi, Bristol Road South, Birmingham	0.1%	3	0.0%	0	0.0%	0	1.2%	2	0.7%	1	0.0%	0
Aldi, Church Street, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Earls Way, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Queensville, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill, Birmingham	0.2%	6	2.5%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	3

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Asda, Brickhouse Lane South, Tipton	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Daisy Street, Bilston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.4%	17	0.0%	0	4.8%	12	0.0%	0	0.0%	0	8.8%	4
Asda, Queensway Mall, Halesowen	0.1%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Asda, Queensway, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Minworth, Sutton Coldfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Aston Villa FC, Villa Park, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
B&M, Bilston Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barons Court Trading Estate, Walsall Road, Walsall Wood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldmere Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Broadwalk Retail Park, Bescot Crescent, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale Retail Park, Chester Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chasetown Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall & Wergs Garden Centre, Wergs Hall Road, Codsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Codsall Village Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
County Sports, Worcester Road, Hagley, Stourbridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Saxon Cross House, Watling Street, Gailey	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dolittles Pet & Aquatic Centre, Bridgnorth Road, Shipley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstall Hill Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Green Street, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Frederick Road, Kidderminster	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Road Retail Park, Hagley Road West, Quinton, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Hagley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holloway Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hopwood Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Horseley Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.1%	6	0.0%	0	0.0%	0	3.5%	5	0.0%	0	0.0%	0
Leeds United FC, Elland Road, Leeds	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Retail Park, Vulcan Road	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Aston Golf Club, Roman Road, Streetly, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Industrial Estate, Rose Hill, Willenhall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Local Centre	0.6%	24	1.5%	2	0.7%	2	3.4%	5	6.0%	10	0.0%	0
Morrisons, Black Country Route, Bilston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Morrisons, Lichfield Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Exhibition Centre, Marston Green, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neptune Industrial Estate, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pacific Nurseries, Chester Road, Streetly, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.1%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0
Perry Beeches Local Centre	0.1%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Foldgate Lane, Ludlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port Solent Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roberts Farm Shop, Kidderminster Road, Stourbridge, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Rubery Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Sainsbury's Superstore, Alcester Road South, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3
Sainsbury's Superstore, Anders Square, Perton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Sainsbury's Superstore, Reedswood Way, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snow Hill, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Extra, Church Street, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Extra, Littleton Street West, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Camden Street, Birmingham	0.1%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ridgacre Road, Quinton, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford, Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TFM Superstore, Stableford, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Big Pet Store, Hereward Rise, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Victoria Park, Suffrage	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Street, Smethwick												
Walsall Wood Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weavers Wharf, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Garden Centre, Worcester Road, Wychbold	0.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wychbold Village Centre	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Wyevale Garden Centre, Bridgnorth Road, Shipley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	3851	124	251	141	172	69	57	44	89	42	75	29
Sample:	3415	61	68	70	73	59	52	51	64	65	77	57

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q28 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.6%	22	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.5%	20	5.6%	7	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Bilston Town Centre	1.4%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	4.1%	154	18.8%	22	8.7%	18	16.9%	20	12.0%	19	1.0%	1
Blackheath Town Centre	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Brownhills Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.6%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.4%	15	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	2.0%	76	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Erdington Local Centre, Birmingham	0.3%	10	1.0%	1	0.9%	2	0.0%	0	0.0%	0	1.4%	1
Great Barr Local Centre, Birmingham	0.2%	9	0.0%	0	2.4%	5	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Halesowen Town Centre	0.4%	14	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Handsworth Local Centre, Birmingham	0.2%	8	0.0%	0	3.2%	7	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.3%	10	5.6%	7	0.0%	0	0.0%	0	5.8%	4	0.0%	0
Hednesford Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	2.7%	103	1.6%	2	0.0%	0	0.0%	0	2.1%	3	1.0%	1
Kingstanding Local Centre, Birmingham	0.3%	10	0.0%	0	4.1%	9	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.6%	21	0.0%	0	2.4%	5	0.0%	0	0.0%	0	0.0%	0
Lye Local Centre, Stourbridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Northfield Local Centre, Birmingham	1.0%	36	0.0%	0	0.0%	0	10.1%	12	11.7%	18	6.5%	4	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.6%	22	3.1%	4	0.0%	0	0.0%	0	2.5%	4	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	2.5%	1
Quinton Local Centre, Birmingham	0.2%	8	1.6%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Redditch Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.6%	21	1.0%	1	0.0%	0	2.5%	3	2.5%	4	1.9%	1	8.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Sutton Coldfield Town Centre	0.2%	7	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	2.0%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Wednesbury Town Centre	1.2%	44	3.1%	4	5.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	1.2%	47	1.7%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Willenhall Town Centre	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	3.2%	121	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Wombourne Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.9%	32	1.9%	2	2.4%	5	2.5%	3	9.5%	15	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.9%	34	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green	0.5%	20	2.7%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Cannock Gateway Retail Park, Eastern Way, Cannock	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Cardinal Point Retail Park, Tamworth	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Crossley Park, Carpet Trades Way, Kidderminster	1.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.7%	1	0.7%	0	0.0%	0						
Crown Wharf Shopping Park, Walsall	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Elgar Retail Park, Blackpole Road, Worcester	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5	0.0%	0	0.0%	0						
Gallagher Retail Park, Junction 9, Wednesbury	6.7%	254	0.0%	0	9.7%	21	0.0%	0	0.0%	0	2.7%	2	0.0%	0	29.3%	14	3.1%	3	0.0%	0	4.0%	3	0.8%	0
Greyfriars Way Retail Park, Stafford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.5%	18	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Keyway Retail Park, Armstrong Way, Willenhall	0.0%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.8%	30	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	6.0%	227	6.8%	8	0.0%	0	2.4%	3	2.0%	3	12.3%	8	8.6%	6	1.0%	0	13.7%	12	8.3%	3	22.3%	15	21.6%	8
Merry Hill SHOPPING CENTRE, Brierley Hill	3.9%	147	1.0%	1	1.4%	3	0.0%	0	1.4%	2	6.6%	4	0.0%	0	0.0%	0	2.3%	2	5.4%	2	9.7%	6	19.4%	7
Mitre Retail Park, Bilston Road, Monmore Green	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.9%	34	2.7%	3	2.8%	6	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	1.2%	1	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.5%	20	0.0%	0	7.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	2.3%	88	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.3%	11	0.0%	0	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Way Retail Park, Cannock	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.5%	18	2.7%	3	2.4%	5	3.5%	4	1.5%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull GATE Retail Park,	0.2%	8	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0

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Marshall Lake Road, Solihull																								
Solihull Retail Park / Sears Retail Park, Shirley	0.5%	18	0.0%	0	0.9%	2	1.4%	2	1.2%	2	0.0%	0	18.2%	12	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Springvale Way Retail Park, Springvale Way, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	1.9%	70	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	1.5%	55	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Axletree Way, Park Lane, Wednesbury	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.4%	1
B&Q, Spring Vale Retail Park, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Birchley Lane, Oldbury	0.9%	33	0.0%	0	0.0%	0	0.0%	0	2.1%	3	7.3%	5	0.0%	0	1.9%	1	2.0%	2	1.5%	1	4.4%	3	0.0%	0
Homebase, Chester Road, New Oscott, Sutton Coldfield	0.2%	6	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Homebase, Oldbury Green Retail Park, Warley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, St Johns Retail Park, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury	5.4%	205	5.6%	7	11.3%	24	5.5%	7	3.2%	5	7.6%	5	3.1%	2	13.4%	6	2.0%	2	4.6%	2	6.0%	4	6.6%	2
Leekes, Great Bridge Road, Bilston	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Hollies Park Road, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Prospect Road, off Mucklow Hill, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	22.0%	830	21.9%	26	21.0%	45	45.2%	55	40.7%	63	22.8%	14	26.9%	18	11.9%	6	27.1%	24	23.8%	10	26.1%	17	17.8%	7
Acocks Green Local Centre	0.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alan Ward Furniture, Ennerdale Road, Shrewsbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alcester Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Asda, Brickhouse Lane South, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bilston Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Dunlop Way, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bill Samson, Nimmings Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Birchley Industrial Estate, Birchfield Lane, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishopswood Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldmere Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradeley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradmore Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Britannia Enterprise Park, Europa Way, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broad Street DIY, Worcester Road, Bromsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Brookhill Works/Windsor Road, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Burnt Tree & Birmingham New Road, Dudley, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caldmore Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale Retail Park, Chester Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cedars Business Centre, Avon Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheadle Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claregate Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claverley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coney Industrial Estate, Birmingham New Road, Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookes Furniture, Goosemoore Lane, Erdington	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0

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Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Coseley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cousins Furniture Store, Hall Street, Dudley	0.1%	5	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Coven Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Crewe Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, John Kempe Way, Camp Hill Middleway, Birmingham	0.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Watling Street, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dormston Trading Estate, Burton Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Bilston Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstall Hill Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easter Park, Worcester Road, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgbaston Local Centre	0.1%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Exchange Industrial Estate, Watling Street, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchfield Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finstall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Gornal Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Granada Trading Estate, Park Street, Oldbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Road, Bilston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heath Hill Industrial Estate, Heath Hill, Dawley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highgate Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Hill Top Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Croft Road, Coventry	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Imperial Retail Park, Eastern Avenue, Lichfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lane Head Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Retail Park, Vulcan Road	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Industrial Estate, Rose Hill, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Local Centre	0.1%	4	0.0%	0	0.0%	0	1.4%	2	0.8%	1	0.0%	0
Mere Green Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Minehead Town Centre	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Kingswinford												
New Oscott Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Canes, Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakengates Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldswinford Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Street Industrial Park, Vulcan Road, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pacific Nurseries, Chester Road, Streetly, Aldridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Lane Trading Estate, Park Lane, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkfield Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.3%	10	0.0%	0	2.4%	5	0.0%	0	0.0%	0	1.0%	0
Ravenside Retail Park, Erdington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	4.7%	7	0.0%	0
Selly Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Small Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Snow Hill, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sparkbrook Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Springfield Industrial Estate, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Cross Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderne Retail Park, Arlington Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hough Retail Park, Lichfield Road, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Walsall Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trysull Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Tyseley District Centre	0.0%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Gornal Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wall Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Carpets, Green Lane, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Walsall Wood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Garden Centre, Kidderminster Road South, Hagley, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Business Park, Trent Valley Road, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wulfrun Trading Estate, Stafford Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Retail Park, London Road, High Wycombe	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Newport Road, Albrighton, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	3769	117	212	121	155	62	68	48	88	41	66	37
Sample:	3627	59	61	61	68	60	69	63	66	67	69	76

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Q29 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.1%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	1.0%	45	6.2%	9	4.3%	12	4.3%	6	3.5%	6	1.1%	1
Blackheath Town Centre	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.7%	35
Brownhills Town Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.2%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.2%	11	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Erdington Local Centre, Birmingham	0.0%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.3%	14	0.0%	0	3.7%	11	0.0%	0	0.0%	0	3.1%	2
Great Bridge Village Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	0.9%	43	2.2%	3	0.0%	0	0.0%	0	4.4%	4	0.0%	0
Harborne Local Centre, Birmingham	0.2%	7	5.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.1%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.8%	0
Kingswinford Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	1.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Lye Local Centre, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.9%	43	0.8%	1	0.0%	0	3.2%	5	17.5%	31	4.0%	4

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Oldbury Town Centre	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxley Local Centre, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Rugeley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.1%	5	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Stafford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.2%	9	0.0%	0	0.0%	0	1.4%	2	4.0%	7	0.0%	0
Stourbridge Town Centre	0.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.3%	15	0.0%	0	1.9%	5	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	1.5%	71	0.0%	0	0.6%	2	0.0%	0	0.0%	0	2.1%	1
Wednesbury Town Centre	0.5%	21	0.0%	0	2.1%	6	0.0%	0	0.0%	0	0.8%	0
Wednesfield Local Centre, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	1.0%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Willenhall Town Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	1.9%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	2.4%	112	15.6%	22	3.5%	10	26.1%	37	12.4%	22	14.8%	14
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.1%	5	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Brook Retail Park, Bromsgrove	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11										
Cannock Gateway Retail Park, Eastern Way, Cannock	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Cardinal Point Retail Park, Tamworth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1								
Crossley Park, Carpet Trades Way, Kidderminster	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Crown Wharf Shopping Park, Walsall	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0								
Elgar Retail Park, Blackpole Road, Worcester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0		
Gallagher Retail Park, Junction 9, Wednesbury	3.2%	148	0.0%	0	2.7%	8	0.0%	0	0.0%	0	0.0%	0	21.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Armstrong Way, Willenhall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	1.2%	57	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	1.5%	1	4.6%	2
Merry Hill SHOPPING CENTRE, Brierley Hill	1.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	2.7%	2	5.6%	2
Oak Retail Park, Dudley Road, Brierley Hill	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	1.3%	59	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
One Stop Retail Park, Walsall Road, Perry Barr	0.3%	15	0.0%	0	3.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.9%	42	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.2%	10	0.0%	0	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Way Retail Park, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Selly Oak Shopping Park, Birmingham	0.9%	43	3.7%	5	2.4%	7	12.0%	17	5.4%	10	0.7%	1	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull GATE Retail Park, Marshall Lake Road, Solihull	0.1%	4	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.2%	10	0.0%	0	1.8%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springvale Way Retail Park, Springvale Way, Bilston	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	1.5%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.3%	12	0.0%	0	0.6%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre Retail, Stafford Street, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Axletree Way, Park Lane, Wednesbury	8.2%	381	2.2%	3	14.5%	41	3.2%	5	0.0%	0	0.0%	0	0.0%	0	23.2%	15	1.5%	2	0.0%	0	0.0%	0	0.0%	0
B&Q, Cardinal Point Retail Park, Tamworth	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
B&Q, Green Street, Kidderminster	3.7%	174	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Hough Retail Park, Stafford	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
B&Q, Jinnah Road, Redditch	0.7%	34	0.0%	0	0.0%	0	3.5%	5	7.5%	13	0.0%	0	13.6%	10	0.0%	0	5.3%	6	0.0%	0	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	10.4%	485	31.0%	43	0.0%	0	10.7%	15	20.0%	36	55.2%	54	3.4%	2	0.8%	0	4.7%	5	79.2%	42	60.4%	52	63.5%	25
B&Q, Solihull Retail Park, Chalford Way, Shirley	0.5%	21	3.1%	4	1.8%	5	1.4%	2	0.0%	0	0.0%	0	13.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Spring Vale Retail Park, Bilston	6.8%	319	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Telford Bridge Retail Park, Telford	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Wyrley Brook Retail Park, Cannock	4.2%	197	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Birchley Lane, Oldbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Homebase, Brook Retail	0.4%	17	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.8%	1	0.0%	0	11.9%	13	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Park, Bromsgrove																								
Homebase, Chester Road, New Oscott, Sutton Coldfield	1.9%	90	0.0%	0	11.9%	34	1.4%	2	0.0%	0	0.0%	0	0.0%	0	10.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Kings Heath, Birmingham	0.3%	12	0.0%	0	1.8%	5	4.5%	6	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Oldbury Green Retail Park, Warley	1.7%	80	2.6%	4	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.5%	1	3.1%	1
Homebase, Orbital Retail Park, Cannock	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Spennells Valley Road, Kidderminster	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, St Johns Retail Park, Wolverhampton	1.3%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Wrekin Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Pitcairn Drive, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aldridge Road, Perry Barr	0.8%	35	0.0%	0	10.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Ash Tree Road, Stirchley	0.4%	17	0.0%	0	0.0%	0	7.2%	10	2.9%	5	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Hollies Park Road, Cannock	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Holyhead Road, Handsworth	0.5%	24	0.8%	1	6.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Prospect Road, off Mucklow Hill, Halesowen	0.3%	15	0.0%	0	0.0%	0	0.8%	1	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.1%	0
Wickes, West Street, off Stafford Road, Wolverhampton	1.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	8.7%	408	10.5%	15	13.1%	37	13.0%	18	19.3%	35	6.0%	6	21.5%	16	7.9%	5	12.2%	14	2.3%	1	6.0%	5	5.7%	2
A5 Trade Center, Watling Street, Four Crosses, Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Albrighton Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridge Cross Road, Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
South, Tipton												
Asda, George Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashmore Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashwood Nurseries, Ashwood Lower Lane, Kinver, Kingswinford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aston Cross Industrial Estate, Aston	0.0%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0
B&M, Bilston Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
B&M, Ferrie Grove, Brownhills, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Dunlop Way, Birmingham	0.4%	21	3.1%	4	3.6%	10	0.0%	0	0.0%	0	0.0%	0
B&Q, Spring Lane, Malvern	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Wellington Road, Derby, Burton-on-Trent	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnett Hill by Cherry Lane, Worcester Road, Clent, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnt Green Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0
Bartley Green Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Beechcroft Nurseries & Garden Centre, Madeley Road, Belbroughton	0.0%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bolton Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradmore Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Britannia Enterprise Park, Europa Way, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broad Street DIY, Worcester Road, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Carters Green Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carvers Building Supplies, Little's Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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Castle Nurseries, Birmingham Road, Studley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clent Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall & Wergs Garden Centre, Wergs Hall Road, Codsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coltham Road, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trysull Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coseley Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crankhall Lane, Wednesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curborough Hall Farm Countryside Centre, Watery Lane, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Watling Street, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dimmingsdale Bridge Garden Centre, Ebstree Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Birmingham Road, Shenstone, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Nuneaton Road, Atherstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Saxon Cross House, Watling Street, Gailey	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enterprise Trading Estate, Pedmore Road, Brierley Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frankley Industrial Estate, Tay Road, Rubery	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Garden Village, Bridgnorth Road, Shipley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grangewood Garden Centre, Bonehill Road, Mile Oak, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grasmere Garden Centre & Aquatics, Lichfield Road, Brownhills, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halls Garden Centre, Chester Road, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Heath Hill Industrial Estate, Heath Hill, Dawley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highdown Nursey, Sugar Loaf Lane, Kinver	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hirons Garden Centre, Wellington Road, Birmingham	0.0%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Hodgehill Garden Centre, Birmingham Road, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Hollybush Garden Centre and Aquaria, Warstone Road, Shareshill	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Local Centre, Hollywood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ionic Park, Birmingham New Road, Dudley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Kingfisher Shopping Park, Walford House, Redditch	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Kingswood Road Nurseries, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lazy Hill Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lealans Garden Centre, Bridgnorth Road, Shipley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stalling's Lane, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Industrial Estate, Rose Hill, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mappleborough Green Garden Centre, A435, Mappleborough Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Maypole Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Mere Park Garden Centre, Stafford Road, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mica Hardware & DIY, Waterloo Road, Smethwick	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minworth Industrial Park, Minworth, Sutton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Coldfield												
Minworth Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mucklow Hill Trading Estate, Halesowen	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Neptune Industrial Estate, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Oscott Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Newlife Superstore, Hemlock Way, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oreton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pacific Nurseries, Chester Road, Streetly, Aldridge	0.1%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Pelsall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.0%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Perry Beeches Local Centre	0.1%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0
Pillaton Garden Centre, Penkridge, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Piper Nurseries & Garden Centre, Watling Street, Penkridge, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plugs 2 Plants, Wallows Road, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ringway Industrial Estate, Eastern Avenue, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Rushall Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandiacre Farm Shop, Himley Lane, Himley, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Birmingham Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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West Bromwich												
Screwfix, Globe Street, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hewell Road, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Marston Road, Wolverhampton	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Prospect Drive, Lichfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Sovereign Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Screwfix, Walkmill Lane, Bridgtown, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Walsall Road, Walsall Wood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selco Builders Warehouse, Chester Road, Off Tyburn Island, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shareshill Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shortheath Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Singletons Nurseries, Birmingham Road, Lydiate Ash, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snow Hill, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalybridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport Marina, Sandy Lane, Stourport-on-Severn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streetley Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TFM Superstore, Brickhouse Lane, Stoke Prior, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TFM Superstore, Northgate, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Elms Day Nursery, Edgbaston Park Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Walsall Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Stourbridge Estate,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Stourbridge												
Toolstation, Ash Tree Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Bridgeman Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Lichfield Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Untouchables, Cross Street North, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Gornal Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Nurseries, Erdington Road, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Garden Centre, Sutton Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Garden Centre, Kidderminster Road South, Hagley, Stourbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Webbs Garden Centre, Worcester Road, Wychbold	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Wentworth Garden Rooms, Rounds Green Road, Oldbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Somerset Garden Centre, Mart Road, Minehead	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Oak Park, Dudley Road, Brierley Hill	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Redditch Ringway, Redditch	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Wickes, St George's, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Vulcan Road, Lichfield	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Walmley Ash Road, Minworth, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WM Wheat & Son Garden Centre, Chester Road, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wulfrun Trading Estate, Stafford Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Bridgnorth Road, Shipley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Wyevale Garden Centre, Maple Road, Birmingham	0.1% 6	0.0% 0	0.0% 0	2.0% 3	0.0% 0	0.0% 0	3.7% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Wyevale Garden Centre, Wolseley Bridge, Stafford	0.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Wylde Green Local Centre Abroad	0.0% 1 0.3% 14	0.0% 0 0.0% 0	0.0% 0 0.0% 0	0.0% 0 2.1% 3	0.0% 0 0.0% 0							
Weighted base:	4665	139	286	141	180	98	73	64	113	53	86	40
Sample:	4601	73	87	73	83	92	75	84	88	90	98	87

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Q30 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?																							
<i>Excl. Nulls</i>																							
Aldridge Village Centre	1.1%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Amblecote Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bearwood Local Centre, Smethwick	0.7%	35	5.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%
Bilston Town Centre	1.4%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birmingham City Centre	4.0%	205	18.0%	32	10.7%	31	19.6%	33	13.5%	27	12.2%	12	9.0%	8	1.9%	1	2.5%	3	0.7%	0	1.7%	2	0.0%
Blackheath Town Centre	0.9%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	19.1%	11	0.0%	0	2.5%	1	0.0%
Bloxwich Town Centre	1.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bridgnorth Town Centre	1.1%	54	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brierley Hill Town Centre	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Bromsgrove Town Centre	1.2%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.3%	60	0.0%	0	0.0%	0	0.0%	0	0.0%
Brownhills Town Centre	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burntwood Town Centre	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton upon Trent Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cannock Town Centre	2.3%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cape Hill Local Centre, Smethwick	0.5%	24	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cleobury Mortimer Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cradley Heath Town Centre	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	27.3%	12	0.0%
Darlaston Town Centre	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dudley Town Centre	2.1%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%
Erdington Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Barr Local Centre, Birmingham	0.4%	22	0.0%	0	4.6%	13	0.0%	0	0.0%	0	0.6%	1	11.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Bridge Village Centre	0.7%	34	0.0%	0	1.2%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Halesowen Town Centre	1.8%	94	0.6%	1	0.0%	0	0.0%	0	0.0%	0	9.2%	9	0.0%	0	0.0%	0	36.6%	21	59.0%	53	1.8%	1	0.0%
Handsworth Local Centre, Birmingham	0.1%	7	0.0%	0	2.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harborne Local Centre, Birmingham	2.0%	105	41.4%	74	0.0%	0	1.3%	2	0.6%	1	24.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hednesford Town Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kidderminster Town Centre	2.3%	118	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingstanding Local Centre, Birmingham	0.2%	12	0.0%	0	4.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingswinford Town Centre	0.8%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lichfield City Centre	2.1%	109	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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Lye Local Centre, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	1.4%	75	0.0%	0	0.0%	0	10.0%	17	23.1%	47	4.0%	4
Old Hill Local Centre, Cradley Heath	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.9%	49	1.7%	3	1.0%	3	0.0%	0	0.0%	0	1.1%	1
Oxley Local Centre, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	8
Redditch Town Centre	0.6%	29	0.0%	0	0.0%	0	1.2%	2	1.6%	3	0.0%	0
Rugeley Town Centre	0.1%	7	0.0%	0	0.0%	0	0.0%	0	2.2%	5	0.0%	0
Sedgley Local Centre, Dudley	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.2%	13	0.0%	0	0.0%	0	0.0%	0	2.9%	6	0.0%	0
Stafford Town Centre	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Stourbridge Town Centre	2.1%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.1%	55	0.0%	0	4.5%	13	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	4.2%	219	0.0%	0	1.6%	5	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	1.1%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Wednesfield Local Centre, Wolverhampton	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	2.9%	152	0.0%	0	7.0%	21	0.0%	0	0.0%	0	0.7%	1
Willenhall Town Centre	0.9%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	5.8%	297	0.0%	0	1.7%	5	0.0%	0	0.0%	0	2.3%	2
Wombourne Village Centre	0.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Battery Retail Park, Selly Oak	0.1%	5	0.0%	0	0.0%	0	2.9%	5	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	2.1%	111	0.0%	0	1.7%	5	0.0%	0	0.0%	0	1.1%	1
Bromsgrove Retail Park,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Birmingham Road, Bromsgrove												
Cannock Gateway Retail Park, Eastern Way, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elgar Retail Park, Blackpole Road, Worcester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.8%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Armstrong Way, Willenhall	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	0.9%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Merry Hill SHOPPING CENTRE, Brierley Hill	5.7%	292	2.7%	5	0.0%	0	0.0%	0	1.1%	2	7.9%	8
Oak Retail Park, Dudley Road, Brierley Hill	0.2%	8	0.0%	0	2.0%	6	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	1.0%	52	0.0%	0	15.4%	45	0.0%	0	0.0%	0	0.7%	1
Orbital Retail Park, Voyager Drive, Cannock	1.2%	63	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.9%	47	0.0%	0	4.6%	14	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.8%	39	3.8%	7	1.7%	5	10.5%	18	2.8%	6	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.1%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0

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St Johns Retail Park, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre Retail, Stafford Street, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.4%	21	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.2%	9	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Wyrley Brook Retail Park, Cannock	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Axletree Way, Park Lane, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Oldbury Green Retail Park, Warley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Homebase, Spennells Valley Road, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Internet / delivery	11.2%	578	16.3%	29	17.0%	50	23.6%	40	14.7%	30	13.6%	13
Abbey Retail Park, Alvechurch Highway, Redditch	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Albrighton Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alcester Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Aldi, Birmingham Road, Birmingham	0.1%	7	0.0%	0	1.7%	5	0.0%	0	0.0%	0	3.2%	2
Aldi, Birmingham Road, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Aldi, Bridge Cross Road, Burntwood	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road South, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	5	0.0%	0
Aldi, Bristol Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Aldi, Burns Road, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, Kidderminster	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Howard Street,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Wolverhampton												
Aldi, Maypole Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Station Drive, Ludlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stourbridge Road, Bridgnorth	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
All Saints Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvechurch Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill, Birmingham	0.3%	16	0.0%	0	0.0%	0	6.9%	12	0.9%	2	2.9%	3
Asda, Brickhouse Lane South, Tipton	0.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, Walsall	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hagley Road West, Quinton, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Asda, High Holborn, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.8%	42	0.0%	0	7.1%	21	0.0%	0	0.0%	0	0.0%	0
Asda, Parkgate Shopping Centre, Stratford Road, Shirley, Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, Pearson Street, Brierley Hill	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Asda, Queensway, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rumer Hill, Lichfield Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Saltwells Road, Cradley Road, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Asda, Walmley Ash Road, Minworth, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.5%	26	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Asda, Wolverhampton Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodall Street, Walsall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashmore Park Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartley Green Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0
Bewdley Town Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilbrook Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldmere Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boley Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradeley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradmore Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brandhall Lane, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol Road, Selly Oak	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Bushbury Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caldmore Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carters Green Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlecroft Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catshill Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Chadsmoor Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claverley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Centre	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franche Road, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hazelwell Street, Birmingham	0.0%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Co-op, Trysull Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coseley Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotteridge Local Centre	0.2%	10	0.0%	0	0.0%	0	4.2%	7	0.0%	0	3.3%	3
Coven Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Edgbaston Local Centre	0.1%	3	1.3%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Essington Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fallings Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Featherstone Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchfield Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordhouses Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Oaks Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal Local Centre	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wyrley Village Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamstead Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heath Hayes Local Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highley Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hill Top Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Local Centre, Hollywood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Shopping Park, Walford House, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.2%	9	0.0%	0	0.0%	0	4.9%	8	0.0%	0	0.0%	0
Kings Norton Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladywood Local Centre	0.1%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leek Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Walsall Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stalling's Lane, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Farm Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Local Centre	0.7%	34	0.0%	0	0.0%	0	3.0%	5	11.5%	23	0.7%	1
Lower Gornal Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge, Walsall	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Lichfield												
Morrisons, Black Country Route, Bilston	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Wolverhampton	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, Kingswinford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hagley Road, Birmingham	0.1%	4	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Morrisons, Lichfield Street, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Market Street, Rugeley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mill Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	0.4%	18	0.0%	0	0.0%	0	0.0%	0	7.8%	16	0.0%	0
Morrisons, Sherwood Road, Bromsgrove	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Spring Hill, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Moseley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moxley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neptune Industrial Estate, Willenhall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Invention Local Centre	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldswinford Local Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkfield Local Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkhall Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pattingham Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Pendeford Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Penn Village Centre	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.2%	12	0.0%	0	4.1%	12	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Retail Park, Cannock Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quarry Bank Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Rubery Village Centre	0.3%	15	0.0%	0	0.0%	0	7.2%	15	0.0%	0	0.5%	1
Rushall Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Birmingham	0.2%	8	0.0%	0	0.0%	0	1.3%	2	0.9%	2	0.0%	0
Sainsbury's Superstore, Anders Square, Perton	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road, Birmingham	0.1%	5	0.0%	0	0.0%	0	2.3%	4	0.6%	1	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.2%	12	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Rowley Regis	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Inglewhite Road, Longridge, Preston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.2%	11	0.0%	0	0.0%	0	0.0%	0	4.2%	9	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Sainsbury's Superstore, Sandringham Way, Brierley Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotlands Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelfield Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Shortheath Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Cross Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Streetley Local Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristnall Hall Road, Birmingham, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.1%	6	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Extra, Foxoak Street, Cradley Heath	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.2%
Tesco Extra, Littleton Street West, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, New Square, West Bromwich	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tesco Extra, Newport Road, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.2%	9	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Camden Street, Birmingham	0.1%	6	1.7%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Power	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Station Road, Rugeley																								
Tesco Superstore, Ridgacre Road, Quinton, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford, Cannock	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhall Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tivdale Local Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonneyland Drive, Lichfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wall Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Wood Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warbler Place, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weoley Castle Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Heath Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheaton Aston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteheath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitmore Reans Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witton Local Centre	0.0%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylde Green Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wythall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yew Tree Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	18	1.7%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Weighted base:	5170		180		295		168		202		97		91		68		122		57		90		45	
Sample:	5258		95		86		92		94		96		96		94		96		93		101		99	

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q31 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses)?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.3%	9	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	13.9%	459	38.3%	36	13.0%	28	25.7%	24	23.4%	33	26.8%	16
Blackheath Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.5%	18	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0
Brownhills Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.3%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Erdington Local Centre, Birmingham	0.1%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.2%	5	0.0%	0	2.4%	5	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	0.5%	16	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.8%	2
Harborne Local Centre, Birmingham	0.4%	13	10.0%	9	0.0%	0	1.2%	1	0.0%	0	4.9%	3
Hednesford Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.3%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.1%	5	0.0%	0	1.7%	4	0.0%	0	0.0%	0	2.2%	1
Kingswinford Town Centre	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	1.7%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.7%	25	0.0%	0	0.0%	0	1.2%	1	15.2%	21	2.8%	2
Oldbury Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	1.0%	33	0.0%	0	0.0%	0	2.1%	2	6.9%	10	0.0%	0
Sedgley Local Centre, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Shrewsbury Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.5%	17	1.2%	1	0.0%	0	3.2%	3	2.8%	4	0.0%	0
Stafford Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	1.0%	32	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Stourport-on-Severn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.3%	43	0.0%	0	5.2%	11	0.0%	0	0.0%	0	9.1%	4
Tamworth Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	1.1%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	3.9%	128	0.0%	0	1.4%	3	0.0%	0	0.0%	0	3.1%	1
Wednesbury Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Wednesfield Local Centre, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	3.0%	100	0.0%	0	5.6%	12	0.0%	0	0.0%	0	6.5%	3
Willenhall Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	6.8%	224	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	5
Battery Retail Park, Selly Oak	0.4%	13	1.2%	1	2.4%	5	0.0%	0	8.3%	5	3.0%	2
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.2%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Cannock Gateway Retail Park, Eastern Way, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Gallagher Retail Park, Junction 9, Wednesbury	0.5%	16	0.0%	0	1.6%	3	0.0%	0	0.0%	0	1.8%	1
Greyfriars Way Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.3%	9	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0												
Keyway Retail Park, Armstrong Way, Willenhall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Linkway Retail Park, Watling Street, Cannock	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Merry Hill RETAIL PARK, Brierley Hill	2.9%	95	0.0%	0	1.6%	3	0.0%	0	0.0%	0	7.9%	5	0.0%	0	0.0%	0	2.1%	2	9.4%	3	15.0%	8	6.7%	2
Merry Hill SHOPPING CENTRE, Brierley Hill	11.8%	390	4.6%	4	1.4%	3	2.1%	2	0.0%	0	9.6%	6	0.0%	0	0.0%	0	11.5%	10	29.4%	11	32.8%	18	35.3%	11
Mitre Retail Park, Bilston Road, Monmore Green	0.2%	5	0.0%	0	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.6%	21	0.0%	0	9.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.4%	14	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.3%	8	0.0%	0	3.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.2%	7	0.0%	0	0.0%	0	5.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Telford Bridge Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Birchley Lane, Oldbury	0.5%	16	3.9%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Homebase, Chester Road, New Oscott, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane,	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.4%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Wednesbury																								
Internet / delivery	28.6%	948	31.2%	29	43.2%	92	51.1%	47	41.6%	58	26.3%	16	36.4%	20	34.4%	15	29.2%	25	13.6%	5	23.7%	13	25.7%	8
Abbey Retail Park, Alvechurch Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Freeth Street, Oldbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Raglan Street, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane South, Tipton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.1%	4	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet Centre, Pingle Drive, Bicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Bristol City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Bilston Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Lichfield Street, Burton upon Trent	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport, Longford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Shopping Park, Walford House, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leek Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stalling's Lane,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Kingswinford												
Longacres Industrial Estate, Rose Hill, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Madeley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Spring Hill, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.2%	6	0.0%	0	0.0%	0	2.1%	2	2.4%	3	0.0%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coombs Road, Dudley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, New Square, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Holyhead Road, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
The Range, Walsall Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trentham Estate, Stone Road, Stoke-on-Trent	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonneyland Drive, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weavers Wharf, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weoley Castle Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.9%	64	6.1%	6	0.0%	0	3.2%	3	0.9%	1	1.1%	1
Weighted base:	3317	93	213	93	140	61	54	45	84	37	54	32
Sample:	3065	44	56	44	60	53	50	60	59	60	59	62

Q32 Do you or your household visit the following leisure attractions? [MR/PR]

Bingo / casino / bookmaker	7.5%	454	3.6%	8	4.1%	15	6.3%	13	9.1%	23	16.7%	19	12.1%	13	10.3%	9	7.7%	12	3.1%	2	6.8%	7	8.3%	4
Cinema	54.7%	3321	52.9%	110	60.1%	225	64.1%	136	70.8%	183	59.3%	68	46.1%	49	57.5%	49	45.0%	70	49.2%	34	47.2%	50	47.0%	23
Gym / health club / sports facility	21.1%	1284	29.6%	61	22.7%	85	12.2%	26	15.5%	40	31.6%	36	16.9%	18	17.3%	15	37.4%	58	17.0%	12	35.7%	38	16.1%	8
Theatre / concert / music venue	37.9%	2305	40.4%	84	39.6%	148	43.7%	93	39.5%	102	50.1%	57	48.1%	52	36.4%	31	36.0%	56	38.2%	27	34.5%	37	30.8%	15
Museum / gallery or place of historical / cultural interest	26.6%	1617	36.0%	75	22.8%	85	32.4%	69	29.2%	75	30.9%	35	34.7%	37	31.9%	27	27.8%	43	28.6%	20	28.2%	30	17.2%	9
Pub / bar / nightclub	51.1%	3105	48.6%	101	44.2%	165	57.2%	122	56.3%	145	64.3%	74	51.0%	55	52.6%	45	52.1%	81	49.0%	34	42.9%	46	42.3%	21
Restaurant / café / eating out	69.8%	4243	70.3%	146	74.3%	278	67.9%	144	80.4%	207	74.5%	85	69.2%	74	76.9%	66	63.8%	99	65.8%	46	65.3%	69	57.8%	29
Family entertainment (e.g. tenpin bowling, skating rink)	23.0%	1396	20.1%	42	26.8%	100	23.2%	49	23.4%	60	20.8%	24	21.8%	23	22.4%	19	29.2%	45	17.8%	12	21.2%	22	19.2%	10
Other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishing	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horse riding	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Place of worship / religious meeting	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walking	0.1%	8	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't visit ANY leisure activities	11.2%	681	11.0%	23	10.4%	39	6.8%	14	2.3%	6	7.3%	8	12.4%	13	13.3%	11	7.8%	12	12.8%	9	13.3%	14	13.5%	7
Weighted base:	6076	207	374	213	258	114	107	85	155	70	106	50												
Sample:	6076	110	114	112	117	110	113	112	119	112	123	110												

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Q33 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?																							
<i>Those that said 'Bingo / casino / bookmaker' at Q32 AND Excl. Nulls</i>																							
BJ's Bingo, Mackadown Lane, Birmingham	1.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Buzz Bingo (Gala), Bushbury Lane, Wolverhampton	5.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	2	0.0%	0	0.0%	0	
Buzz Bingo (Gala), Kingsbury Road, Birmingham	3.2%	14	0.0%	0	19.2%	3	0.0%	0	27.1%	6	0.0%	0	0.0%	0	26.9%	2	0.0%	0	0.0%	0	0.0%	0	
Buzz Bingo (Gala), Lichfield Road, Wolverhampton	4.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Buzz Bingo (Gala), Park Lane, Wednesbury	4.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	0	0.0%	0	0.0%	0	0.0%	0	
Buzz Bingo (Gala), Park Way, Rubery, Rednal	4.2%	18	0.0%	0	0.0%	0	36.8%	5	20.2%	4	13.6%	2	17.1%	2	0.0%	0	34.1%	4	0.0%	0	0.0%	0	
Buzz Bingo (Gala), Spinning School Lane, Tamworth	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Buzz Bingo (Gala), Streetly Road, Erdington, Birmingham	1.1%	5	0.0%	0	12.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	0	0.0%	0	0.0%	0	0.0%	0	
Castle Bingo, Barnes Hill, Birmingham	6.3%	27	0.0%	0	0.0%	0	55.2%	7	24.5%	5	66.2%	12	0.0%	0	0.0%	0	8.5%	1	0.0%	0	0.0%	0	
Hednesford Bingo, Chase Gateway, Hednesford	4.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Luda, Park Street, Walsall	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mecca, Acocks Green, Birmingham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mecca, Dudley Street, Wednesbury	5.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	0	0.0%	0	
Mecca, Halesowen Street, Oldbury	12.2%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	2	17.1%	2	19.9%	2	0.0%	0	46.5%	1	58.0%	4	37.8%
Mecca, High Street, Brierley Hill	9.1%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	2	0.0%	0	42.0%	3	50.0%
Mecca, Kettlehouse Road, Birmingham	1.6%	7	0.0%	0	44.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mecca, Southwater Square, Telford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	1	0.0%	0	0.0%	0	
Mecca, Springvale Way Retail Park, Bilston	6.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Shipleys Bingo Club, New Road, Kidderminster	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Abroad	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	0	0.0%	0	0.0%	0	
Online	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldridge Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Alvechurch Village Hall,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Bear Hill, Alvechurch, Birmingham												
Ashmore Park Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartley Green Social Club, Field Lane, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betfred, Alcaster Road South, Maypole, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betfred, Dudley Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betfred, High Street, Rowley Regis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betfred, High Street, Tipton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilbrook Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston & District Labour Club, Wellington Road, Bilston	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Community Centre, Prouds Lane, Bilston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	1.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	0
Bloxwich Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brockmoor Community Centre, Pensnett Road, Brierley Hill	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Brownhills Community Centre, Chester Road North, Brownhills, Walsall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo, Jerome Retail Park, Midland Road, Walsall	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Casino 36, Temple Street, City Centre, Wolverhampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Casino, Castle Hill, Dudley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chapel Ash Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christ Church, Blakenhall Heath	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Club Dudley Social Club, Waterloo Street, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Hall, Wolverhampton Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Codsall												
Coral, Bradford Street, Shifnal	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coral, Bradford Street, Walsall	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coral, Cannock Road, Cannock	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotteridge Local Centre	0.3%	1	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fiveways Leisure Complex, Broad Street, Birmingham	1.4%	6	0.0%	0	0.0%	0	0.0%	0	6.5%	1	0.0%	0
Genting International Casino, Resort World, Marston Green, Birmingham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Community Hub, Vicarage Rise, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	1
Great Barr Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Grosvenor Casino, Bentley Mill Way, Walsall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haling Dene Centre, Cannock Road, Penkridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanchurch Village Hall, Whitmore Road, Tittensor, Newcastle-under-Lyme	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Handsworth Wood Local Centre	0.4%	2	0.0%	0	12.0%	2	0.0%	0	0.0%	0	0.0%	0
Hawkins Sports & Social Club, Coppice Lane, Cannock	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladbrokes, High Street, Wolverhampton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litchfield Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low Hill Community Centre, Kempthorne Avenue, Wolverhampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Gornal Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Garrick Parade, Lord Street, Southport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MegaBet, High Road, Willenhall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre,	0.5%	2	0.0%	0	0.0%	0	0.0%	0	10.1%	2	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Birmingham												
Ogley Hay Working Mens Club, Ogley Road, Brownhills, Walsall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Social Club, Norton Road, Pelsall, Walsall	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Working Mens Club, School Street, Sedgley, Dudley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury Casino, High Street, West Bromwich	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipleys Luxury Bingo, Alcester Street, Redditch	1.2%	5	0.0%	0	0.0%	0	18.1%	4	0.0%	0	0.0%	0
Smethwick Labour Club & Institute, Coopers Lane, Smethwick	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hangar, Pountney Street, Wolverhampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Pavillion Club, Stafford Road, Wolverhampton	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Royal British Legion, Summerhill, Kingswinford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitby Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
William Hill, Bloxwich Road, Walsall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
William Hill, High Street, Rowley Regis	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
William Hill, High Street, West Bromwich	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
William Hill, Kingstanding Road, Birmingham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	0
William Hill, Walsall Road, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Witton Local Centre	0.4%	2	0.0%	0	12.0%	2	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Weighted base:	424	0	15	13	21	18	11	8	12	2	7	4
Sample:	390	0	6	7	9	14	9	10	8	5	7	8

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q34 Where do you or members of your household normally go to the cinema?																								
<i>Those that said 'Cinema' at Q32 AND Excl. Nulls</i>																								
Cineworld, Bentley Bridge Leisure Park, Wolverhampton	12.9%	420	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0										
Cineworld, Fiveways Entertainment Centre, Birmingham	5.9%	192	42.9%	45	13.8%	30	18.4%	24	3.2%	6	22.9%	15	2.3%	1	10.4%	5	1.5%	1	4.6%	1	0.0%	0	6.7%	2
Cineworld, Middle Way Park, Burton upon Trent	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Telford Shopping Centre, Telford	1.5%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Touchwood Shopping Centre, Solihull	0.5%	17	0.0%	0	2.3%	5	1.5%	2	1.8%	3	0.0%	0	9.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Palace Picture House, Cannock	1.4%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire, Birmingham Great Park	12.5%	406	4.1%	4	2.3%	5	54.2%	71	74.6%	135	48.1%	31	70.7%	33	0.0%	0	72.1%	49	16.5%	5	19.8%	10	0.0%	0
Empire, Sutton Coldfield	2.0%	64	0.0%	0	6.7%	15	1.3%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Everyman, Mailbox, Birmingham	1.2%	40	3.0%	3	6.5%	14	1.5%	2	2.1%	4	1.8%	1	0.0%	0	0.0%	0	2.6%	2	0.0%	0	3.1%	2	0.0%	0
Light House, Wolverhampton	1.5%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Bolebridge Street, Tamworth	2.8%	92	0.0%	0	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Broadway Plaza, Birmingham	3.3%	109	18.7%	20	12.6%	28	2.3%	3	0.0%	0	7.5%	5	0.0%	0	3.9%	2	2.6%	2	5.3%	2	8.4%	4	3.3%	1
Odeon, Foregate Street, Worcester	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Forge Gate, Telford	1.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Odeon, Merry Hill, Brierley Hill, Dudley	9.1%	294	4.5%	5	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	19.3%	6	29.5%	15	47.9%	11
Odeon, New Square, West Bromwich	5.9%	192	0.0%	0	16.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	11	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Odeon, New Street, Birmingham	2.6%	84	3.0%	3	9.3%	20	11.8%	16	12.1%	22	1.0%	1	0.0%	0	7.5%	4	2.6%	2	3.9%	1	0.0%	0	0.0%	0
Odeon, Waterfront Way, Stafford	1.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Red Carpet Cinema, Barton-Under-Needwood	0.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reel Cinema, Kidderminster	1.9%	61	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Reel Cinema, Quinton	2.0%	66	1.1%	1	0.0%	0	0.8%	1	0.0%	0	8.8%	6	0.0%	0	0.0%	0	0.0%	0	40.9%	13	20.4%	10	10.4%	2
Showcase, Bentley Mill Way, Walsall	4.0%	131	0.0%	0	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	9	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Showcase, Castlegate Way, Dudley	12.0%	390	0.0%	0	2.7%	6	0.0%	0	1.8%	3	4.3%	3	0.0%	0	10.5%	5	0.0%	0	7.5%	2	11.9%	6	27.2%	6

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
The Electric Cinema, Birmingham	0.3%	11	1.9%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
The Light Cinema, Walsall	7.3%	236	0.0%	0	2.8%	6	0.0%	0	0.0%	0	0.0%	0
Vue, Friar Street, Worcester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Kingfisher Shopping Centre, Redditch	0.7%	23	0.0%	0	0.0%	0	3.6%	5	3.6%	7	0.0%	0
Vue, Star City, Watson Road, Birmingham	3.5%	115	6.9%	7	18.8%	41	2.3%	3	0.7%	1	0.0%	0
Abroad	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Cinema, Noddy Park Road, Aldridge, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Youth Theatre, Noddy Park Road, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Theatre, Wulfruna Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Artrix, Slideslow Drive, Bromsgrove	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Brewood Jubilee Hall, Bargate Street, Brewood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Plaza, Ladywood Middleway, Birmingham	0.2%	7	4.0%	4	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Cineworld, Festival Leisure Park, Basildon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Old Potts Way, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Resorts World, Pendigo Way, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Assembly Rooms, Mill Street, Ludlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Majestic Cinema, Whitburn Street, Bridgnorth	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Midlands Arts Centre, Cannon Hill Park, Queen's Ride, Birmingham	0.3%	9	7.7%	8	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Number 8 Arts Centre, High Street, Pershore	0.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Market Hall, The Square, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Village Hall, Aston Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St George's Hall, Load Street, Bewdley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Hall, Crown Lane, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Weighted base:	3252	105	219	131	181	64	46	48	67	32	50	23
Sample:	2817	51	56	66	74	55	46	56	54	45	57	48

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q35 Where do you or members of your household normally go to use a gym / healthclub / sports facility?												
<i>Those that said 'Gym / health club / sports facility' at Q32 AND Excl. Nulls</i>												
Aldridge Village Centre	0.6%	8	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	3.3%	40	25.5%	14	7.4%	6	16.3%	4	9.6%	4	0.0%	0
Blackheath Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	1.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	2.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	2
Brownhills Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	2.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.6%	7	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	1.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.3%	3	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	1.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	3
Handsworth Local Centre, Birmingham	0.6%	8	0.0%	0	9.7%	8	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	1.8%	21	15.6%	9	0.0%	0	0.0%	0	0.0%	0	28.6%	10
Hednesford Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	1.2%	15	0.0%	0	18.3%	15	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	2.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	1.0%	12	0.0%	0	0.0%	0	8.7%	2	25.7%	10	0.0%	0
Old Hill Local Centre, Cradley Heath	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	1.0%	12	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0
Oxley Local Centre, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre,	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.4%	10

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Birmingham												
Redditch Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Sedgley Local Centre, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1
Stourbridge Town Centre	2.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.2%	3	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	3.2%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	1.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	1.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.4%	5
Willenhall Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	3.8%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Village Centre	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	2
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	1.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.3%	4	0.0%	0	0.0%	0	0.0%	0	9.6%	4	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.9%	11	0.0%	0	11.6%	9	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.6%	7	0.0%	0	7.4%	6	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
The Fort Shopping Park, Birmingham	0.3%	4	0.0%	0	0.0%	0	11.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.0%	12	11.3%	6	0.0%	0	11.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
24/7 Fitness, Foley Grove, Kidderminster	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
24/7 Fitness, Hagley Road, Birmingham	0.5%	6	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0
24/7 Fitness, Hallens Drive, Wednesbury	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbey Stadium, Birmingham Road, Redditch	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	2	0.0%	0	6.7%	4	0.0%	0	0.0%	0	0.0%	0
Action Heart, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altered Images, Worcester Road, Bromsgrove	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	5	0.0%	0	0.0%	0	0.0%	0
Anytime Fitness, Queensway, Halesowen	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0
Bannatyne Health, Bonehill Road, Bitterscote, Tamworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeches Pool & Fitness Centre, Beeches Road, Birmingham	0.7%	8	0.0%	0	8.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better Gym, Lichfield Road, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better Gym, Lichfield Road, Walsall Wood, Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better Gym, Wyrley Brook Park, Vine Lane, Cannock	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Hospital, Dudley Road, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Country Barbell, Talbot Street, Stourbridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blakenhall Community and Healthy Living Centre, Bromley Street, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Active Living, High Street, Walsall	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Jubilee Hall, Bargate Street, Brewood, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Plaza, Ladywood Middleway, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Sport & Leisure Centre, School Drive,	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	5	0.0%	0	0.0%	0	0.0%	0

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Bromsgrove												
Brownhills Activity Centre, Pelsall Road, Brownhills, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Leisure Centre, High Street, Burntwood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chase Leisure Centre and Golf Course, Stafford Road, Cannock	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Leisure Centre, Saredon Road, Cheslyn Hay, Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Classic Physiques Gym, Garratts Lane, Cradley Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claverley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cocks Moors Woods Leisure Centre, Alcester Road South, Kings Heath	0.5%	6	0.0%	0	0.0%	0	16.5%	4	0.0%	0	0.0%	0
Codsall Leisure Centre, Elliotts Lane, Codsall, Wolverhampton	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crystal Leisure Centre, Bell Street, Stourbridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1
David Lloyd, Birmingham Road, Shenstone, Lichfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, One Lichfield South Wall Island, Birmingham Road, Shenstone, Lichfield	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Pensnett Road, Dudley, Brierley Hill	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Shady Lane, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Slideslow Drive, Bromsgrove	0.5%	6	0.0%	0	0.0%	0	0.0%	0	8.2%	3	0.0%	0
Daytona Tamworth, Robeys Lane, Tamworth	0.3%	3	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doug Ellis Sports Centre, Wellhead Lane, Birmingham	0.4%	5	0.0%	0	6.3%	5	0.0%	0	0.0%	0	0.0%	0
Dudley Sports Centre, Wellington Road, Dudley	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DW Fitness First, Weavers	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Wharf, Black Horse Lane, Kidderminster												
Easy Gym, Corporation Street, Birmingham	0.2%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgbaston Local Centre	0.3%	3	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everlast Fitness Club, Bristol Road South, Birmingham	0.3%	4	0.0%	0	0.0%	0	7.8%	2	0.0%	0	0.0%	0
Fairlawns Hotel and Spa, Little Aston Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Firewalker Fitness and Martial Arts, Salisbury Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fortnocks Ultimate Health & Fitness Centre, Stalling's Lane, Kingswinford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foundry Gym, Cooper Street, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foundry Gym, Pool Street, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friary Grange Leisure Centre, Eastern Avenue, Lichfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym & Slim, Union Drive, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym Unity, Tye Road, Fradley Park, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gymophobics, Orbital Plaza, Bridge Street, Cannock	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gymophobics, Rookery Lane, Aldridge, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haden Hill Leisure Centre, Barrs Road, Cradley Heath	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0
Halesowen Leisure Centre, Great Cornbow, Halesowen	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	2
Halo Bridgnorth Endowed Leisure Centre, North Gate, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth Wellbeing Centre, Holly Road, Birmingham	0.3%	3	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Harborne Pool & Fitness Centre, Lordswood Road, Birmingham	0.1%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harry Mitchell Leisure Centre, Broomfield,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Smethwick												
Harvington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haughton Hall Hotel & Leisure Club, Haughton Lane, Shifnal	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathbrook Fitness, Swindon Road, Wall Heath, Kingswinford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holiday Inn, Chapel Lane, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Gyms, Phoenix Retail Park, Stafford Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Edward VI Sports Centre, King's Hill Road, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.2%	2	0.0%	0	0.0%	0	7.0%	2	0.0%	0	0.0%	0
Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Klassics Heath & Leisure, Kidderminster Road, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0
Langley Lodge, Common Road, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Swimming Centre, Vicarage Road, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Le Club Merry Hill, Level Street, Brierley Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamore Park, Blakenall Lane, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liberty Leisure Centre, Saxon Way, Stoke Road, Wychbold, Droitwich Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Lifestyle Fitness, Stockwell Avenue, Brierley Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Town Centre	0.5%	6	0.0%	0	0.0%	0	7.8%	2	8.3%	3	3.4%	1
Mary Stevens Park, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mercure Hotel, Habberley Road, Kidderminster	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mercure Hotel, Penn Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Cross Hospital, Wolverhampton Road, Heath Town,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Wolverhampton												
Newport Swimming Pool, Victoria Park, Newport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, Ashbrook Drive, Rubery, Birmingham	1.3%	16	0.0%	0	0.0%	0	7.8%	2	24.1%	10	8.6%	3
Nuffield Health Fitness & Wellbeing Gym, Broadway Plaza, Ladywood Middleway, Birmingham	0.1%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, East Cannock Road, Cannock	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, Telford Forge Retail Park, Colliers Way, Telford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, Wolverhampton Business Park, Broadlands	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Park Active Living Centre, Coppice Road, Walsall Wood, Walsall	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Community Centre, Station Road, Pelsall, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Leisure Centre, Cannock Road, Penkridge, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portway Lifestyle Centre, Newbury Lane, Oldbury	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5.6%
Pulse Wednesbury, Friar Park Road, Wednesbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pump Gyms, High Street, Ryemarket, Stourbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Astle Retail Park, Cronehills Linkway, West Bromwich	1.2%	14	0.0%	0	7.4%	6	0.0%	0	0.0%	0	0.0%	16.6%
PureGym, Bentley Bridge Retail Park, Bentley Bridge Way, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

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PureGym, Birmingham Road, Wolverhampton	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Central Square, Brodie House, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Dudley Port, Tipton	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Imperial Retail Park, Lichfield	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Kingfisher Square, Redditch	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
PureGym, Level Street, Brierley Hill	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Park Street, Walsall	0.8%	10	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0
PureGym, Snow Hill Plaza, Street. Chads Queensway, Birmingham	0.2%	3	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0
PureGym, Victoria Street, Hednesford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Windmill Shopping Centre, Cape Hill, Smethwick	0.9%	11	6.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinborne Community Centre, Ridgacre Road, Quinton, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
RAF Cosford, Albrighton, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richard Dunn Sports Centre, Rooley Avenue, Bradford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	9.6%	4	0.0%	0
Rubery Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Russells Hall Hospital, Pensnett Road, Dudley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryland Centre, New Road, Bromsgrove	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	8
Shenstone Village Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Golf Club, Decker Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Gym, Bentley Mill Way, Walsall	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Swimming Centre, Thimblemill Road, Smethwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snap Fitness, Hagley Road, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

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Snap Fitness, Milestone Way, Burntwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoneleigh Performance Fitness Centre, Stoneleigh Park, Stoneleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonnall Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhall Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Chase Golf Health Club & Spa, Pottal Pool Road, Huntington, Penkridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Edgbaston Priory Club, Sir Harrys Road, Birmingham	0.2%	3	2.1%	1	0.0%	0	4.3%	1	0.0%	0	1.9%	1
The Gym, Alexandra Street, Wolverhampton	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Broadway, Ladywood Middleway, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Hagley Road West, Halesowen	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2
The Gym, Kingsbury Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Parkgate Shopping Centre, Stratford Road, Shirley, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1
The Gym, The Parade, Sutton Coldfield, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Wrottesley Park Road, Perton, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Health Factory, Market Street, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Morris Centre Club, Queen Elizabeth Hospital, Birmingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Tipton Leisure Centre, Alexandra Road, Tipton	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Sports Academy, Wednesbury Oak Road, Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ultimate Fitness, Doulton Trading Estate, Doulton Road, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
University of Birminham Sports & Fitness, Bristol	0.3%	4	6.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vibe Hut, Dawley Brook Road, Stourbridge, Kingswinford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Gym, Castlegate Park, Birmingham, Dudley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Gym, The Green Business Park, Dog Kennel Lane, Shirley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Hotel, Castlegate Drive, Dudley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Hotel, Tempus Drive, Walsall	0.3%	4	6.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, Blythe Valley Park, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Gala Swimming and Fitness Centre, Tower Street, Walsall	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Leisure Centre, High Bullen, Wednesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Leisure Centre, Moor Street, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Hall, Langton Crescent, Whittington, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Lawn Tennis & Squash Club, Newbridge Crescent, Wolverhampton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Swimming & Fitness Centre, Planetary Road, Wolverhampton	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Leisure Centre, Ounsdale Road, Wombourne, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Workoutz Fitness Club, Borough Court, Grammar School Lane, Halesowen	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV Active Aldersley, Aldersley Road, Wolverhampton												

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

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WV Active Bilston-Bert Williams, Nettlefolds Way, Bilston	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV Active Central, Bath Avenue, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyre Forest Leisure Centre, Stourport Road, Kidderminster	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Xercise4Less, Crystal House Business Park, Smethwick	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Xercise4Less, High Street, Brierley Hill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
YMCA Gym, Carter's Green, West Bromwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1205	55	80	25	40	34	16	14	57	11	36	8
Sample:	1050	23	21	14	15	28	14	15	38	19	36	16

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q36 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?												
<i>Those that said 'Theatre / concert / music venue' at Q32 AND Excl. Nulls</i>												
Arena Theatre, Wolverhampton	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Artrix Theatre, Bromsgrove	0.6%	13	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Birmingham Hippodrome, Birmingham	19.0%	395	37.8%	28	36.9%	45	40.3%	31	41.2%	38	27.3%	14
Birmingham Repertory Theatre, Birmingham	1.2%	25	1.5%	1	3.9%	5	2.8%	2	0.0%	0	3.8%	2
Birmingham Town Hall, Birmingham	1.1%	23	0.0%	0	2.7%	3	0.0%	0	2.1%	2	0.0%	0
Brierley Hill Civic Hall, Brierley Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Hall, Dudley	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Garrick Theatre, Lichfield	3.6%	74	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0
Light House, Wolverhampton	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Alexandra Theatre, Birmingham	3.5%	73	10.8%	8	3.0%	4	8.1%	6	11.3%	10	2.5%	1
Oakengates Theatre (The Place), Telford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Rep, Barlow Theatre, Oldbury	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prince of Wales Theatre, Cannock	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Shakespeare Theatre, Stratford-upon-Avon	1.0%	20	8.9%	7	0.0%	0	2.8%	2	2.4%	2	3.3%	2
Stafford Gatehouse Theatre, Eastgate Street, Stafford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Playhouse, Stratford-upon-Avon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swan Theatre, Stratford upon Avon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Crescent Theatre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Other Place, Stratford-upon-Avon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
The Robin 2, Mount Pleasant, Bilston	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
The Rose Theatre, Kidderminster	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre on the Steps, Bridgnorth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Grand Theatre, Wolverhampton	17.3%	360	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Bilston Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Birmingham City Centre	30.4%	631	32.6%	24	33.2%	41	37.2%	29	27.6%	25	33.7%	17	41.1%	19	48.9%	15	28.7%	14	60.3%	15	47.6%	16	41.3%	6
Brierley Hill Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.4%	9	0.0%	0	0.0%	0	0.0%	0	5.9%	5	0.0%	0	2.3%	1	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	4.0%	82	7.0%	5	3.9%	5	1.4%	1	0.0%	0	10.2%	5	2.1%	1	1.6%	0	2.1%	1	0.0%	0	6.1%	2	3.4%	1
Cradley Heath Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1
Dudley Town Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0
Kidderminster Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	1.6%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	9.7%	5	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1
Wolverhampton City Centre	4.0%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1
Arena Birmingham, King Edwards Road, Birmingham	0.6%	12	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beacon Centre, Wolverhampton Road, Dudley, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Gate, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Theatre, Church Street, Blackpool	0.2%	3	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Theatre, St Leonardgate, Lancaster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holiday Resort Unity, Coast Road, Brean, Sands, Burnham-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Malvern Theatre, Grange Road, Malvern	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Merry Hill Centre, Dudley, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Molineux Stadium, Waterloo Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NEC, North Avenue, Marston Green, Birmingham	1.3%	27	0.0%	0	4.1%	5	0.0%	0	2.4%	2	5.3%	3
Nottingham City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
O2 Academy, Horse Fair, Birmingham	0.6%	11	0.0%	0	0.0%	0	0.0%	0	3.6%	3	4.1%	2
O2 Institute, Digbeth, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Principality Stadium, Westgate Street, Cardiff	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regent Theatre, Piccadilly, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Resorts World Arena, Perimeter Road, Birmingham	0.5%	10	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Royal Birmingham Conservatoire, Jennens Road, Birmingham	0.1%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Sidmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Helens Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley District Centre	0.1%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Stoke-on-Trent City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-Upon-Avon Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Symphony Hall, Broad Street, Birmingham	0.9%	18	1.5%	1	0.0%	0	1.4%	1	1.3%	1	0.0%	0
The Alexandra, Suffolk Street, Queensway, Birmingham	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
The Big Comfy Bookshop, Far Gosford Street, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
The Grange Playhouse, Broadway North, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Pavilion Club, Stafford Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre 7, Frankwell Quay, Shrewsbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thimblemill Library, Thimblemill Road,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Smethwick												
Topsham Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Villa Park, Trinity Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Weston-Super-Mare Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Civic Hall, North Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	2075	74	123	77	92	52	46	30	48	24	34	15
Sample:	2197	44	40	46	43	49	47	39	43	42	45	31

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q37 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?												
<i>Those that said 'Museum / gallery or place of historical / cultural interest' at Q32 AND Excl. Nulls</i>												
Ancient High House, Stafford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aston Hall, Birmingham	0.6%	8	0.0%	0	9.5%	6	0.0%	0	0.0%	0	0.0%	0
Bantock House Museum, Wolverhampton	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham Back to Backs Houses, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham Museum & Art Gallery, Birmingham	15.2%	187	26.5%	16	44.9%	28	21.3%	11	25.3%	10	35.7%	12
Black Country Living Museum, Dudley	7.0%	86	0.0%	0	0.0%	0	2.1%	1	0.0%	0	9.5%	3
Blakesley Hall, Yardley, Birmingham	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Museum & Art Gallery, Dudley	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forge Mill Needle Museum, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lapworth Museum of Geology, Birmingham	0.3%	4	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museum of Cannock Chase, Hednesford, Cannock	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak House Museum, West Bromwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Air Force Museum, Shifnal	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Samuel Johnson Birthplace Museum, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soho House Museum, Birmingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staffordshire Regiment Museum, Whittington Barracks, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Museum Collection Centre, Nechells, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Pen Museum, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thinktank Birmingham Science Museum, Birmingham	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Leather Museum, Walsall	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Museum, Central Library, Walsall	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Bilston Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Birmingham City Centre	38.4%	472	48.6%	29	38.0%	24	56.8%	29	52.3%	21	52.8%	17	63.9%	21	49.9%	12	30.3%	8	50.8%	10	36.5%	8	61.9%	4
Blackheath Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	0
Bromsgrove Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	4	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	9.0%	111	11.7%	7	4.7%	3	4.2%	2	14.2%	6	0.0%	0	1.8%	1	0.0%	0	8.4%	2	11.7%	2	16.6%	4	4.2%	0
Droitwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	0
Dudley Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	7.6%	1
Kidderminster Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	1.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	5.7%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	5.2%	64	7.1%	4	0.0%	0	2.1%	1	8.1%	3	0.0%	0	2.9%	1	2.0%	0	13.3%	3	5.2%	1	4.0%	1	0.0%	0
Aberystwyth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anson Engine Museum, Anson Road, Poynton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	1	0.0%	0
Bewdley Town Centre	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blakney Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camarthen Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.1%	2	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.1%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Verney Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastbourne Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgbaston Village Centre	0.1%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giant's Causeway National Truse, Causeway Road, Bushmills	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Gloucester City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester Warwickshire Steam Railway, The Railway Station, Toddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanbury Hall, Hanbury	0.4%	5	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0
Hereford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikon Gallery, Oozells Square, Brindleyplace, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkwall Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laurel and Hardy Museum, The Roxy, Brogden Street, Ulverston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.6%	8	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester Museum, University of Manchester, Oxford Road, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor House Museum, Hall Green Road, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museum of Lincolnshire Life, Burton Road, Lincoln	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Space Centre, Exploration Drive, Leicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Natural History Museum, Cromwell Road, South Kensington, London	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northe Fort, Barrack Road, Weymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Red House Glass Cone Museum, High Street, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandsfoot Castle, Weymouth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scottish National Portrait Gallery, Queen Street, Edinburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soldiers of Gloucestershire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Museum, Commercial Road, Gloucester												
Stoke-on-Trent City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Hall, Heelis, Kemble Drive, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Beatles Story, Britannia Vaults, Albert Dock, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Ironbridge Gorge Museum, Coach Road, Coalbrookdale, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The New Art Gallery, Gallery Square, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Torquay Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-under-Lizard Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wightwick Manor, Wightwick Bank, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Art Gallery, Lichfield Street, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Museum, William Brown Street, Liverpool	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1229	60	62	51	40	32	32	25	26	19	22	7
Sample:	1270	30	20	29	20	35	36	31	19	32	25	17

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q38 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to when visiting pubs / bars / nightclubs?												
<i>Those that said 'Pub / bar / nightclub' at Q32 AND Excl. Nulls</i>												
Aldridge Village Centre	1.1%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.3%	7	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	1.1%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	17.9%	470	40.8%	35	35.4%	50	46.3%	47	45.5%	52	44.1%	26
Blackheath Town Centre	0.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	1.1%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	1.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	1.0%	27	0.0%	0	3.6%	5	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	1.9%	49	0.0%	0	0.0%	0	1.1%	1	2.9%	3	2.2%	1
Brownhills Town Centre	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	3.0%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	2.6%	68	0.0%	0	4.2%	6	0.0%	0	0.0%	0	0.0%	0
Erdington Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.6%	16	0.0%	0	6.2%	9	0.0%	0	0.0%	0	16.9%	7
Great Bridge Village Centre	0.1%	4	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	1.9%	50	0.0%	0	0.0%	0	0.0%	0	1.7%	2	11.2%	7
Handsworth Local Centre, Birmingham	0.2%	6	0.0%	0	3.4%	5	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	3.0%	80	49.2%	42	0.0%	0	8.0%	8	6.2%	7	23.7%	14
Hednesford Town Centre	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	2.3%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	1.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	4.0%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye Local Centre, Stourbridge	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Newport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.9%	23	0.0%	0	0.0%	0	1.1%	1	18.3%	21	1.1%	1
Oldbury Town Centre	1.2%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxley Local Centre, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.4%	12	3.9%	3	0.0%	0	0.0%	0	0.0%	0	10.4%	6
Redditch Town Centre	0.3%	9	0.0%	0	0.0%	0	3.0%	3	2.9%	3	0.0%	0
Rugeley Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	1.1%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.3%	7	0.0%	0	4.2%	6	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.7%	18	0.0%	0	0.0%	0	1.7%	2	6.2%	7	0.0%	0
Stafford Town Centre	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.2%	6	0.0%	0	0.0%	0	5.8%	6	0.0%	0	0.0%	0
Stourbridge Town Centre	3.6%	94	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	2.8%	73	0.0%	0	14.1%	20	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	4.0%	106	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.5%	1
Wednesbury Town Centre	1.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	2.1%	55	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	1.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	7.8%	206	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Wombourne Village Centre	0.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.6%	15	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Gallagher Retail Park, Junction 9, Wednesbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill SHOPPING	0.8%	21	0.0%	0	0.0%	0	3.5%	3	1.7%	2	1.1%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
CENTRE, Brierley Hill												
One Stop Retail Park, Walsall Road, Perry Barr	0.7%	19	0.0%	0	13.3%	19	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.3%	8	0.0%	0	0.0%	0	7.8%	8	0.0%	0	0.0%	0
Abroad	0.5%	14	3.6%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Albrighton Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvechurch Village Centre	0.3%	9	0.0%	0	0.0%	0	1.9%	2	1.9%	2	0.0%	0
Alveley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aston Fields Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnt Green Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartley Green Village Centre	0.2%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.8%	2
Berkswell Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Bishopswood Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Lake Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Bobbington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldmere Local Centre	0.7%	18	0.0%	0	8.4%	12	0.0%	0	0.0%	0	0.0%	0
Boley Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourneville Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Bradmore Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Brewood Village Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Road, Compton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Sea Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burwarton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlegate Leisure Park, Castlegate Way, Dudley	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catshill Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4
Caunsall Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chaddesley Corbett Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chapel Ash Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claverley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clent Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Town Centre	0.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookley Village Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Coseley Local Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coven Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donnington Valley Golf Club, Snelsmore Common, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgbaston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Far Forest Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Featherstone Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchfield Local Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foley Road West, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordhouses Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gailey Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gentleshaw Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wyrley Local Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Road West, Smethwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Village Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Half Penny Farm, Joseph Street, Oldbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamstead Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heath Hayes Local Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Himley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0
Holyhead Road, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hopwood Village Centre	0.1%	4	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.4%	1
Hull City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huntington Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ironbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kemberton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.1%	4	0.0%	0	0.0%	0	1.9%	2	0.0%	0	4.5%	2
Kings Norton Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Kinver Village Centre	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lapworth Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Ledbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Road, Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Aston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandudno Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Town Centre	0.3%	7	0.0%	0	0.0%	0	1.1%	1	3.6%	4	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Longton Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Gornal Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maypole Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Mercury Drive, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	0.6%	16	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Moseley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.5%
New Invention Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Canes Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldswinford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oswestry Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pattingham Village Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Town Centre	0.2%	6	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.1%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quarry Bank Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley Village Centre	0.4%	10	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Rowley Regis Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.2%	6	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0
Seisdon Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Local Centre	0.2%	6	0.0%	0	0.0%	0	5.8%	6	0.0%	0	0.0%	0
Selly Park Local Centre	0.1%	3	0.0%	0	0.0%	0	1.9%	2	0.0%	0	1.4%	1
Shareshill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield City Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelfield Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Shipley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Shortheath Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skegness Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Prior Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Stottesdon Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streetley Local Centre	0.4%	10	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Studley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Sutton Road, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Tettenhall Village Centre	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tividale Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tong Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trysull Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trysull Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Wall Heath Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Wood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheaton Aston Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley Village Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worfield Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	2634	86	141	100	114	60	42	39	63	29	40	19
Sample:	2533	48	40	51	48	53	44	51	49	51	45	41

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q39 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?												
<i>Those that said 'Restaurant / café / eating out' at Q32 AND Excl. Nulls</i>												
Aldridge Village Centre	1.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.4%	13	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	1.2%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	20.4%	688	39.3%	50	49.4%	109	44.6%	42	43.5%	58	25.6%	17
Blackheath Town Centre	0.3%	12	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bloxwich Town Centre	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	1.5%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	1.7%	56	0.0%	0	0.0%	0	8.0%	11	1.9%	1	3.6%	2
Brownhills Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	3.3%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.2%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	2.2%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.7%	23	0.0%	0	7.4%	16	0.0%	0	0.0%	0	10.5%	6
Great Bridge Village Centre	0.1%	4	0.0%	0	1.7%	4	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	1.6%	53	0.0%	0	0.0%	0	0.0%	0	1.4%	2	7.3%	5
Handsworth Local Centre, Birmingham	0.1%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	3.5%	119	49.2%	62	0.8%	2	9.1%	9	0.9%	1	37.4%	25
Hednesford Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	2.4%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.1%	4	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	1.6%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	5.4%	181	0.0%	0	3.8%	8	0.0%	0	0.0%	0	0.0%	0
Lye Local Centre,	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Stourbridge												
Newport Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.6%	19	0.0%	0	0.0%	0	4.8%	5	10.6%	14	1.0%	1
Old Hill Local Centre, Cradley Heath	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Oxley Local Centre, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.5%	15	0.9%	1	0.0%	0	1.1%	1	0.9%	1	8.5%	6
Redditch Town Centre	0.5%	17	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0
Rugeley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.1%	4	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.4%	14	0.0%	0	0.0%	0	1.8%	2	3.8%	5	0.0%	0
Stafford Town Centre	0.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.3%	9	0.0%	0	0.0%	0	3.2%	3	2.5%	3	1.5%	1
Stone Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	2.7%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	3.0%	101	0.0%	0	14.5%	32	0.0%	0	0.0%	0	1.0%	1
Tamworth Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	3.7%	125	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3
Wednesbury Town Centre	1.1%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	3.0%	102	0.0%	0	6.3%	14	0.0%	0	0.0%	0	1.5%	1
Willenhall Town Centre	0.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	6.7%	227	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Village Centre	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	1.1%	36	0.0%	0	0.0%	0	2.3%	2	2.5%	3	0.0%	0
Battery Retail Park, Selly Oak	0.1%	3	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	1.9%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Bescot	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Crescent, Walsall												
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Gateway Retail Park, Eastern Way, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.5%	16	0.0%	0	2.3%	5	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Merry Hill SHOPPING CENTRE, Brierley Hill	2.1%	70	2.9%	4	1.5%	3	3.7%	3	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.2%	6	0.0%	0	2.7%	6	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.1%	5	0.0%	0	0.0%	0	5.2%	5	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.1%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springvale Way Retail Park, Springvale Way, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Abergavanne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton Trussell Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Albrighton Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alcester Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alum Rock Local Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvechurch Village Centre	0.3%	11	0.0%	0	0.0%	0	2.0%	2	2.9%	4	0.0%	0
Alveley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aston Fields Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Baginton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnet Green Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bartley Green Village Centre	0.1%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Belbroughton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Road North, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Billbrook Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham Road, Shenstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham Road, Walsall	0.1%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Black Lake Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Bobbington Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldmere Local Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boley Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourneville Village Centre	0.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Bradmore Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Village Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Road, Shatterford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushbury Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Calf Heath Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Chase District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlecroft Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlegate Leisure Park, Castlegate Way, Dudley	1.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Chapel Ash Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chasetown Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester Road, Sutton Coldfield	0.1%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.9%	0
Cheylesmore Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claverley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clent Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Coalport Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Town Centre	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Compton Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Conwy Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookley Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coseley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotteridge Local Centre	0.1%	4	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
Coven Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dickens Heath Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgbaston Village Centre	0.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enville Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Far Forest Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchfield Local Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordhouses Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gentleshaw Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldthorn Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Park, Rubery	0.3%	11	0.0%	0	0.0%	0	6.8%	9	0.0%	0	0.0%	0
Great Wyrley Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Road West, Smethwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Road, Edgbaston	0.2%	7	0.9%	1	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Hagley Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Half Penny Farm, Joseph Street, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Farm Shop, Pershore Road, Evesham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamstead Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartlebury Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Heath Hayes Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Himley Hall, Himley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Himley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Hopwood Village Centre	0.1%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Illey Lane, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Ironbridge Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.2%	6	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Kings Norton Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3
Kinver Village Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Lapworth Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Ledbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandudno Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Town Centre	0.3%	10	0.0%	0	0.0%	0	1.1%	1	4.2%	6	0.0%	0
Ludlow Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Melton Mowbray Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	1.0%	35	0.0%	0	3.5%	8	0.0%	0	0.0%	0	1.5%	1
Merry Hill Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Milton Keynes Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Moseley Local Centre	0.1%	4	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0
Netherton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Invention Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Norton Canes Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Stafford Road, Coven	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oswestry Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Patshull Park Hotel Golf and Country Club, Pattingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pattingham Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Town Centre	0.1%	4	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.1%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rednal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Romsley Village Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Rowley Regis Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.2%	6	0.0%	0	0.0%	0	3.2%	4	0.0%	0	2.4%	2
Rushall Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Local Centre	0.1%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Shelfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipley Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0

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Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q40 Where do you or members of your household normally go for family entertainment?												
<i>Those that said 'Family entertainment (e.g. tenpin bowling, skating rink)' at Q32 AND Excl. Nulls</i>												
Aldridge Village Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	17.9%	196	61.2%	21	56.8%	39	43.1%	13	35.5%	12	16.7%	3
Bloxwich Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10.2%
Darlaston Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	5.7%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
Great Barr Local Centre, Birmingham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	16.6%	6	0.0%	0
Halesowen Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	2
Hednesford Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	2
Oldbury Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1
Rugeley Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.2%	3	0.0%	0	0.0%	0	5.5%	2	0.0%	0	5.7%	1
Stafford Town Centre	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	5.3%	58	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	2.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0
Wednesbury Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre,	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Wolverhampton												
West Bromwich Town Centre	1.3%	14	0.0%	0	8.7%	6	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	4.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	14.6%	160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardinal Point Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	0.6%	7	0.0%	0	0.0%	0	0.0%	0	10.1%	2	0.0%	19.0%
Merry Hill SHOPPING CENTRE, Brierley Hill	1.2%	14	0.0%	0	0.0%	0	11.1%	3	0.0%	0	10.7%	1
Oak Retail Park, Dudley Road, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.5%	5	10.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1
Abroad	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2
AFC Telford United, Watling Street, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Towers, Farley Lane, Alton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AMF Bowling, Brixton Way, Harlescott, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Pleasure Beach, Ocean Boulevard, Blackpool	0.6%	7	0.0%	0	0.0%	0	22.2%	7	0.0%	0	0.0%	0
Blymhill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Bournemouth City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Plaza, Ladywood Middleway, Birmingham	1.5%	16	18.6%	6	0.0%	0	0.0%	0	0.0%	0	20.0%	4
Bushby Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buxton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlegate Leisure Park, Castlegate Way, Dudley	10.8%	118	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
CineBowl, Town Meadows Way, Uttoxeter	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookley Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton Manor Theme Park, Fazeley, Mile Oak, Tamworth	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Golf Club, Turner's Hill, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Zoological Gardens, Castle Hill, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fallings Park Methodist Church, Wimborne Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fiveways Entertainment Centre, Broad Street, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Park, Park Way, Rubery, Birmingham	7.0%	77	9.4%	3	0.0%	0	18.0%	6	47.9%	17	41.5%	9
Ice Skate Birmingham, New Canal Street, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Namco Funscape, Castle Grounds, Riverdrive, Tamworth	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0
Planet Ice, Hobs Moat Road, Solihull	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Planet Ice, Lakeside Plaza, Walkmill Lane, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	2
SnowDome, Leisure Island, Riverdrive, Tamworth	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springhill Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Star City, Watson Road, Birmingham	3.8%	42	0.0%	0	31.8%	22	0.0%	0	0.0%	0	0.0%	0
Tamworth Castle, Lady Bank, Holloway, Tamworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Ice Rink, St Quentin Gate, Telford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin, Greyfriars Place,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Stafford												
Tenpin, Perdiswell Park, Droitwich Road, Worcester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin, St Quentin Gate, Telford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The ECC Sports & Social Club, Showell Road, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Villa Park, Trinity Road, Birmingham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	2
Webbs, Worcester Road, Droitwich Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Albion FC, Birmingham Road, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Midland Safari Park, Spring Grove Road, Bewdley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0
Woburn Safari Park, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Wanderers FC, Molineux Stadium, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1093	34	68	31	35	21	16	13	29	11	18	9
Sample:	869	14	15	14	12	15	16	13	19	16	18	13

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q41 Where do you or members of your household normally go for (OTHER ACTIVITY FROM Q32)?												
<i>Those that said 'Cycling', 'Fishing', 'Horse riding', 'Place of worship / religious meeting' or 'Walking' at Q32 AND Excl. Nulls</i>												
Aldridge Village Centre	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	15.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	15.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Village Centre	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coseley Local Centre	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotteridge Local Centre	21.3%	3	0.0%	0	0.0%	0	100.0%	3	0.0%	0	0.0%	0
Essington Village Centre	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifespring Church, Clifton Street, Wolverhampton	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llangollen Town Centre	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pridewood Hops, Ashperton, Ledbury	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Arboretum, Walsall	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Community Association, Bridgnorth Road, Stourbridge	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	16	0	0	3	0	0	1	0	0	0	0	0
Sample:	18	0	0	1	0	0	1	0	0	0	0	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q42 What improvements could be made to the leisure offer in your Council area that would make you visit / partake in leisure activities more often? [MR]												
A casino	0.3%	16	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A swimming pool	5.9%	359	4.8%	10	7.6%	29	11.2%	24	6.5%	17	2.8%	3
A theatre	1.7%	104	0.9%	2	3.0%	11	1.3%	3	0.0%	0	0.0%	0
A multi-screen cinema	5.8%	353	5.0%	10	4.7%	18	5.2%	11	1.3%	3	1.6%	2
An art house cinema	0.7%	44	0.0%	0	1.7%	6	0.5%	1	1.5%	4	5.2%	6
Bingo	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	8.9%	541	4.4%	9	13.1%	49	17.7%	38	17.0%	44	8.9%	10
Improved access by foot and cycle	1.2%	73	2.6%	5	2.1%	8	2.1%	5	2.9%	8	1.8%	2
Improved public transport	2.9%	178	12.1%	25	1.6%	6	6.9%	15	9.0%	23	4.3%	5
Improved security / CCTV	4.4%	269	3.3%	7	4.3%	16	5.6%	12	6.0%	15	9.8%	11
Improved street furniture	0.6%	35	0.0%	0	0.0%	0	0.0%	0	1.3%	3	1.6%	2
Improvements in the built environment	1.5%	90	0.0%	0	3.0%	11	3.0%	6	0.8%	2	0.6%	1
More / better car parking	4.8%	293	12.1%	25	4.4%	16	7.7%	16	9.2%	24	0.0%	0
More / better cultural facilities	1.8%	107	0.5%	1	7.2%	27	1.4%	3	0.0%	0	2.1%	2
More / better disabled access	1.6%	96	5.3%	11	4.7%	18	4.2%	9	0.5%	1	0.6%	1
More / better health clubs / gyms	2.1%	130	0.0%	0	6.4%	24	4.3%	9	0.0%	0	0.9%	1
More / better parks / green spaces	4.3%	261	8.3%	17	5.6%	21	1.4%	3	7.9%	20	9.2%	11
More / better policing	3.8%	230	3.5%	7	3.6%	13	1.4%	3	6.6%	17	4.2%	5
More / better pubs / bars	2.8%	170	3.8%	8	1.6%	6	1.4%	3	11.2%	29	0.0%	0
More / better seats	1.8%	107	0.0%	0	5.4%	20	1.4%	3	3.4%	9	1.8%	2
More / better signposting and information	0.4%	26	0.0%	0	0.9%	3	0.0%	0	0.8%	2	0.0%	0
More for children	9.2%	559	7.9%	16	16.6%	62	13.1%	28	2.6%	7	6.6%	8
More local sports & recreation facilities	3.2%	195	0.5%	1	0.5%	2	3.4%	7	3.0%	8	2.4%	3
More nightclubs	1.2%	71	0.0%	0	0.0%	0	0.0%	0	1.5%	4	0.6%	1
More pavement cafes	1.8%	111	0.0%	0	0.5%	2	3.3%	7	2.8%	7	0.0%	0
More quality restaurants	6.5%	392	7.6%	16	5.6%	21	5.8%	12	9.5%	24	7.5%	9
More street cleaning	2.8%	170	3.0%	6	9.4%	35	0.5%	1	2.0%	5	1.6%	2
Provision of public toilets	2.5%	154	1.5%	3	2.4%	9	6.0%	13	4.8%	12	5.8%	7
Ten-pin bowling	3.5%	211	0.0%	0	6.3%	23	9.6%	20	0.0%	0	1.8%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adventure park	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security / safety	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better takeaways	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Climbing walls / rock climbing centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Community centre	0.1%	7	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Dog walking facilities	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't close any leisure	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
centres / swimming baths																								
Entertainment / leisure complex	0.2%	12	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Free car parking	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Friendlier / more helpful staff	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Go-karting	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	0.7%	41	1.0%	2	0.0%	0	1.7%	4	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Improved access by car	0.1%	8	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Indoor ski centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Indoor water park	0.1%	9	0.0%	0	0.0%	0	0.0%	0	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laser tag	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure venues open longer / more days	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better leisure facilities in general	0.8%	48	0.0%	0	0.9%	3	0.0%	0	1.3%	3	0.0%	0	1.0%	1	0.0%	0	2.4%	4	2.1%	1	1.3%	1	0.6%	0
More / better mountain bike trails	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better shops	0.6%	38	0.0%	0	0.9%	3	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
More advertising of what's available	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More family orientated venues / events	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More leisure activities / facilities for older people	0.5%	29	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.9%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1
More leisure activities / facilities for young people / teenagers	0.9%	52	0.0%	0	1.6%	6	0.0%	0	0.0%	0	3.1%	4	1.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
More leisure activities for women	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More live music venues	0.2%	11	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More outdoor exercise facilities / classes	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
More special events / festivals	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More varied classes / activities available	0.3%	21	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.9%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0
More walking events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved leisure centre	0.6%	36	0.9%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	3	1.1%	1	4.2%	4	1.0%	1
New / improved library	0.2%	10	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.6%	1	0.0%	0	2.4%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Reduce parking prices	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skate park	0.1%	7	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speedway track	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Trampoline park	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Velodrome	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Watersports	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
(Don't do leisure activities)	4.6% 282	1.6% 3	3.6% 13	3.9% 8	8.8% 23	4.5% 5	2.1% 2	2.7% 2	3.4% 5	3.9% 3	3.4% 4	10.3% 5
(Don't know)	6.4% 392	2.3% 5	5.9% 22	10.4% 22	5.6% 14	14.2% 16	2.1% 2	4.1% 3	13.2% 20	4.4% 3	7.1% 8	1.6% 1
(Nothing)	39.6% 2408	43.2% 90	37.8% 141	28.8% 61	27.7% 71	37.5% 43	47.2% 51	45.2% 39	32.8% 51	49.4% 35	28.1% 30	53.9% 27
Weighted base:	6076	207	374	213	258	114	107	85	155	70	106	50
Sample:	6076	110	114	112	117	110	113	112	119	112	123	110

GEN Gender of respondent:

Male	34.2% 2078	33.8% 70	29.2% 109	29.8% 63	41.1% 106	40.4% 46	25.3% 27	26.5% 23	27.2% 42	24.1% 17	25.7% 27	30.7% 15
Female	65.8% 3998	66.2% 137	70.8% 265	70.2% 149	58.9% 152	59.6% 68	74.7% 80	73.5% 63	72.8% 113	75.9% 53	74.3% 79	69.3% 35
Weighted base:	6076	207	374	213	258	114	107	85	155	70	106	50
Sample:	6076	110	114	112	117	110	113	112	119	112	123	110

AGE Can I ask how old you are please?

18 to 24	8.2% 497	7.5% 16	6.7% 25	4.2% 9	11.5% 30	3.1% 4	6.0% 6	7.9% 7	12.4% 19	4.6% 3	11.2% 12	6.2% 3
25 to 34	15.4% 938	15.1% 31	17.5% 66	19.5% 42	15.3% 39	15.6% 18	12.0% 13	9.5% 8	27.0% 42	13.7% 10	18.6% 20	12.4% 6
35 to 44	19.5% 1185	21.2% 44	23.7% 89	18.0% 38	19.4% 50	21.9% 25	19.4% 21	13.0% 11	22.5% 35	12.5% 9	20.4% 22	14.5% 7
45 to 54	17.7% 1073	11.4% 24	11.8% 44	13.8% 29	16.3% 42	9.1% 10	8.8% 9	13.9% 12	11.8% 18	26.7% 19	13.0% 14	15.4% 8
55 to 64	16.6% 1009	14.8% 31	17.7% 66	23.8% 51	20.9% 54	16.3% 19	22.7% 24	22.9% 19	14.0% 22	17.0% 12	14.7% 16	23.4% 12
65 +	22.6% 1375	30.0% 62	22.5% 84	20.7% 44	16.6% 43	33.9% 39	31.1% 33	32.8% 28	12.3% 19	25.5% 18	22.1% 23	28.1% 14
(Refused)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	6076	207	374	213	258	114	107	85	155	70	106	50
Sample:	6076	110	114	112	117	110	113	112	119	112	123	110

CAR How many cars does your household own or have the use of?

None	14.6% 889	23.8% 49	12.0% 45	19.7% 42	26.3% 68	13.0% 15	9.0% 10	12.6% 11	6.3% 10	14.5% 10	18.9% 20	12.4% 6
One	41.4% 2515	42.7% 88	51.9% 194	59.5% 126	37.2% 96	49.2% 56	45.9% 49	40.6% 35	40.1% 62	33.6% 23	49.2% 52	48.5% 24
Two	29.1% 1769	19.8% 41	25.6% 96	14.8% 32	28.0% 72	21.3% 24	33.6% 36	29.0% 25	38.0% 59	25.8% 18	21.1% 22	31.7% 16
Three or more	11.6% 702	3.8% 8	7.9% 30	4.6% 10	7.2% 19	14.9% 17	9.2% 10	12.2% 10	14.3% 22	15.6% 11	10.1% 11	4.9% 2
(Refused)	3.3% 201	9.9% 21	2.7% 10	1.4% 3	1.3% 3	1.6% 2	2.3% 2	5.6% 5	1.3% 2	10.6% 7	0.7% 1	2.4% 1
Weighted base:	6076	207	374	213	258	114	107	85	155	70	106	50
Sample:	6076	110	114	112	117	110	113	112	119	112	123	110

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]																								
Working full time	45.9%	2786	36.9%	76	45.6%	170	47.6%	101	49.1%	127	48.6%	56	32.7%	35	33.5%	29	41.9%	65	42.9%	30	35.1%	37	49.4%	25
Working part time	11.0%	667	10.5%	22	15.0%	56	7.6%	16	12.8%	33	9.5%	11	16.0%	17	12.3%	10	21.2%	33	5.0%	4	18.8%	20	7.5%	4
Unemployed	3.8%	230	2.4%	5	3.2%	12	6.5%	14	2.3%	6	0.9%	1	1.5%	2	2.1%	2	2.3%	3	3.4%	2	8.3%	9	0.0%	0
Retired	26.6%	1614	32.5%	67	27.5%	103	26.5%	56	17.2%	44	34.5%	39	42.3%	45	43.6%	37	18.5%	29	27.1%	19	25.0%	27	34.8%	17
A housewife	2.1%	126	0.0%	0	0.8%	3	2.4%	5	0.0%	0	0.0%	0	1.5%	2	0.0%	0	5.8%	9	5.6%	4	4.7%	5	0.9%	0
A student	0.7%	44	0.0%	0	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.5%	1
Self employed	3.3%	201	8.9%	18	2.9%	11	7.1%	15	4.4%	11	3.1%	4	1.0%	1	2.7%	2	4.3%	7	2.7%	2	3.1%	3	0.0%	0
Sick / disabled	2.7%	164	0.5%	1	0.0%	0	0.8%	2	11.6%	30	1.5%	2	1.8%	2	0.0%	0	4.7%	7	0.9%	1	2.4%	2	3.5%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carer	0.2%	12	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	3.8%	233	8.1%	17	2.7%	10	1.4%	3	2.5%	7	1.0%	1	3.3%	4	5.9%	5	1.3%	2	12.4%	9	1.4%	2	2.4%	1
Weighted base:		6076		207		374		213		258		114		107		85		155		70		106		50
Sample:		6076		110		114		112		117		110		113		112		119		112		123		110

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
QUOTA Zone												
Zone 1	3.4%	207	100.0%	207	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	6.2%	374	0.0%	0	100.0%	374	0.0%	0	0.0%	0	0.0%	0
Zone 3	3.5%	213	0.0%	0	0.0%	0	100.0%	213	0.0%	0	0.0%	0
Zone 4	4.2%	258	0.0%	0	0.0%	0	0.0%	0	100.0%	258	0.0%	0
Zone 5	1.9%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	114
Zone 6	1.8%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	1.4%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	2.6%	155	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	1.2%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	1.7%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	0.8%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	1.1%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13	1.1%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14	3.0%	180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15	1.4%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16	1.4%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17	1.5%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18	2.7%	162	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19	1.6%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20	3.2%	197	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21	1.7%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22	1.7%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 23	2.1%	130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 24	2.1%	125	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 25	1.4%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 26	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 27	2.4%	147	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 28	1.5%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 29	0.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 30	1.3%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 31	1.9%	118	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 32	2.3%	140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 33	3.8%	230	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 34	2.1%	129	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 35	2.5%	151	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 36	0.8%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 37	1.0%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 38	0.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 39	1.4%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 40	0.8%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 41	1.3%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 42	0.8%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 43	2.9%	175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 44	1.7%	103	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 45	1.2%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Zone 46	1.0% 63	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 47	2.3% 141	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 48	0.5% 31	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 49	0.8% 50	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 50	3.0% 180	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 51	1.6% 100	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 52	0.8% 46	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 53	0.8% 51	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 54	1.4% 87	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 55	1.3% 78	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	6076	207	374	213	258	114	107	85	155	70	106	50
Sample:	6076	110	114	112	117	110	113	112	119	112	123	110

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
PC Postcode Sector												
B16 0	0.5%	31	14.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B16 8	0.0%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B16 9	0.4%	27	13.1%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 0	0.6%	38	18.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 8	0.6%	36	17.5%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 9	0.8%	46	22.4%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 4	0.2%	12	5.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 5	0.0%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 6	0.1%	4	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 7	0.1%	7	3.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 1	0.3%	20	0.0%	0	5.3%	20	0.0%	0	0.0%	0	0.0%	0
B20 2	0.5%	30	0.0%	0	8.0%	30	0.0%	0	0.0%	0	0.0%	0
B20 3	0.5%	28	0.0%	0	7.4%	28	0.0%	0	0.0%	0	0.0%	0
B21 0	0.1%	6	0.0%	0	1.6%	6	0.0%	0	0.0%	0	0.0%	0
B21 8	0.5%	31	0.0%	0	8.4%	31	0.0%	0	0.0%	0	0.0%	0
B21 9	0.3%	16	0.0%	0	4.2%	16	0.0%	0	0.0%	0	0.0%	0
B29 4	0.7%	43	0.0%	0	0.0%	0	20.0%	43	0.0%	0	0.0%	0
B29 5	0.5%	28	0.0%	0	0.0%	0	13.2%	28	0.0%	0	0.0%	0
B29 6	0.4%	27	0.0%	0	0.0%	0	12.7%	27	0.0%	0	0.0%	0
B29 7	0.5%	28	0.0%	0	0.0%	0	13.1%	28	0.0%	0	0.0%	0
B30 1	0.5%	31	0.0%	0	0.0%	0	14.7%	31	0.0%	0	0.0%	0
B30 2	0.7%	44	0.0%	0	0.0%	0	20.8%	44	0.0%	0	0.0%	0
B30 3	0.2%	12	0.0%	0	0.0%	0	5.5%	12	0.0%	0	0.0%	0
B31 1	0.3%	17	0.0%	0	0.0%	0	0.0%	0	6.6%	17	0.0%	0
B31 2	0.6%	38	0.0%	0	0.0%	0	0.0%	0	14.7%	38	0.0%	0
B31 3	0.5%	27	0.0%	0	0.0%	0	0.0%	0	10.6%	27	0.0%	0
B31 4	0.6%	38	0.0%	0	0.0%	0	0.0%	0	14.7%	38	0.0%	0
B31 5	0.3%	17	0.0%	0	0.0%	0	0.0%	0	6.6%	17	0.0%	0
B32 1	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.8%	40
B32 2	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.4%	28
B32 3	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	31
B32 4	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	16
B38 0	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4
B38 8	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.1%	27
B38 9	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	25
B42 1	1.0%	63	0.0%	0	16.8%	63	0.0%	0	0.0%	0	0.0%	0
B42 2	1.3%	76	0.0%	0	20.4%	76	0.0%	0	0.0%	0	0.0%	0
B43 5	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.0%	26
B43 6	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.4%	21
B43 7	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.6%	38
B44 0	0.8%	48	0.0%	0	12.8%	48	0.0%	0	0.0%	0	0.0%	0
B44 8	0.4%	25	0.0%	0	6.6%	25	0.0%	0	0.0%	0	0.0%	0
B44 9	0.5%	32	0.0%	0	8.6%	32	0.0%	0	0.0%	0	0.0%	0
B45 0	0.3%	17	0.0%	0	0.0%	0	0.0%	0	6.7%	17	0.0%	0
B45 8	0.6%	39	0.0%	0	0.0%	0	0.0%	0	15.0%	39	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
B45 9	1.1%	65	0.0%	0	0.0%	0	0.0%	0	25.1%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B47 5	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B47 6	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B48 7	0.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 1	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 2	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 3	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 4	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 0	0.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.9%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 7	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 8	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 9	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 0	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	19	27.7%	19	0.0%	0	0.0%	0	0.0%	0
B62 8	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.5%	24	0.0%	0	0.0%	0	0.0%	0
B62 9	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.8%	26	0.0%	0	0.0%	0	0.0%	0
B63 1	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	21	0.0%	0	0.0%	0	0.0%	0
B63 2	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	18	0.0%	0	0.0%	0	0.0%	0
B63 3	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.9%	31	0.0%	0	0.0%	0	0.0%	0
B63 4	0.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.0%	36	0.0%	0	0.0%	0	0.0%	0
B64 5	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.1%	18	0.0%	18
B64 6	0.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.3%	15	0.0%	15
B64 7	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.6%	17	0.0%	17
B65 0	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B65 8	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B65 9	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 1	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 2	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 3	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 4	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B67 5	0.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B67 6	0.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B67 7	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B68 0	0.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B68 8	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B68 9	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 1	0.8%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 2	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 3	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 4	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 0	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 6	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 7	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 8	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 9	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 1	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 2	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 3	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
B71 4	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B73 5	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B73 6	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 2	0.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 3	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 4	0.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 1	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 2	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 3	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 4	0.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 1	0.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 2	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 3	0.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 4	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 5	0.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 6	0.7%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 7	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY12 1	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY12 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY14 0	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY14 8	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 0	0.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 7	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 8	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 9	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 1	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 2	0.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 3	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 4	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 0	0.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 7	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 8	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 9	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 1	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 2	0.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 3	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 4	0.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 0	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 7	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 8	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 9	0.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY7 5	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY7 6	0.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 1	0.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 2	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 3	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 4	0.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
DY8 5	0.8%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 0	0.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 7	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 8	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 9	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST19 5	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST19 9	0.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF11 8	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF11 9	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 1	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 2	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 3	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 4	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 0	0.9%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 7	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 8	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 9	0.8%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 0	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 1	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 4	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 5	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 6	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 7	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 8	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 9	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 0	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 1	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 2	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 3	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 4	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 6	0.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 7	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 8	0.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 0	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 9	0.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 0	0.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 7	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 8	0.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 9	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 1	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 2	0.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 3	0.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 4	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 5	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS4 1	0.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS4 2	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS5 3	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
WS5 4	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS6 6	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS6 7	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 0	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 1	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 2	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 3	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 4	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 9	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS8 6	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS8 7	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 0	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 8	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 9	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 1	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 2	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 3	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 4	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 0	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 6	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 7	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 8	0.9%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 9	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 1	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 2	0.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 3	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV12 4	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV12 5	1.1%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 1	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 2	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 3	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 0	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 6	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 7	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 8	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 9	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV15 5	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV15 6	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV16 5	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV16 6	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 1	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 2	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 3	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 4	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 0	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 7	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 8	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
WV3 9	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV4 4	0.9%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV4 5	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV4 6	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 0	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 7	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 8	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 9	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 0	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 7	0.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 8	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 9	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV7 3	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV8 1	0.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV8 2	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV9 5	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	6076	207	374	213	258	114	107	85	155	70	106	50
Sample:	6076	110	114	112	117	110	113	112	119	112	123	110

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Q01 Where do you normally shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?												
<i>Excl. Nulls</i>												
Aldi, Audley Avenue, Newport	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bearwood Road, Bearwood	0.6%	36	0.0%	0	8.3%	6	8.6%	15	0.0%	0	0.0%	0
Aldi, Bentley Bridge Shopping Park, Wednesfield	0.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Great Barr	1.3%	77	0.0%	0	0.0%	0	0.4%	1	0.5%	0	0.5%	0
Aldi, Bridge Cross Road, Burntwood	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak	0.4%	26	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, Moxley, Wednesbury	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1
Aldi, Chase Gateway, Victoria Street, Hednesford	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chester Road, New Oscott	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4
Aldi, Church Street, Lichfield	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Aldi, Cinder Bank, Peartree Lane, Dudley	0.2%	14	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Aldi, College Road, Kingstanding	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Brierley Hill	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.8%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Lye	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Earls Way, Halesowen	0.8%	46	0.0%	0	0.5%	0	1.2%	2	0.0%	0	0.0%	0
Aldi, Edgbaston Road, Birmingham	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Goldthorn Hill Road, Wolverhampton	0.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Grange Central, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, Kidderminster	0.7%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Aldi, Grooms Alley, Wellington, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Brownhills	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Aldi, Howard Street, Wolverhampton	0.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3
Aldi, Kingsmead Retail Park, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Madeley Court, Parkway, Madeley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.8%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Aldi, New Road, Stourbridge	0.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Priory Road, Dudley	0.3%	21	0.0%	0	0.0%	0	1.4%	1	0.5%	0	0.0%	2
Aldi, Queensville, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwells Road, Netherton	0.2%	15	5.5%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Aldi, Stourbridge Road, Bridgnorth	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Aldi, Stratford Road, Sparkbrook	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Gateway, Holyhead Road, Snedshill, Telford	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Parade, Sutton Coldfield	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	6
Aldi, Walsall Road, Cannock	0.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wellington Road, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.9%	53	9.2%	6	0.0%	0	14.1%	25	10.9%	9	2.7%	2
Asda, Avon Road, Cannock	1.4%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill Road, Barnes Hill, Birmingham	1.3%	80	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane, Great Bridge, Tipton	2.1%	129	1.7%	1	0.0%	0	0.4%	1	4.4%	4	26.5%	23
Asda, Carter Square, Carter Street, Uttoxeter	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Daisy Street, North Bilston, Coseley	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, St. Matthews, Walsall	0.9%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Asda, Hagley Road West, Quinton, Birmingham	0.3%	21	0.0%	0	0.0%	0	4.5%	8	0.0%	0	0.9%	1
Asda, High Holborn Street, Sedgley	0.6%	37	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, High Street, Dudley	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Kings Heath, Birmingham	0.1%	6	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merryhill Centre,	1.1%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Dudley												
Asda, Molineux Way, Waterloo Road, Wolverhampton	1.2%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, New Road, Kidderminster	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	1.7%	106	0.0%	0	62.8%	43	19.1%	34	1.5%	1	0.5%	0
Asda, Old Horns Crescent, off Queslet Road, Great Barr, Birmingham	2.5%	150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Asda, Pearson Street, Brierley Hill	0.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	1.3%	81	1.9%	1	0.0%	0	2.9%	5	1.7%	2	0.0%	0
Asda, Queensway, Stafford	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rumer Hill, Lichfield Road, Cannock	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Saltwells Road, Cradley Road, Netherton, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington Wood, Telford	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston	1.1%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Asda, Ventura Road, Tamworth	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Asda, Walmley Ash Road, Minworth, Sutton Coldfield	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	8
Asda, Walsall Road, Perry Barr, Birmingham	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.6%	34	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Asda, Wolverhampton Road, Heath Town, Wolverhampton	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	1.2%	72	12.5%	9	0.5%	0	17.5%	31	24.8%	22	0.0%	0
Asda, Woodhall Street, Bloxwich	1.0%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) High Street, Cleobury Mortimer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) Wolverhampton Road, Penkridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Co-op, Bearwood Road, Warley Smethwick	0.0%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Boley Park Centre, Ryknild Street, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bradford Street, Shifnal	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Brewood Road, Coven	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dibdale Road West, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Co-op, Franche Road, Kidderminster	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4
Co-op, Gibbs Lane, Catshill	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Griffiths Drive, Ashmore	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hazelwell Street, Stirchley	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Albrighton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Highley, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kingswinford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kinver	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Pattingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Shifnal	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hill Top, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Co-op, Kempthorne Avenue, Bushbury, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lichfield Road, Shelfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Liskeard Road, Parkhall, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Whittington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Brewood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Street, Penkrige	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mill Street, Low Town, Bridgnorth	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, New Road, Rubery	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Pendeford Avenue, Claregate, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spies Lane,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Halesowen												
Co-op, St. Kenelms Road, Romsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trysull Road, Merry Hill, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Wood Road, Aldridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wardles Lane, Great Wyrley	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Warstones Road, Penn	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wolverhampton Road, Codsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wood Lane, Codsall	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), The Peel Centre, Stafford Street, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bearwood Road, Warley, Smethwick	0.1%	5	0.0%	0	0.5%	0	1.9%	3	0.0%	0	0.0%	0
Iceland, Birmingham Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Street, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Churchill Shopping Centre, Dudley	0.1%	5	0.5%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Iceland, Dudley Street, Sedgley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hagley Street, Halesowen, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Iceland, High Street, Cradley Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harborne, Birmingham	0.0%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Kings Square, Sandwell Centre, West Bromwich	0.1%	8	0.5%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Iceland, Market Place, Bloxwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Cannock	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Lichfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Merry Hill Retail Park, Brierley Hill	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Moor Centre,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Brierley Hill												
Iceland, The Rye Market, Stourbridge	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Union Street, Wednesbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Windmill Shopping Park, Smethwick	0.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Wulfrun Centre, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ablewell Street, Walsall	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Birmingham Road, Bromsgrove	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Lidl, Blackhalve Lane, Wolverhampton	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bordesley Green, Birmingham	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brettell Lane, Stourbridge	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4
Lidl, Dudley Road, Winson Green, Birmingham	0.2%	10	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.0%	0
Lidl, Eastern Avenue, Lichfield	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Finchfield, Wolverhampton	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Lidl, Friar Park Road, Wednesbury	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4
Lidl, Hagley Road, Halesowen	0.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Netherton	0.1%	7	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lidl, High Street, Bilston	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	9
Lidl, Horseley Heath, Great Bridge, Tipton	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.5%	1
Lidl, Kings Road, Sutton Coldfield	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lidl, Lower High Street, Cradley Heath	0.2%	12	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madeley Court Way, Madeley, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Moseley Road, Balsall Heath, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Lidl, New Road, Willenhall	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Walsall Road, Hamstead Industrial Estate, Hamstead	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Parkside House, Oldbury Road, Blackheath	0.2%	12	7.8%	5	0.0%	0	1.4%	3	0.5%	0	0.0%	0
Lidl, Silver Street, Kings Heath, Birmingham	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Soho Road, Handsworth, Birmingham	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stallings Lane, Kingswinford	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lidl, The Quadrant, Redditch Ringway, Redditch	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Vale Road, Stourport-on-Severn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Axeltree Way, Wednesbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Orbital Retail Park, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Handyman House, St John Street, Bridgnorth	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), High Street, Harborne, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Hilton Park, M6 North, Essington, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Westbridge Park, Stafford Road, Stone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Longbridge	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Parade Grace Church Centre, Sutton Coldfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Marks & Spencer, Stafford Riverside, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Merryhill Centre, Pedmore Road, Brierley Hill	0.1%	7	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0

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Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Marks & Spencer, Ventura Park, Bitterscote, Tamworth	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf, Lower Mill Street, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge	1.2%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	11
Morrisons, Beacon Street, Lichfield	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	1.4%	87	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.9%	1
Morrisons, Blaydon Road, Pendeford	0.9%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Buntsford Park Road, Bromsgrove	0.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Morrisons, Charterfield Shopping Centre, Kingswinford	0.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.9%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Morrisons, High Street, Burntwood	1.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	1.2%	75	0.0%	0	1.4%	1	0.7%	1	1.1%	1	6.5%	6
Morrisons, Lichfield Street, Walsall	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Market Street, Rugeley	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Marlborough Way, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	1.1%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Morrisons, Mill Street, Cannock	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Newdale, Lawley Drive, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	1.1%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.8%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's Local, Birmingham Road, Wylde Green, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Sainsbury's Local, Bridgnorth Road, Wolverhampton	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Sainsbury's Local, Compton Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Pensnett, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lawnswood Road, Wordsley, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Louise Street, Gornal Wood, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Sainsbury's Local, Stone Cross, Penkridge, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Victoria Square, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Walsall Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sainsbury's Superstore, Anders Square, Perton, Wolverhampton	0.7%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bitterscote Drive, Bonehill, Tamworth	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.9%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sainsbury's Superstore, Castle Vale Retail Park, Birmingham	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Sainsbury's Superstore, Chell Road, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road, Northfield, Birmingham	1.4%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	1.2%	74	6.4%	4	6.5%	4	8.2%	15	23.5%	20	5.5%	5
Sainsbury's Superstore, Halesowen Street, Blackheath	0.8%	51	29.9%	21	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.8%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	22
Sainsbury's Superstore, Orbital Retail Park,	0.9%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Voyager Drive, Cannock	1.5%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Raglan Street, St Marks, Wolverhampton	0.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	1.2%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wednesfield, Wolverhampton	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Amblecote, Brierley Hill	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Telford Forge Retail Park, Telford	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cann Hall Bypass, Bridgnorth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cannock Road, Bushbury	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Hagley Road, Stourbridge	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Highland Road, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Lichfield Road, Wednesfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Lichfield Road, Willenhall	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Walsall Road, Great Wyrley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Alridge Tavern, Aldridge, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birches Barn Road, Bradmore, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birmingham Road, Shenstone	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bridge Road, Cookley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristnall Hall Road, Bristnall, Birmingham												

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Weighted:

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Tesco Express, Codsall Road, Claregate, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coombs Road, Dudley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Frederick Street, Jewellery Quarter, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Edgbaston	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Haygate Road, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Pensnett	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Express, Netherstowe, Netherstowe, Lichfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oxhill Road, Handsworth	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Penn Road, Penn Manor, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Platts Road, Audnam, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stafford Road, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stone Road, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Arcade, Gornal Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Express, Walsall Road, Sandwell, Stone Cross, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sutton Coldfield	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4
Tesco Express, Willenhall Road, Bilston	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Tesco Extra, Crown Centre, Stourbridge	0.9%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	1.2%	71	5.1%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.8%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Tesco Extra, Newport Road, Stafford	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Extra, Sandwell Centre, New Square, West Bromwich	1.4%	85	0.0%	0	6.2%	4	4.9%	9	1.7%	2	33.9%	30
Tesco Extra, Town Gate Retail Park, Dudley	1.8%	108	1.3%	1	0.0%	0	1.6%	3	11.5%	10	0.0%	0
Tesco Extra, Wrekin Retail Park, Telford	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Camden Street, Springhill, Birmingham	0.4%	27	0.0%	0	3.8%	3	0.8%	1	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Cannock	0.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neptune Industrial Estate, Willenhall	0.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Power Station Road, Rugeley	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ridgacre Road, Quinton	0.6%	37	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.9%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Tesco Superstore, Victoria Street, Hednesford	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Audley Road, Newport	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Birmingham	0.5%	28	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Highgate Centre, Sutton Coldfield	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	15
Waitrose, Penn Road, Wolverhampton	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ryemarket, Stourbridge	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St. John Street, Bromsgrove	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonneyland	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Drive, Lichfield																								
Internet / delivery	7.7%	465	3.9%	3	0.0%	0	5.6%	10	1.7%	2	3.0%	3	13.9%	13	8.6%	14	7.7%	7	7.7%	15	6.4%	7	1.7%	2
Aldi, Birmingham Road, Bromsgrove	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Studley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road South, Northfield	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Broad Gauge Way, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Essington Road, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Maypole Lane, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Sherwood Road, Bromsgrove	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Silverwoods Way, Kidderminster	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	14	0.0%	0	0.0%	0
Aldi, Station Drive, Ludlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stratford Road, Hall Green	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Trescott Road, Redditch	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Jinnah Road, Redditch	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Parkgate Shopping Centre, Stratford Road, Shirley, Solihull	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Trident Shopping, Centre, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Budgens, Codsall, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Erdington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Market Street, Manchester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Alvechurch, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Vicarage Road, Kings Heath, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Watson Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Fishley Lane, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Trinity Centre, Halesowen Road, Cradley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Heath												
Farmfoods, Bescot Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Bloxwich Road, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Heath Town	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Farley Centre, West Bromwich	0.0%	3	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Farmfoods, Fisher Street, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Halesowen Road, Halesowen	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brownhills	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Tipton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Castle Street, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Heron Foods, Church Street, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Rowley Regis	0.0%	2	2.5%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Heron Foods, High Street, Wednesfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Market Street, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Saddlers Shopping Centre, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Watford Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Bristol Road South, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Churchill Shopping Centre, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Home Bargains, High Street, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Jerome Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Town Centre Shopping Scheme, Bloxwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Oldbury Green Retail Park, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Iceland, Grosvenor Centre,	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Northfield												
Iceland, High Street, Rowley Regis	0.1%	7	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Jerome Retail Park, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kingstanding Road, Birmingham	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Mill Lane, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scotts Arms Centre, Walsall Road, Birmingham	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J&N Super Foodstore, Blackhalve Lane, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jack's, New Road, Rubery	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Selly Oak Shopping Park, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bilston Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Blackheath Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Local shops, Bartley Green Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bilston Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Birmingham City Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brewood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bridgnorth Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brierley Hill Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bromsgrove Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cape Hill Local Centre	0.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Cheslyn Hay Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Town Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Local shops, Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Bridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Village Centre												
Local shops, Harborne Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oldbury Town Centre	0.1%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, One Stop Shopping Park, Perry Barr	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Perry Beeches Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Redditch Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rubery Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Selly Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Smethwick Town Centre	0.0%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Local shops, Spring Hill Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sutton Coldfield Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Local shops, Telford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Walsall Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesfield Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, West Bromwich Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4
Local shops, Wolverhampton City Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wombourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&T Supermarket, Caldmore Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Covercroft, Droitwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Morrisons, Hagley Road, Birmingham	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Morrisons, Whitchurch Road, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nijjar Supermarket, Owen Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Highgate Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Mervyn Place, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, Cannock Shopping Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Taverners Close Off Essington Road, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S&D Supermarket, Barcroft Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Abbey Trading Centre, Redditch	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Maypole, Birmingham	0.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Caldly Valley Road, Great Boughton, Chester	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Inglewhite Road, Longridge, Preston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	1.0%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Meole Brace Retail Park, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Swindon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Selly Oak Shopping Park, Birmingham	0.9%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, William Hunter Way, Brentwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Harvest Road, Rowley Regis	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Queslett Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, School Road, Wheaton Aston, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Spar, Stafford Street, Brewwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Linden Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hawthorn Road, Birmingham	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Load Street, Bewdley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rowley Village, Rowley Regis	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.9%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Stratford Road, Shirley, Solihull	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Caxton Gate, New Street, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Aston Lane, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	24
Tesco Superstore, Coleshill Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mill Wood Drive, Worcester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Drive, Ludlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Stratford Road, Shirley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Homer Road, Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Moorfield Road, Alcester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warley Supermarket, Fenton Street, Smethwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Weighted base:	6066	70	69	180	87	88	91	162	97	197	102	100
Sample:	6065	109	109	116	111	109	110	111	110	116	115	109

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Q02 Which retailer do you purchase your main food internet / home delivery shopping from?																								
<i>Those who do their main food shopping via the internet at Q01</i>																								
Asda	30.3%	141	35.0%	1	0.0%	0	25.9%	3	50.0%	1	82.0%	2	69.7%	9	16.2%	2	0.0%	0	0.0%	0	48.6%	3	33.3%	1
Morrisons	10.7%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	2	16.2%	2	0.0%	0	0.0%	0	24.3%	2	0.0%	0
Iceland	5.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.6%	1	0.0%	0
Sainsbury's	15.4%	72	43.4%	1	0.0%	0	22.2%	2	50.0%	1	0.0%	0	3.8%	0	30.1%	4	13.2%	1	41.9%	6	7.5%	0	66.7%	1
Tesco	24.2%	113	21.6%	1	0.0%	0	26.0%	3	0.0%	0	0.0%	0	9.9%	1	21.2%	3	79.4%	6	47.6%	7	0.0%	0	0.0%	0
Ocado	11.4%	53	0.0%	0	0.0%	0	26.0%	3	0.0%	0	0.0%	0	0.0%	0	16.2%	2	7.3%	1	10.5%	2	0.0%	0	0.0%	0
Waitrose	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Able & Cole	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon Pantry	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Milkman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milk & More	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak House Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverford Organic Farmers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidhu Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		465		3		0		10		2		3		13		14		7		15		7		2
Sample:		364		4		0		5		2		3		12		10		9		7		6		3

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Q03 What do you like about (LOCATION MENTIONED AT Q01)? [MR]																								
<i>Not those who do their main food shopping via the internet at Q01</i>																								
Clean store	4.1%	231	1.1%	1	0.5%	0	1.3%	2	2.9%	2	5.6%	5	2.3%	2	0.9%	1	5.3%	5	5.4%	10	6.7%	6	0.0%	0
Close to family / friends	0.7%	40	3.2%	2	0.0%	0	2.3%	4	0.0%	0	0.0%	0	1.7%	1	3.2%	5	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Convenient to home	36.7%	2060	34.1%	23	38.3%	26	40.5%	69	38.4%	33	52.7%	45	43.5%	34	40.2%	60	25.2%	23	23.2%	42	36.8%	35	39.2%	39
Convenient to work	2.1%	117	4.3%	3	0.0%	0	2.1%	4	1.4%	1	0.0%	0	3.7%	3	1.6%	2	0.6%	1	4.8%	9	0.0%	0	1.6%	2
Delivery service	0.9%	48	2.6%	2	0.0%	0	1.2%	2	0.0%	0	2.1%	2	2.0%	2	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Easy to get to by car	5.5%	310	2.6%	2	0.8%	1	1.8%	3	4.7%	4	5.4%	5	0.6%	0	5.2%	8	1.1%	1	8.3%	15	1.4%	1	5.3%	5
Easy to get to by foot	2.1%	115	0.0%	0	2.8%	2	3.6%	6	1.5%	1	2.6%	2	5.1%	4	0.6%	1	2.0%	2	1.8%	3	6.9%	7	0.0%	0
Easy to get to by public transport	1.5%	85	3.0%	2	1.4%	1	2.4%	4	3.4%	3	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Ethical policy	0.1%	7	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / helpful staff	3.9%	219	8.8%	6	3.4%	2	3.5%	6	5.1%	4	2.6%	2	9.1%	7	1.8%	3	5.4%	5	2.1%	4	7.2%	7	1.0%	1
Good layout / easy to get around	6.8%	384	7.8%	5	5.6%	4	8.2%	14	11.3%	10	9.2%	8	6.0%	5	8.6%	13	5.2%	5	7.8%	14	6.8%	6	2.1%	2
Good offers	6.3%	355	9.7%	6	3.7%	3	16.3%	28	9.2%	8	2.1%	2	4.0%	3	0.9%	1	8.6%	8	3.9%	7	8.5%	8	0.9%	1
Habit / always used it	5.4%	301	5.8%	4	3.8%	3	5.1%	9	6.8%	6	5.2%	4	11.4%	9	7.2%	11	3.4%	3	6.1%	11	2.9%	3	6.0%	6
Has a cafe	0.8%	43	0.0%	0	0.5%	0	2.1%	4	0.9%	1	0.0%	0	0.6%	0	1.9%	3	2.3%	2	0.5%	1	0.0%	0	0.0%	0
Has a petrol station	1.8%	101	1.7%	1	0.0%	0	1.7%	3	0.0%	0	2.8%	2	0.0%	0	1.1%	2	3.3%	3	0.5%	1	2.9%	3	0.0%	0
Large store	5.2%	290	4.0%	3	6.5%	4	7.1%	12	8.8%	8	6.4%	5	6.8%	5	4.2%	6	5.6%	5	3.3%	6	7.7%	7	2.7%	3
Long opening hours	2.4%	132	0.9%	1	0.0%	0	3.2%	5	0.0%	0	3.6%	3	3.4%	3	0.9%	1	1.0%	1	0.0%	0	2.6%	2	2.6%	3
Low prices / value for money	26.5%	1485	31.1%	21	18.5%	13	31.6%	53	28.7%	24	22.1%	19	21.0%	17	13.7%	20	28.3%	25	35.6%	65	34.0%	32	32.1%	32
Loyalty scheme / reward points	2.5%	139	1.0%	1	2.3%	2	2.0%	3	2.5%	2	2.5%	2	1.6%	1	0.9%	1	5.1%	5	6.3%	11	2.2%	2	1.0%	1
Online shopping is convenient	0.5%	26	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Only one in the area	1.3%	70	0.5%	0	0.9%	1	2.4%	4	0.0%	0	2.3%	2	2.3%	2	0.9%	1	1.7%	2	0.5%	1	0.0%	0	0.0%	0
Parking is free	4.9%	272	0.5%	0	0.8%	1	5.8%	10	3.0%	3	9.1%	8	1.7%	1	2.8%	4	3.8%	3	5.4%	10	4.4%	4	1.6%	2
Parking prices are low	1.0%	59	1.7%	1	0.0%	0	3.5%	6	0.5%	0	3.3%	3	0.6%	0	0.0%	0	2.0%	2	0.0%	0	1.5%	1	3.4%	3
Parking provision is good	4.4%	246	5.3%	4	0.8%	1	7.6%	13	0.5%	0	2.5%	2	3.9%	3	3.7%	6	3.8%	3	4.4%	8	3.0%	3	3.2%	3
Pleasant shopping environment	2.3%	129	0.0%	0	1.4%	1	3.4%	6	2.9%	2	4.8%	4	2.7%	2	1.6%	2	0.0%	0	4.3%	8	2.2%	2	1.5%	1
Preference for retailer	2.6%	146	0.5%	0	1.7%	1	1.3%	2	1.0%	1	0.9%	1	0.0%	0	3.6%	5	0.0%	0	3.1%	6	1.0%	1	3.3%	3
Quality of food goods available	13.8%	772	9.6%	6	8.4%	6	11.7%	20	9.0%	8	8.0%	7	15.9%	12	14.5%	21	12.9%	12	21.2%	39	9.5%	9	10.0%	10
Self-service checkouts	1.3%	73	3.5%	2	1.4%	1	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0	3.9%	4	0.0%	0
Quality of non-food goods available	1.8%	102	2.0%	1	1.8%	1	2.4%	4	1.5%	1	0.0%	0	3.4%	3	3.1%	5	5.6%	5	1.1%	2	2.3%	2	1.6%	2
Range of food goods available	17.0%	953	10.5%	7	24.0%	17	10.6%	18	20.9%	18	13.0%	11	15.9%	13	18.7%	28	16.6%	15	16.9%	31	13.8%	13	22.8%	23
Range of non-food goods available	2.0%	114	1.4%	1	2.4%	2	0.0%	0	1.5%	1	2.9%	2	2.3%	2	5.9%	9	2.3%	2	1.9%	3	6.0%	6	3.3%	3
Safe shopping environment	0.9%	51	1.0%	1	1.7%	1	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.9%	1	1.0%	1	0.9%	2	5.0%	5	0.0%	0
Small / quiet store	1.7%	95	3.1%	2	0.9%	1	1.3%	2	1.5%	1	0.0%	0	0.0%	0	3.1%	5	4.1%	4	0.5%	1	1.4%	1	3.1%	3
Staff discount / work there	1.6%	88	3.2%	2	0.0%	0	2.1%	4	1.5%	1	1.0%	1	2.6%	2	0.0%	0	3.1%	3	5.1%	9	2.2%	2	0.6%	1
Supporting local business	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.8%	1	1.6%	2

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accepts vouchers	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Can get a lift there	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I need there	0.3%	15	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Convenient to other shops / services	0.4%	21	0.0%	0	0.9%	1	2.1%	4	0.0%	0	0.0%	0
Familiar / know where everything is	0.2%	10	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Free trolleys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.6%	0
Has electric charge points	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New store	0.1%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Offers Click & Collect	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Offers scan-as-you-shop	0.2%	9	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Quick service / no queues	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / nothing)	4.1%	231	3.6%	2	7.5%	5	5.3%	9	2.6%	2	1.1%	1
Weighted base:	5611	67	69	170	85	85	78	148	89	182	95	99
Sample:	5712	105	109	111	109	106	98	101	101	109	109	107

Q04 How do you normally travel to (LOCATION MENTIONED AT Q01)?*Not those who do their main food shopping via the internet at Q01*

Car / van (as driver)	68.2%	3827	60.4%	40	38.2%	26	59.9%	102	68.6%	58	57.1%	49	53.7%	42	86.1%	128	72.8%	65	80.3%	146	58.4%	56	78.1%	77
Car / van (as passenger)	11.9%	670	13.1%	9	10.5%	7	16.1%	27	11.0%	9	8.0%	7	12.3%	10	5.4%	8	14.3%	13	8.5%	15	16.3%	15	12.6%	12
Bus, minibus or coach	6.5%	366	8.4%	6	7.9%	5	8.1%	14	11.0%	9	8.3%	7	19.8%	16	2.5%	4	4.4%	4	3.3%	6	3.4%	3	2.3%	2
Using park & ride facility	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.2%	10	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	10.6%	592	12.3%	8	38.0%	26	12.5%	21	5.3%	4	23.1%	20	9.0%	7	4.4%	7	5.3%	5	6.8%	12	19.5%	19	3.7%	4
Taxi	1.3%	76	2.0%	1	1.9%	1	2.1%	4	2.1%	2	2.1%	2	2.9%	2	1.6%	2	3.2%	3	1.1%	2	0.8%	1	1.8%	2
Train	0.2%	11	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	14	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.1%	4	1.5%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ring & Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tram	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
(Varies)	0.5%	26	2.3%	2	1.7%	1	1.3%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.6%	2
Weighted base:	5611	67	69	170	85	85	78	148	89	182	95	99												
Sample:	5712	105	109	111	109	106	98	101	101	109	109	107												

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Q05 When you visit (LOCATION MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]																								
<i>Not those who do their main food shopping via the internet at Q01</i>																								
Yes - non-food shopping	12.0%	671	5.0%	3	14.8%	10	9.2%	16	5.8%	5	10.2%	9	9.3%	7	6.8%	10	11.7%	10	25.4%	46	9.9%	9	9.2%	9
Yes - other food shopping	10.1%	568	6.8%	5	12.1%	8	10.4%	18	10.1%	9	11.7%	10	10.6%	8	10.4%	15	10.7%	10	20.2%	37	3.1%	3	12.4%	12
Yes - bars / pubs	1.0%	55	1.5%	1	0.0%	0	3.9%	7	0.9%	1	0.5%	0	0.0%	0	3.2%	5	1.0%	1	0.5%	1	1.7%	2	0.0%	0
Yes - bingo	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - cafés	3.8%	213	0.0%	0	1.4%	1	5.9%	10	2.4%	2	2.9%	2	6.9%	5	6.4%	9	2.0%	2	4.2%	8	1.9%	2	1.8%	2
Yes - cinemas	0.7%	39	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - get petrol	4.3%	242	6.2%	4	1.3%	1	7.1%	12	3.4%	3	1.9%	2	0.6%	0	7.1%	11	4.6%	4	5.5%	10	2.4%	2	1.6%	2
Yes - go to park	1.1%	64	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	3	1.6%	2	0.0%	0	0.9%	2	0.8%	1	0.0%	0
Yes - gyms / health and fitness	1.5%	85	0.0%	0	3.7%	3	4.4%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	3.8%	7	0.5%	0	2.5%	2
Yes - library	0.8%	46	0.5%	0	1.4%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.1%	2	2.7%	2	1.5%	3	0.0%	0	0.0%	0
Yes - markets	0.9%	52	0.5%	0	0.0%	0	0.0%	0	3.5%	3	1.9%	2	0.0%	0	0.0%	0	1.6%	1	2.0%	4	1.4%	1	1.6%	2
Yes - meeting family	2.0%	114	0.0%	0	1.3%	1	3.9%	7	0.0%	0	0.0%	0	3.7%	3	1.6%	2	4.5%	4	0.0%	0	0.0%	0	0.0%	0
Yes - meeting friends	1.5%	86	0.0%	0	0.8%	1	2.6%	4	0.0%	0	0.0%	0	1.0%	1	1.5%	2	0.0%	0	1.5%	3	1.4%	1	0.0%	0
Yes - museums / art gallery	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - other service (e.g. travel agent, estate agent etc.)	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.6%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Yes - personal service (e.g. hairdressers, beauty salon etc.)	0.8%	47	0.0%	0	1.4%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	1.6%	2
Yes - restaurants	1.5%	82	1.5%	1	0.0%	0	2.0%	3	0.0%	0	2.0%	2	1.7%	1	0.6%	1	2.0%	2	0.0%	0	0.5%	0	1.8%	2
Yes - swimming	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Yes - theatre	0.1%	5	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting services such as banks and other financial institutions	2.7%	151	2.0%	1	3.2%	2	5.5%	9	3.5%	3	1.1%	1	0.0%	0	0.9%	1	0.0%	0	3.5%	6	0.0%	0	2.6%	3
Yes - work	2.0%	110	1.4%	1	0.0%	0	1.3%	2	1.9%	2	0.0%	0	5.0%	4	1.1%	2	1.6%	1	3.0%	6	0.9%	1	0.0%	0
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - art / craft class	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - dance class	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - football	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Yes - go for a walk / walk the dog	0.3%	15	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - health service (e.g. doctors, dentist etc.)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - leisure activity	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - school run	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Yes - snooker / pool club	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visit carehome	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visit cemetery / crematorium	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visit church	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Yes - window shopping / browsing	0.1% 7	0.0% 0	0.8% 1	0.0% 0	0.0% 0	3.0% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.5% 0	0.0% 0
(No)	67.6% 3792	75.1% 50	64.6% 45	64.2% 109	74.5% 63	69.8% 59	69.9% 55	65.1% 96	70.8% 63	49.3% 90	78.6% 75	72.4% 72
(Don't know)	1.0% 57	0.9% 1	1.4% 1	0.9% 1	1.0% 1	0.9% 1	0.0% 0	0.6% 1	0.0% 0	1.6% 3	1.3% 1	0.6% 1
Weighted base:	5611	67	69	170	85	85	78	148	89	182	95	99
Sample:	5712	105	109	111	109	106	98	101	101	109	109	107

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Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Q06 When you combine your trip with other activities, where do you normally go?																								
<i>Those who combine their main food shopping trip with other activities at Q05 AND Excl. Nulls</i>																								
Aldridge Village Centre	2.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	6.2%	1	10.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	1.2%	18	0.0%	0	1.7%	0	12.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Birmingham City Centre	3.2%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath Town Centre	1.5%	22	60.4%	9	0.0%	0	1.8%	1	10.9%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	8.9%	1	0.0%	0
Bloxwich Town Centre	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0
Bromsgrove Town Centre	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	2.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	2.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	1.2%	18	0.0%	0	30.2%	6	9.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	2.7%	39	6.6%	1	0.0%	0	0.0%	0	13.5%	2	0.0%	0	0.0%	0	0.0%	0	39.6%	7	2.0%	2	46.7%	7	13.7%	3
Erdington Local Centre, Birmingham	0.3%	4	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	1.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	1.6%	24	0.0%	0	0.0%	0	0.0%	0	2.6%	0	11.4%	3	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	2.1%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	1.0%	14	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	4.4%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	73.1%	57	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Lichfield City Centre	1.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	1.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Old Hill Local Centre, Cradley Heath	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.9%	13	0.0%	0	4.8%	1	9.4%	4	18.6%	3	2.0%	0
Oxley Local Centre, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.4%	6	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0
Redditch Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.6%	9	0.0%	0	23.2%	5	9.7%	4	0.0%	0	0.0%	0
Solihull Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	2.3%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.2%	18	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0
Tamworth Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.5%	8	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0
Walsall Town Centre	4.0%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2
Wednesbury Town Centre	1.0%	15	0.0%	0	0.0%	0	0.0%	0	2.0%	0	18.8%	4
Wednesfield Local Centre, Wolverhampton	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
West Bromwich Town Centre	3.7%	54	2.4%	0	17.3%	4	14.9%	7	5.1%	1	47.8%	11
Willenhall Town Centre	1.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	4.4%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Village Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	2.5%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1
Brook Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Bromsgrove												
Cannock Gateway Retail Park, Eastern Way, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	10
Crown Wharf Shopping Park, Walsall	1.4%	20	0.0%	0	0.0%	0	0.0%	0	6.1%	3	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Armstrong Way, Willenhall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	1.3%	19	6.6%	1	0.0%	0	0.0%	0	6.2%	1	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	2.5%	37	0.0%	0	2.7%	1	0.0%	0	2.2%	0	0.0%	0
Mitre Retail Park, Bilston Road, Monmore Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.5%	8	0.0%	0	1.7%	0	4.9%	2	18.8%	3	6.6%	2
One Stop Retail Park, Walsall Road, Perry Barr	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	8
Queens Shopping Park, Stafford	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
The Peel Centre Retail,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Stafford Street, Wolverhampton												
Ventura Retail Park, Tamworth	0.2%	3	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.1%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Abbey Retail Park, Alvechurch Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bearwood Road, Smethwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridge Cross Road, Burntwood	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road South, Northfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Earls Way, Halesowen	0.1%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Aldi, Goldthorn Hill, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Brownhills, Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Howard Street, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4.1%
Aldi, Maypole Lane, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, New Road, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwells Road, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10.4%
Aldi, Silverwoods Way, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Aldi, Springfield Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.2%	3	2.4%	0	0.0%	0	2.8%	1	8.8%	2	0.0%	0
All Saints Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1

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South, Tipton												
Asda, George Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Great Barr, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.4%	5	3.8%	1	0.0%	0	7.7%	4	4.1%	1	0.0%	0
B&M, Bilston Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Featherbed Lane, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bargain Buys, Birmingham Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartley Green Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boley Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradshaws Farm Shop, Bleak House Farm/Ironstone Road, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Branston Water Park, Lichfield Road, Branston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Chase Hospital, Brunswick Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carters Green Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Castlecroft Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chaddesley Corbett Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bradford Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dibdale Road West, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Co-op, High Street, Kinver, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Brewood, Stafford												
Costcutter, Barke Street, Highley, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donnington Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eccleshall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgbaston Village Centre	0.2%	2	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Essington Farm Shop, Bognop Road, Essington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchfield Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foley Business Park, Stourport Road, Kidderminster												
Four Oaks Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Park, Rubery	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haden Hill Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamstead Local Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Aldridge, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0
Kings Heath Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0
Lichfield Golf & Country Club, Seedy Mill Lane, Rugeley, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ablewell Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Eastern Avenue, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lower High Street, Cradley Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madeley Court Way, Madeley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Silver Street, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stalling's Lane, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Town Centre	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Cope Street, Stafford Riverside, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Street, Wolverhampton	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Rednal, Birmingham	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mary Stevens Park, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Lime Grove, Smethwick	0.1%	1	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0
Maypole Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Pendeford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Buntsford Park Road, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, Kingswinford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Morrisons, Green Street, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mill Street, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moxley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0
Neptune Industrial Estate, Willenhall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.3%
New Cross Hospital, Wolverhampton Road, Heath Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newdale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Park Active Living Centre, Coppice Road, Walsall Wood, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkfield Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Penkridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Park, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Dudley Port, Tipton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Russells Hall Hospital, Pensnett Road, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lawnswood Road, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Abbey Trading Centre, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Birmingham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.2%	3	0.0%	0	1.7%	0	0.0%	0	4.7%	1	2.0%	0
Sainsbury's Superstore, Halesowen Street, Blackheath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3
Sainsbury's Superstore, Raglan Street, St Marks, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wednesfield, Wolverhampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Amblecote, Brierley Hill Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandwell District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wardles Lane, Great Wyrley, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spring Hill Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Cross Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studley Garden Store, Henley Road, Mappleborough Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Hotel & Golf Resort, Great Hay Drive, Sutton Heights, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristnall Hall Road, Birmingham, Oldbury	0.2%	2	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0
Tesco Express, Chester Road, Streetly, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Tesco Extra, Church Street, Lichfield	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2
Tesco Extra, Town Gate Retail Park, Dudley	0.4%	5	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neptune Industrial Estate, Willenhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhall Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Alexandra Street, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Village Gym, Castlegate Park, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weavers Wharf Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Wellington District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Leisure Centre, Moor Street, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windmill Shopping Centre, Cape Hill, Smethwick	0.2%	3	0.0%	0	2.7%	1	5.7%	3	0.0%	0	0.0%	0
Witton Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Leisure Centre, Ounsdale Road, Wombourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1437	15	21	46	18	23	21	45	17	78	15	25
Sample:	1501	22	31	28	24	29	24	29	20	45	17	27

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Q07 In addition to (LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?												
<i>Excl. Nulls</i>												
Aldi, Audley Avenue, Newport	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bearwood Road, Bearwood	0.5%	20	0.0%	0	11.8%	5	5.2%	5	0.0%	0	0.0%	0
Aldi, Bentley Bridge Shopping Park, Wednesfield	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Great Barr	1.2%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Aldi, Bridge Cross Road, Burntwood	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, Moxley, Wednesbury	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Aldi, Chase Gateway, Victoria Street, Hednesford	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chester Road, New Oscott	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, Lichfield	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cinder Bank, Peartree Lane, Dudley	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, College Road, Kingstanding	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Aldi, Dudley Road, Brierley Hill	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Lye	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Earls Way, Halesowen	1.0%	36	0.7%	0	0.0%	0	6.0%	6	2.6%	2	0.0%	0
Aldi, Edgbaston Road, Birmingham	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Goldthorn Hill Road, Wolverhampton	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Grange Central, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, Kidderminster	0.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Brownhills	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Newtown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Howard Street,	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Wolverhampton												
Aldi, Kingsmead Retail Park, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Madeley Court, Parkway, Madeley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, New Road, Stourbridge	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Priory Road, Dudley	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Aldi, Queensville, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwells Road, Netherton	0.3%	12	2.6%	1	0.0%	0	0.0%	0	0.0%	0	8.9%	5
Aldi, Saxon Drive, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stourbridge Road, Bridgnorth	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Gateway, Holyhead Road, Snedshill, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Parade, Sutton Coldfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	4.9%	5	0.0%	0
Aldi, Walsall Road, Cannock	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wellington Road, Telford	0.1%	4	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	1.0%	37	5.4%	3	2.2%	1	12.3%	12	22.9%	13	3.2%	2
Asda, Avon Road, Cannock	1.4%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill Road, Barnes Hill, Birmingham	1.2%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane, Great Bridge, Tipton	1.0%	36	2.0%	1	0.0%	0	0.0%	0	6.9%	4	12.0%	6
Asda, Daisy Street, North Bilston, Coseley	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, St. Matthews, Walsall	1.2%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hagley Road West, Quinton, Birmingham	0.4%	13	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Asda, High Holborn Street, Sedgley	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Asda, High Street, Dudley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Asda, High Street, Kings Heath, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merryhill Centre, Dudley	1.2%	44	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Asda, Molineux Way, Waterloo Road,	1.2%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Wolverhampton												
Asda, New Road, Kidderminster	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.5%	18	0.0%	0	11.1%	5	3.5%	4	0.0%	0	0.0%	0
Asda, Old Horns Crescent, off Queslet Road, Great Barr, Birmingham	2.0%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, Queensway Mall, Halesowen	0.9%	35	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rumer Hill, Lichfield Road, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Saltwells Road, Cradley Road, Netherton, Dudley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington Wood, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ventura Road, Tamworth	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4
Asda, Walmsley Ash Road, Minworth, Sutton Coldfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4
Asda, Walsall Road, Perry Barr, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Asda, Wolverhampton Road, Heath Town, Wolverhampton	0.3%	10	0.0%	0	2.1%	1	1.3%	1	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	1.5%	56	16.9%	9	1.4%	1	19.1%	19	17.6%	10	0.0%	0
Asda, Woodhall Street, Bloxwich	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) High Street, Harborne	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Anglesey Street, Hednesford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bassnage Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Baswich Lane, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Co-op, Bearwood Road, Warley Smethwick	0.1%	2	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Boley Park Centre, Ryknild Street, Lichfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bradford Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burton Square, Rising Brook, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cannock Road, Blackford, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Lane, Handsworth Wood	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dibdale Road West, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Co-op, Dudley Road West, Tividale	0.0%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Co-op, Franche Road, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gilbert Road, Charford Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Glebe Lane, Norton Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Griffiths Drive, Ashmore	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hazelwell Street, Stirchley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Highley, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kingswinford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kinver	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Pattingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Shifnal	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Tettenhall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highfields Road, Chasetown	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hill Top, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Co-op, Hollyhedge Road, Stonecross, Charlemont	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Co-op, Kempthorne Avenue, Bushbury, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lombard Street, Stourport-On-Severn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Co-op, Market Place,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Brewood												
Co-op, Market Street, Penkridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mill Street, Low Town, Bridgnorth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Morley Road, Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, New Road, Rubery	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Square Shopping Gate, Bridge Street, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Pershore Road, Cotteridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Quinton Road West, Quinton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, School Road, Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sedgley Road, Woodsetton, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spies Lane, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stafford Road, Oxley, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stubby Lane, Perry Hall	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sutton Road, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Swan Corner Shopping Precinct, Burntwood Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Tame Road, Brandhall	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.8%	0	0.0%	0
Co-op, The Broadway, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Green, Kings Norton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Thornhill Road, Streetly, Sutton Coldfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trysull Road, Merry Hill, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Turves Green, Northfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Unity Walk, Owen Street, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Road, Great Barr	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Wood Road, Aldridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Co-op, Wardles Lane, Great Wyrley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Warstones Road, Penn	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Heath Road, Northfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wolverhampton Road, Codsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wood Lane, Codsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Linkway Retail Park, Watling Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), The Peel Centre, Stafford Street, Wolverhampton	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bearwood Road, Warley, Smethwick	0.2%	6	0.0%	0	4.3%	2	4.4%	4	0.0%	0	0.0%	0
Iceland, Birmingham Road, Wolverhampton	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Street, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Churchill Shopping Centre, Dudley	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	4
Iceland, Dudley Street, Sedgley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hagley Street, Halesowen, Birmingham	0.2%	6	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Iceland, High Street, Cradley Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harborne, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kings Square, Sandwell Centre, West Bromwich	0.3%	10	0.0%	0	0.0%	0	0.0%	0	1.5%	1	7.4%	4
Iceland, Market Place, Bloxwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Cannock	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Lichfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Merry Hill Retail Park, Brierley Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, Birmingham	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, South Water Square, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Moor Centre,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Brierley Hill												
Iceland, The Rye Market, Stourbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Aldridge	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Union Street, Wednesbury	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Windmill Shopping Park, Smethwick	0.3%	11	0.0%	0	8.7%	4	7.1%	7	0.0%	0	0.0%	0
Iceland, Wulfrun Centre, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ablewell Street, Walsall	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Lidl, Audley Avenue, Newport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Birmingham Road, Bromsgrove	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wolverhampton	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bolebridge Street, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brettell Lane, Stourbridge	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Castle Street, Hadley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dudley Road, Winson Green, Birmingham	0.2%	9	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Eastern Avenue, Lichfield	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Finchfield, Wolverhampton	0.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Friar Park Road, Wednesbury	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Lidl, Hagley Road, Halesowen	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Netherton	0.2%	7	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Bilston	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.3%	11	0.0%	0	0.0%	0	0.0%	0	11.7%	6	9.5%	5
Lidl, Horseley Heath, Great Bridge, Tipton	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3
Lidl, Kings Road, Sutton Coldfield	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	7
Lidl, Kingsbury Road, Erdington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Lidl, Lower High Street, Cradley Heath	0.3%	13	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madeley Court Way, Madeley, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madford Retail Park, Foregate Street, Stafford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Willenhall	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Walsall Road, Hamstead Industrial Estate, Hamstead	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Parkside House, Oldbury Road, Blackheath	0.4%	14	14.3%	7	0.0%	0	0.0%	2.6%	2	0.0%	0	0.0%
Lidl, Silver Street, Kings Heath, Birmingham	0.1%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Soho Road, Handsworth, Birmingham	0.1%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Stallings Lane, Kingswinford	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Lidl, Vale Road, Stourport-on-Severn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Marks & Spencer (BP), Penns Lane, Sutton Coldfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Marks & Spencer (Foodhall), Axeltree Way, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Lichfield Road, Mere Green	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Marks & Spencer (Foodhall), Orbital Retail Park, Cannock	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Selly Oak Shopping Park, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Birmingham New Street Railway Station, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Handyman House, St John Street, Bridgnorth	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), High Street, Harborne, Birmingham	0.3%	11	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Hilton Park, M6	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
North, Essington, Wolverhampton												
Marks & Spencer (Simply Food), Princes Park, Chester Road North, New Oscott	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Longbridge	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Parade Grace Church Centre, Sutton Coldfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Telford Shopping Centre, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Merryhill Centre, Pedmore Road, Brierley Hill	0.3%	11	0.0%	0	0.0%	0	0.8%	0	1.0%	0	0.0%	2
Marks & Spencer, Ventura Park, Bitterscote, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf, Lower Mill Street, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Morrisons, Anchor Road, Aldridge	0.7%	26	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Morrisons, Beacon Street, Lichfield	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Morrisons, Black Country Route, Bilston	1.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3
Morrisons, Blaydon Road, Pendeford	0.9%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Buntsford Park Road, Bromsgrove	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, Kingswinford	0.9%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4
Morrisons, Green Street, Kidderminster	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	16
Morrisons, High Street, Burntwood	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	1.0%	36	0.0%	0	0.0%	0	0.0%	0	7.9%	4	6.2%	4
Morrisons, Lichfield Street, Walsall	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Market Street, Rugeley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Morrisons, Middle Piece Way, Willenhall	0.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mill Street, Cannock	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Newdale, Lawley Drive, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	1.1%	40	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Spring Hill, Wellington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3
Sainsbury's Local, Barley Mow, High Street, Wollaston	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Birmingham Road, Wylde Green, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Sainsbury's Local, Bridgnorth Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Pensnett, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lawnswood Road, Wordsley, Stourbridge	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Louise Street, Gornal Wood, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stone Cross, Penkridge, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton, Wolverhampton	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bitterscote Drive, Bonehill, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Castle Vale Retail Park, Birmingham	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Chell Road, Stafford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road,	1.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
										16.1%	22	0.0%
												2.0%
												1.1%
												1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Northfield, Birmingham	0.8%	29	4.5%	2	7.6%	3	7.3%	7	11.1%	6	5.5%	3	3.0%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	1.0%	36	12.4%	6	0.0%	0	3.0%	3	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Sainsbury's Superstore, Halesowen Street, Blackheath	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Orbital Retail Park, Voyager Drive, Cannock	1.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Raglan Street, St Marks, Wolverhampton	1.2%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wednesfield, Wolverhampton	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Amblecote, Brierley Hill	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Telford Forge Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cann Hall Bypass, Bridgnorth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cannock Road, Bushbury	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Hagley Road, Stourbridge	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Highland Road, Dudley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Lichfield Road, Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Walsall Road, Great Wyrley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Tesco Express, Alridge Tavern, Aldridge, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birmingham Road, Shenstone	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coombs Road, Dudley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Frederick Street, Jewellery Quarter, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Goose Pub, Bromley Lane, Kingswinford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Granville Street, Bathrow, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Edgbaston	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Willenhall	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Penn Road, Penn Manor, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Platts Road, Audnam, Stourbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stafford Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, Halesowen	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Arcade, Gornal Dudley	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Tesco Express, Walsall Road, Sandwell, Stone Cross, West Bromwich	0.1%	4	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.8%	0
Tesco Express, Walsall Road, Sutton Coldfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Tesco Express, Willenhall Road, Bilston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street,	0.9%	33	12.1%	6	0.0%	0	0.0%	0	0.0%	0	1.7%	1
												0.0%
												10.6%
												6
												0.0%
												0

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Cradley Heath												
Tesco Extra, Littleton Street West, Walsall	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newport Road, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Sandwell Centre, New Square, West Bromwich	1.2%	45	0.0%	0	8.1%	4	1.6%	2	0.0%	0	13.9%	7
Tesco Extra, Town Gate Retail Park, Dudley	1.0%	37	1.1%	1	1.3%	1	1.3%	1	17.3%	10	4.5%	2
Tesco Extra, Wrekin Retail Park, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Camden Street, Springhill, Birmingham	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Cannock	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neptune Industrial Estate, Willenhall	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ridgacre Road, Quinton	0.5%	19	0.0%	0	0.8%	0	6.6%	7	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Audley Road, Newport	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Birmingham	1.1%	40	0.0%	0	1.3%	1	2.6%	3	0.0%	0	0.8%	0
Waitrose, Penn Road, Wolverhampton	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ryemarket, Stourbridge	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St. John Street, Bromsgrove	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonneyland Drive, Lichfield	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	5.0%	186	5.4%	3	4.5%	2	8.0%	8	2.3%	1	0.0%	0
African Caribbean Food Store, Soho Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Bromsgrove	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Aldi, Bristol Road South, Northfield	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Broad Gauge Way, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Essington Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Maypole Lane, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Sherwood Road, Bromsgrove	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Silverwoods Way, Kidderminster	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	8
Aldi, Station Drive, Ludlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Trescott Road, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bordesley Green, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Jinnah Road, Redditch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bilston Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Church Street, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Market Street, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Reedswood Retail Park, Reedswood Way	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, The Merry Hill Centre, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cartwrights, High Street, Albrighton, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Spices, High Street, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Alvechurch, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Watson Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Costcutter, Common Road, Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Bescot Retail Park, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Camp Street, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0

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Farmfoods, Cape Hill, Smethwick	0.1%	4	0.0%	0	8.6%	4	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Heath Town	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Farley Centre, West Bromwich	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Farmfoods, Fisher Street, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Green Street, Kidderminster	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Halesowen Road, Halesowen	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brierley Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brownhills	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Tipton	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Farmfoods, New Road, Rubery	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, The Kingstanding Centre, Kingstanding Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Bristol Road South, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Burntwood Town Shopping Centre, Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Castle Street, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Heron Foods, Church Street, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Great Bridge, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Rowley Regis	0.0%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Wednesfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, King Street, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Princess Parade, High Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.8%	0
Heron Foods, Raynor Road, Fallings Park,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Wolverhampton												
Heron Foods, Roseville Shopping Centre, Castle Street, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Saddlers Shopping Centre, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Stafford Street, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Watford Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Bentley Bridge Retail Park, Backhouse Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Church Street, Bilston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Churchill Shopping Centre, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Home Bargains, Duchess Parade, High Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Home Bargains, High Street, Harborne	0.1%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, High Street, Smethwick	0.1%	4	0.0%	0	6.1%	3	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Keyway Retail Park, Willenhall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Phoenix Retail Park, Cannock Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Rookery Parade, Aldridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, The Merry Hill Centre, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Town Centre Shopping Scheme, Bloxwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Bescot Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Bromsgrove Retail Park, Bromsgrove	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Oldbury Green Retail Park, Oldbury	0.1%	3	1.1%	1	0.0%	0	0.8%	0	3.2%	2	0.0%	0
Iceland, (Food Warehouse),	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Walsall Retail Park, Reedwood Way												
Iceland, Alcester Road South, Maypole, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Iceland, Grosvenor Centre, Northfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rowley Regis	0.1%	5	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Jerome Retail Park, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kingstanding Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Mill Lane, Bromsgrove	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Park Street, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scotts Arms Centre, Walsall Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Jack's, New Road, Rubery	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Karim's Supermarket, Heathfield Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Olton Boulevard East, Acocks Green	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Local market, Bilston Town Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Dudley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Local market, West Bromwich Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Local market, Wolverhampton City Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Aldridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bilston Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Birmingham City Centre	0.1%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Blackheath Town Centre	0.0%	1	2.0%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Local shops, Bridgnorth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Town Centre												
Local shops, Broad Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brownhills Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Burntwood Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Local shops, Bushbury Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cannock Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Catshill Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cheslyn Hay Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cleobury Mortimer Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cotteridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cradley Heath Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dimbles Lane, Lichfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Road, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Town Centre	0.1%	5	0.0%	0	0.0%	0	0.8%	0	1.5%	1	5.5%	3
Local shops, Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.8%
Local shops, Halesowen Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Handsworth Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Harborne Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hednesford Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kings Norton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops, Kingsmead Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingstanding Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Local shops, Lichfield City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Longbridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Netherton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Local shops, One Stop Shopping Park, Perry Barr	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Redditch Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rubery Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shifnal Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Smethwick Town Centre	0.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Stourbridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Streetley Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Local shops, Walsall Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesbury Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesfield Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, West Bromwich Town Centre	0.2%	9	0.0%	0	0.0%	0	1.3%	1	6.4%	3	5.4%	3
Local shops, Willenhall Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wollaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mark Honnor Butchers, May Lane, Hollywood, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, One Stop Shopping Park, Perry Barr	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meat And More, High Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hagley Road, Birmingham	0.1%	4	0.0%	0	0.8%	0	3.4%	3	0.0%	0	0.0%	0
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Nisa, Birches Barn Road, Pennfields, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Devon Court, Bideford Way, Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Festival Court, Pye Green Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bilbrook Road, Codsall, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cresswell Crescent, Bloxwich, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Horseley Road, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Market Street, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Throne Road, Rowley Regis	0.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pat's Butchers, Little Aston Lane, Sutton Coldfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Road Butchers, Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roberts Farm Shop, Kidderminster Road, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Harborne	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stourbridge Road, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Abbey Trading Centre, Redditch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Maypole, Birmingham	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Barton Yard, Hereford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.9%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Northampton Road, Wellingborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Selly	0.5%	18	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Oak Shopping Park, Birmingham												
Sainsbury's Superstore, Stratford Road, Shirley, Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhars Supermarket, Wellington Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SC Butchers, Trysull Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharon's Fruit & Veg, High Street, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Local, Curdale Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar (Euro Garage), Wolverhampton Road, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Russells Hall Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Sutton Coldfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hamstead Road, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Paddock Lane, Aldridge, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Redhill Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rowley Village, Rowley Regis	0.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Warbler Place, Spennells, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Extra, Coldfield Drive, Redditch	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	7
Tesco Metro, Caxton Gate, New Street, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Aston Lane, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Tesco Superstore, Coleshill Road, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Severn Road, Stourport-on-Severn	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Clean Kilo, Gibb Street, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22				
Tom Browns Fruit, Watford Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Waitrose, Saltway, Droitwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.8%	0	0.0%	0
West Cross Shopping Centre, Oldbury Road, Smethwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Market Street, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Wilko, The Lower Parade, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	3684	51	46	100	57	48	57	92	58	135	61	51				
Sample:	3733	74	73	65	71	61	69	64	64	80	70	57				

Q08 Which internet / home delivery retailer do you use?*Those who do their main food shopping via the internet at Q07*

Asda	20.0%	37	42.6%	1	27.6%	1	0.0%	0	35.6%	0	0.0%	0	28.9%	3	0.0%	0	0.0%	0	32.0%	2	50.0%	2	0.0%	0
Morrisons	11.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.0%	3	0.0%	0	0.0%	0	0.0%	0	50.0%	2	0.0%	0
Iceland	13.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	13.8%	26	21.2%	1	0.0%	0	16.3%	1	64.4%	1	0.0%	0	0.0%	0	50.0%	3	100.0%	2	68.0%	3	0.0%	0	0.0%	0
Tesco	34.4%	64	0.0%	0	55.3%	1	55.8%	4	0.0%	0	0.0%	0	26.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Able & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon Pantry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Milkman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milk & More	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak House Foods	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverford Organic Farmers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidhu Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.2%	0	0.0%	0	17.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.0%	4	36.3%	1	0.0%	0	27.9%	2	0.0%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	186	3		2	8	1		0		10	6	2	5	3		0					3		0	
Sample:	134	3		3	4	2		0		9	4	1	3	2		0					2		0	

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Meanscore: [£]												
Q09 How much does your household normally spend on main food shopping in a week?												
£1 - £10	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£11 - £20	2.3%	143	0.8%	1	5.2%	4	0.4%	1	1.1%	1	5.9%	5
£21 - £30	5.3%	320	3.0%	2	4.3%	3	2.1%	4	6.3%	5	8.5%	7
£31 - £40	8.2%	496	6.3%	4	5.6%	4	14.2%	26	9.9%	9	5.2%	5
£41 - £50	12.4%	756	12.2%	8	8.2%	6	11.2%	20	11.0%	10	15.3%	13
£51 - £60	9.1%	553	13.9%	10	12.9%	9	9.1%	16	9.8%	9	7.1%	6
£61 - £70	8.7%	530	12.0%	8	4.3%	3	10.6%	19	10.2%	9	7.6%	7
£71 - £80	9.5%	575	6.9%	5	5.9%	4	8.6%	15	6.2%	5	10.6%	9
£81 - £90	4.7%	286	7.1%	5	2.5%	2	1.2%	2	4.2%	4	5.6%	5
£91 - £100	11.4%	691	11.3%	8	14.0%	10	11.1%	20	16.5%	14	7.4%	6
£101 - £110	1.0%	62	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
£111 - £120	3.0%	179	3.0%	2	0.9%	1	5.0%	9	0.0%	0	1.9%	2
£121 - £130	1.3%	78	1.8%	1	1.4%	1	2.8%	5	2.6%	2	1.4%	1
£131 - £140	0.6%	37	1.4%	1	0.8%	1	0.0%	0	0.0%	0	1.4%	1
£141 - £150	3.0%	184	2.2%	2	7.9%	5	3.9%	7	1.5%	1	1.7%	2
£151 - £160	0.3%	17	0.0%	0	0.8%	1	2.9%	5	0.0%	0	0.0%	0
£161 - £170	0.1%	8	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£171 - £180	0.4%	24	0.0%	0	0.0%	0	3.6%	7	0.9%	1	0.0%	0
£181 - £190	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£191 - £200	0.7%	41	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1
£201 - £210	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£211 - £220	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£221 - £230	0.1%	5	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
£231 - £240	0.0%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
£241 - £250	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.2%	15	1.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
(Don't know / varies)	15.7%	955	13.1%	9	23.5%	16	11.0%	20	14.4%	13	18.0%	16
(Refused)	1.5%	89	2.5%	2	0.9%	1	0.4%	1	3.1%	3	1.6%	1
<i>Mean:</i>	<i>74.29</i>	<i>78.40</i>	<i>76.26</i>	<i>83.78</i>	<i>75.77</i>	<i>66.72</i>	<i>65.99</i>	<i>80.51</i>	<i>77.62</i>	<i>70.99</i>	<i>68.87</i>	<i>77.32</i>
Weighted base:	6076	70	69	180	87	88	91	162	97	197	102	101
Sample:	6076	109	109	116	111	109	110	111	110	116	115	110

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Q10 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?												
<i>Excl. Nulls</i>												
Aldi, Audley Avenue, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bearwood Road, Bearwood	0.7%	27	0.0%	0	10.6%	5	11.6%	14	0.0%	0	0.0%	0
Aldi, Bentley Bridge Shopping Park, Wednesfield	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Great Barr	1.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridge Cross Road, Burntwood	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, Moxley, Wednesbury	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chase Gateway, Victoria Street, Hednesford	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chester Road, New Oscott	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5
Aldi, Church Street, Lichfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cinder Bank, Peartree Lane, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Brierley Hill	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Lye	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Earls Way, Halesowen	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Edgbaston Road, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Goldthorn Hill Road, Wolverhampton	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Grange Central, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, Kidderminster	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	16
Aldi, High Street, Brownhills	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Howard Street, Wolverhampton	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Madeley Court,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Parkway, Madeley												
Aldi, Mercury Drive, Wolverhampton	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Aldi, New Road, Stourbridge	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Priors Road, Dudley	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	5
Aldi, Saltwells Road, Netherton	0.2%	9	2.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Aldi, Saxon Drive, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stourbridge Road, Bridgnorth	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Parade, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Aldi, Walsall Road, Cannock	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wellington Road, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.4%	17	5.2%	2	0.0%	0	3.0%	4	8.0%	5	0.0%	0
Asda, Avon Road, Cannock	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill Road, Barnes Hill, Birmingham	0.7%	27	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane, Great Bridge, Tipton	0.7%	26	0.0%	0	0.0%	0	0.0%	0	2.0%	1	13.2%	6
Asda, Daisy Street, North Bilston, Coseley	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, St. Matthews, Walsall	0.5%	18	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Asda, Hagley Road West, Quinton, Birmingham	0.3%	14	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Asda, High Holborn Street, Sedgley	0.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Dudley	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	7
Asda, High Street, Kings Heath, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merryhill Centre, Dudley	0.7%	27	0.8%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, New Road, Kidderminster	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6
Asda, off Windmill Lane, Cape Hill, Smethwick	0.8%	30	0.0%	0	35.8%	16	6.5%	8	0.0%	0	0.0%	0
Asda, Old Horns Crescent, off Queslet Road, Great Barr, Birmingham	0.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street,	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Brierley Hill												
Asda, Queensway Mall, Halesowen	0.7%	29	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rumer Hill, Lichfield Road, Cannock	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Saltwells Road, Cradley Road, Netherton, Dudley	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	6
Asda, St Lawrence Way, Darlaston	0.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ventura Road, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Minworth, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Asda, Walsall Road, Perry Barr, Birmingham	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Heath Town, Wolverhampton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.6%	25	2.6%	1	0.0%	0	10.2%	12	18.3%	11	0.0%	0
Asda, Woodhall Street, Bloxwich	0.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) High Street, Cleobury Mortimer	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) High Street, Harborne	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) Kidderminster Road, Bewdley Bridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) Wolverhampton Road, Penkridge	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Albion Parade, Wall Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bassnage Road, Halesowen	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bearwood Road, Warley Smethwick	0.1%	6	0.0%	0	1.6%	1	3.1%	4	0.0%	0	0.0%	0
Co-op, Boley Park Centre, Ryknild Street, Lichfield	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bradford Street, Shifnal	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Co-op, Brewood Road, Coven	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadway, Fullbrook, Walsall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burntwood Crossroads, Norton Canes	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cannock Road, Blackford, Cannock	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cannock Road, Burntwood	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cheslyn Hay, Cannock	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Lane, Handsworth Wood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Clarence Road, Four Oaks, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Co-op, Clayhanger, Brownhills	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Common Lane, Fradley Park Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Court Oak Road, Quinborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Curborough Road, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dibdale Road West, Dudley	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	9
Co-op, Dudley Road West, Tividale	0.1%	4	0.0%	0	0.0%	0	0.0%	0	6.8%	4	0.0%	0
Co-op, Dyas Road, Old Oscott, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Finchfield Road West, Finchfield, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franche Road, Kidderminster	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	9
Co-op, Gibbs Lane, Catshill	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gilbert Road, Charford Bromsgrove	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Glebe Lane, Norton Stourbridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Griffiths Drive, Ashmore	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hagley Road West, Quinton	0.2%	6	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Co-op, Hawthorn Road, Kingstanding	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Co-op, Hazelwell Street,	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Stirchley												
Co-op, High Street, Albrighton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Highley, Bridgnorth	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kingswinford	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kinver	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Pattingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Pelsall	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Shifnal	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Tettenhall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Wombourne	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highfields Road, Chasetown	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hill Top, West Bromwich	0.1%	6	0.0%	0	0.0%	0	0.0%	0	6.5%	3	1.4%	1
Co-op, Hollyhedge Road, Stonecross, Charlemont	0.1%	5	0.0%	0	0.0%	0	0.0%	0	3.2%	2	5.3%	3
Co-op, Kempthorne Avenue, Bushbury, Wolverhampton	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kingstanding Road, Kingstanding	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-op, Lichfield Road, Bloxwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lichfield Road, Shelfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lichfield Road, Walsall Wood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Liskeard Road, Parkhall, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Load Street, Bewdley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lodge Lane, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Whittington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Brewwood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Street, Penkridge	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mill Street, Low Town, Bridgnorth	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Morley Road, Burntwood	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Co-op, New Road, Rubery	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Square Shopping Gate, Bridge Street, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Oldbury Road, Rowley Regis	0.1%	2	1.6%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Co-op, Overfield Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Pendeford Avenue, Claregate, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Pershore Road, Cotteridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queensway, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Quinton Road West, Quinton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Regent Road, Tividale	0.2%	6	0.0%	0	0.0%	0	0.0%	0	9.2%	6	0.0%	0
Co-op, Sandringham Place, Stourbridge	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, School Road, Wombourne	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sedgley Road, Woodsetton, Dudley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spies Lane, Halesowen	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St. Kenelms Road, Romsley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stafford Road, Huntington, Cannock	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stafford Road, Oxley, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stirchley, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stoke Road, Bromsgrove	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stubby Lane, Perry Hall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sutton Road, Walsall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Swan Corner Shopping Precinct, Burntwood Green	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Tame Road, Brandhall	0.3%	11	0.0%	0	0.0%	0	9.5%	11	0.0%	0	0.0%	0
Co-op, The Broadway, Stourbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Green, Kings Norton	0.1%	4	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Co-op, The Square, Lichfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Sandwell Centre, West Bromwich												
Iceland, Market Place, Bloxwich	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Rugeley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Lichfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Merry Hill Retail Park, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Moor Centre, Brierley Hill	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Rye Market, Stourbridge	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Aldridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Union Street, Wednesbury	0.3%	14	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.8%	0
Iceland, Windmill Shopping Park, Smethwick	0.1%	5	0.0%	0	5.2%	2	0.0%	0	0.0%	0	1.0%	0
Iceland, Wulfrun Centre, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ablewell Street, Walsall	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Lidl, Birmingham Road, Bromsgrove	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wolverhampton	0.3%	12	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brettell Lane, Stourbridge	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dudley Road, Winson Green, Birmingham	0.4%	15	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Eastern Avenue, Lichfield	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Finchfield, Wolverhampton	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Friar Park Road, Wednesbury	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3
Lidl, Hagley Road, Halesowen	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Netherton	0.1%	4	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Lidl, High Street, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	6
Lidl, Horseley Heath, Great Bridge, Tipton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Lidl, Kings Road, Sutton Coldfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lower High Street, Cradley Heath	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madeley Court Way, Madeley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Willenhall	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Walsall Road, Hamstead Industrial Estate, Hamstead	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Parkside House, Oldbury Road, Blackheath	0.2%	10	13.4%	6	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Lidl, Silver Street, Kings Heath, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Soho Road, Handsworth, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stallings Lane, Kingswinford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Hagley Road, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Axeltree Way, Wednesbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Marks & Spencer (Foodhall), Lichfield Road, Mere Green	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6
Marks & Spencer (Foodhall), Orbital Retail Park, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Selly Oak Shopping Park, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Birmingham New Street Railway Station, Birmingham	0.1%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Handyman House, St John Street, Bridgnorth	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), High Street, Harborne, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Marks & Spencer (Simply Food), Princes Park, Chester Road North, New Oscott	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, Wolverhampton	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Longbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Parade Grace Church Centre, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Stafford Riverside, Stafford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Telford Shopping Centre, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Merryhill Centre, Pedmore Road, Brierley Hill	0.3%	10	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.8%	1.5%
Marks & Spencer, Ventura Park, Bitterscote, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf, Lower Mill Street, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4
Morrisons, Anchor Road, Aldridge	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Pendeford	0.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Buntsford Park Road, Bromsgrove	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, Kingswinford	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Morrisons, Green Street, Kidderminster	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Morrisons, High Street, Burntwood	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	0.5%	21	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0
Morrisons, Lichfield Street, Walsall	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Morrisons, Mill Street, Cannock	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Newdale, Lawley Drive, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	0.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Barley Mow, High Street, Wollaston	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Birmingham Road, Wylde Green, Sutton Coldfield	0.3%	12	0.0%	0	0.0%	0	0.0%	0	8.1%	8	0.0%	0
Sainsbury's Local, Boldmere Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sainsbury's Local, Bridgnorth Road, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Compton Road, Wolverhampton	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Pensnett, Dudley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.8%
Sainsbury's Local, Lawnswood Road, Wordsley, Stourbridge	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Louise Street, Gornal Wood, Dudley	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	19.8%
Sainsbury's Local, Stone Cross, Penkridge, Stafford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Victoria Square, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Walsall Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sainsbury's Superstore, Anders Square, Perton, Wolverhampton	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bitterscote Drive, Bonehill, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	20
Sainsbury's Superstore, Castle Vale Retail Park, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Sainsbury's Superstore, Chell Road, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Sainsbury's Superstore, Frankley Beeches Road, Northfield, Birmingham	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Sainsbury's Superstore, Freeth Street, Oldbury	0.7%	28	1.6%	1	6.7%	3	1.7%	2	17.3%	11	2.8%	1	2.3%	1	0.0%	0	1.5%	1	0.0%	0	4.4%	3	0.0%	0
Sainsbury's Superstore, Halesowen Street, Blackheath	0.4%	17	17.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Orbital Retail Park, Voyager Drive, Cannock	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Raglan Street, St Marks, Wolverhampton	0.5%	21	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wednesfield, Wolverhampton	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Sainsbury's Superstore, Sandringham Way, Amblecote, Brierley Hill	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Telford Forge Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cann Hall Bypass, Bridgnorth	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cannock Road, Bushbury	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Hagley Road, Stourbridge	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Highland Road, Dudley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso),	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Lichfield Road, Wednesfield	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Lichfield Road, Willenhall	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Walsall Road, Great Wyrley	0.0%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Express, Aldridge Tavern, Aldridge, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birches Barn Road, Bradmore, Wolverhampton	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birmingham Road, Shenstone	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bridge Road, Cookley	0.1%	5	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristnall Hall Road, Bristnall, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	6
Tesco Express, Codsall Road, Claregate, Wolverhampton	0.4%	14	0.0%	0	0.0%	0	7.0%	8	0.0%	0	0.0%	0
Tesco Express, Coombs Road, Dudley Road, Halesowen	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Goose Pub, Bromley Lane, Kingswinford	0.2%	7	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Tesco Express, Granville Street, Bathrow, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tesco Express, Hadley District Centre, Hadley, Telford	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Edgbaston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Hasbury, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hall Street, Hockley, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Haygate Road, Wellington, Telford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street,	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Tesco Express, High Street,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Pensnett												
Tesco Express, Hurst Road, Bilston	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Netherstowe, Netherstowe, Lichfield	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oxhill Road, Handsworth	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Penn Road, Penn Manor, Wolverhampton	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Platts Road, Audnam, Stourbridge	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stafford Road, Cannock	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, Halesowen	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Arcade, Gornal Dudley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Tesco Express, Walsall Road, Sandwell, Stone Cross, West Bromwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Tesco Express, Walsall Road, Sutton Coldfield	0.7%	26	0.0%	0	0.0%	0	0.0%	0	19.3%	19	0.0%	0
Tesco Express, Wharfside Street, Mailbox, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Tesco Express, Willenhall Road, Bilston	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Wolverhampton	0.2%	6	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.6%	22	7.1%	3	0.0%	0	0.0%	0	0.0%	0	5.8%	4
Tesco Extra, Littleton Street West, Walsall	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newport Road, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Sandwell Centre, New Square, West Bromwich	0.6%	23	0.8%	0	1.6%	1	0.0%	0	11.4%	5	13.4%	9
Tesco Extra, Town Gate Retail Park, Dudley	0.3%	12	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0
Tesco Superstore, Camden Street, Springhill,	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Birmingham												
Tesco Superstore, Hawks Green District Centre, Cannock	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neptune Industrial Estate, Willenhall	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ridgacre Road, Quinton	0.7%	27	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose (Little), Colmore Row, Jewellery Quarter, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Audley Road, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Birmingham	0.5%	20	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Highgate Centre, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Waitrose, Penn Road, Wolverhampton	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ryemarket, Stourbridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Waitrose, St. John Street, Bromsgrove	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonneyland Drive, Lichfield	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	2.3%	88	0.0%	0	0.8%	0	1.8%	2	4.7%	3	1.0%	0
A&H Supersave, Churchill Road, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Bromsgrove	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road South, Northfield	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Broad Gauge Way, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Essington Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Maypole Lane, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Sherwood Road, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Aldi, Silverwoods Way, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Trescott Road, Redditch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
All in One Supersave, Bushbury Lane, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Parkgate Shopping Centre, Stratford Road, Shirley, Solihull	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Astle Park, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
B&M, Coppice Lane, Walsall Wood, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Digbeth, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Ferrie Grove, Brownhills, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Gallagher Retail Park, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Market Street, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Reedswood Retail Park, Reedswood Way	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, The Merry Hill Centre, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Best One, Rocky Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Farm Shop, Dog Lane, Bewdley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birds Corner Stores, Stourbridge Road, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Blackheath Post Office, Halesowen Street, Rowley Regis	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackwood Butchers, Blackwood Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Booze Corner, Lichfield Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BP, Walsall Road, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Budgens, Codsall, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Road West Post	0.0%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Office, Castle Road West, Oldbury												
Chase Farm Shop, Weeford Road, Roughley, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clive Lloyd Butchers, Enville Road, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalway News & Booze, Coalway Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bells Lane, Stourbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dad's Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hagley Road, Halesowen	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Racecourse Road, Pershore	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Alvechurch, Birmingham	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barke Street, Highley, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Bentley Road North, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Common Road, Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Hateley Drive, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, High Street, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Long Lane, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Oldbury Road, Rowley Regis	0.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Powis Avenue, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, St Mark's Road, Tipton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, The Broadstone, Two Gates, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Trinity Centre, Halesowen Road, Cradley Heath	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Westcroft Avenue, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Wood End Road,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Wolverhampton												
Cradley Heath Newsagents, High Street, Cradley Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DEI Convenience, Friezland Lane, Walsall Wood, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DHL Daily Stores, Stephenson Square, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duleys, Ladbury Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E&S Mears, Walsall Road, Great Wyrley, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edmund Howdle Butchers, High Street, Clayhanger, Brownhills	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Farm Shop, Bognop Road, Essington	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Bescot Retail Park, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Bloxwich Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cape Hill, Smethwick	0.1%	4	0.0%	0	3.9%	2	1.8%	2	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Heath Town	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Farley Centre, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Farmfoods, Halesowen Road, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Farmfoods, High Street, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Tipton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, The Kingstanding Centre, Kingstanding Road, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillity Wines & Spirits, Gillity Avenue, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Global Wines, Abbey Road, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Hayhead Farm Shop, Longwood Lane, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Heron Foods, Bristol Road South, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Burntwood Town Shopping Centre, Burntwood	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Castle Square, Weoley Castle, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Castle Street, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Heron Foods, Church Street, Bilston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Great Bridge, Tipton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0.8%
Heron Foods, High Street, Erdington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Rowley Regis	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Wednesfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Market Street, Kingswinford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Princess Parade, High Street, West Bromwich	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Roseville Shopping Centre, Castle Street, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Saddlers Shopping Centre, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Stafford Street, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, The Swan Centre, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Heron Foods, Union Street, Wednesbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2.4%
Home Bargains, Bentley Bridge Retail Park, Backhouse Lane, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Bristol Road South, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Church Street, Bilston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Churchill Shopping Centre, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Home Bargains, Duchess	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Parade, High Street, West Bromwich												
Home Bargains, High Street, Harborne	0.1%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, High Street, Smethwick	0.1%	4	0.0%	0	2.2%	1	2.2%	3	0.0%	0	0.0%	0
Home Bargains, Hough Retail Park, Lichfield Road, Safford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Jerome Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Keyway Retail Park, Willenhall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Home Bargains, One Stop Shopping Park, Walsall Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Ringway Church Street, Market Hall, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Rookery Parade, Aldridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Home Bargains, The Merry Hill Centre, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Town Centre Shopping Scheme, Bloxwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Wrenkin Retail Park, Arleston, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Wyrley Brook Park, Vine Lane, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Oldbury Green Retail Park, Oldbury	0.0%	2	0.0%	0	0.0%	0	1.1%	1	0.8%	0	0.0%	0
Iceland, Bridge Street, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Grosvenor Centre, Northfield	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rowley Regis	0.1%	3	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kingstanding Road, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Mill Lane, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scotts Arms Centre, Walsall Road,	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Birmingham												
Iqbal & Sons, Long Lane, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J&N Super Foodstore, Blackhalve Lane, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jack's, New Road, Rubery	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Joe's News & Wines, Brooklands Parade, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Karim's Supermarket, Heathfield Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee's Farm Shop, Claverley, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Selly Oak Shopping Park, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Express, Causeway Green Road, Oldbury	0.1%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Lifestyle, Glover Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Local Express, Ida Road, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bilston Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Local market, Blackheath Town Centre	0.1%	3	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bridgnorth Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Dudley Town Centre	0.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Ludlow Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Stourbridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Local shops, Albrighton Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Aldridge Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Alumwell Road, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ashmore Park	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Banfield Road, Darlaston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bartley Green Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bearwood	0.0%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Local Centre												
Local shops, Beckbury Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Beechdale Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bentley Bridge Retail & Leisure Park, Wednesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bescot Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bilston Town Centre	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.5%
Local shops, Birmingham City Centre	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Blackheath Town Centre	0.1%	3	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Blakenhall Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bloxwich Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Boldmere Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	3.7%	4	0.0%
Local shops, Bournville Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bradmore Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brewwood Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bridgnorth Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brierley Hill Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brook Road, Oldbury	0.1%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Local shops, Broughton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brownhills Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brownsall Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.5%
Local shops, Burntwood Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bushbury Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cannock Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cape Hill Local	0.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Centre												
Local shops, Castle Vale Retail Park, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Castlecroft Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Catshill Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cheslyn Hay Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Claypit Lane, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Local shops, Cleobury Mortimer Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Codsall Road, Cradley Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Codsall Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Compton Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cotteridge Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Coven Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cradley Heath Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Crankhall Lane, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dimbles Lane, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Road, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Town Centre	0.3%	13	0.0%	0	0.8%	0	0.0%	0	2.0%	1	0.0%	0
Local shops, Fallings Park Local Centre, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Featherstone Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Finchfield Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Franchise Street, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Gornal Local Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Barr Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Bridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Village Centre												
Local shops, Halesowen	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre												
Local shops, Handsworth	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre												
Local shops, Harborne Local	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre												
Local shops, Heath Road,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham												
Local shops, Hednesford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre												
Local shops, High Mount	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street, Hednesford												
Local shops, Hill Top Local	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre						2.7%	1	0.0%	0	0.0%	0	0.0%
Local shops, Hills Lane,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley												
Local shops, Hollyhead	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Birmingham												
Local shops, Kidderminster	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre										10.2%	13	0.0%
Local shops, Kings Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre												
Local shops, Kings Norton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre												
Local shops, Kingstanding	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Local Centre												
Local shops, Kingswinford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre												
Local shops, Kinver Village	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre												
Local shops, Lichfield City	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre												
Local shops, Lichfield Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall												
Local shops, Longbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre												
Local shops, Lye Local	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre												
Local shops, Moseley Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall												
Local shops, Netherton Local	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre											1.3%	1
Local shops, Newport Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre												
Local shops, Newton Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham												

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Local shops, Northfield Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Northfield Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ocker Hill Local Centre, Tipton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Old Heath Road Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Old Hill Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oldbury Town Centre	0.1%	4	0.0%	0	0.0%	0	0.7%	1	5.6%	3	0.0%	0
Local shops, Oldswinford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, One Stop Shopping Park, Perry Barr	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Owen Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Parkfield Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pedmore Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pelsall Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pendeford Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Penkridge Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Penn Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pensnett Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pershore Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Perton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Proffitt Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pye Green Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Queensway, Bewdley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Quinton Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Redditch Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rowley Regis	0.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Town Centre												
Local shops, Rubery Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Salop Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Local shops, Sandwell District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sedgley Local Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Local shops, Sharesill Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shaw Road, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sheffield City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shenstone Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shifnal Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shirley District Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shortheath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Showell Circus Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Small Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Local shops, Smethwick Town Centre	0.1%	5	0.0%	0	5.3%	2	2.2%	3	0.0%	0	0.0%	0
Local shops, Sommerfield Road, Harborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, St Annes Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stafford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Station Road, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stourbridge Town Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stream Road, Kingswinford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Streetley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Local shops, Sutton Coldfield Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Local shops, Telford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Local shops, Tipton Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Trescott Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Upeer Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Local shops, Uttoxeter Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Walsall Town Centre	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesbury Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Local shops, Wednesfield Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, West Bromwich Town Centre	0.7%	27	0.0%	0	0.8%	0	0.0%	0	3.6%	2	22.1%	10
Local shops, Wheaton Aston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Willenhall Town Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Windermere Place, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Windmill Lane, Smethwick	0.0%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Wittington Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wollaston Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton City Centre	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton Road, Oldbury	0.1%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Local shops, Wombourne Village Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Yew Tree Hills, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lodge Supermarket, Lodge Road, West Bromwich	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Londis, Madeley Road, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Romford Road, Aveley, South Ockendon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Worcester Road, Bromsgrove	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&K Food & Wines, Bristol Road South, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&M Supermarket, Oldbury	0.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Road, Smethwick												
Maple Superstore, Maple Drive, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marie's Deli, Griffiths Drive, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, One Stop Shopping Park, Perry Barr	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martin's, Hawkesley End, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marty's Convenience, Newton Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Broadway North, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Willenhall Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meat And More, High Street, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mike Grahams, Market Street, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Chester Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Covercroft, Droitwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Road, Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hagley Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitchurch Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Stores, Upper Villiers Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Lane Post Office, Newbury Lane, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Nijjar Supermarket, Owen Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Ablewell Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Beacon Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Birches Barn Road, Pennfields, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Blackhalve Lane, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Bromley Lane,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Kingswinford												
Nisa, College Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Deans Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Devon Court, Bideford Way, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Festival Court, Pye Green Road, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Glenthorpe Drive, Cheslyn Hay, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Gorsey Lane, Great Wryley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, High Street, Quarry Bank, Dudley, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Lichfield Road, Rushall, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Park Lane, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Pottery Road, Warley, Oldbury	0.1%	4	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0
Nisa, Spring Lane, Pelsall, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Stanton Road, Great Barr	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Strathdene Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bilbrook Road, Codsall, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bourne Street, Bilston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Buffery Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
One Stop, Bushbury Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Collingwood Road, Bushbury, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cresswell Crescent, Bloxwich, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Griffiths Drive, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Hales Lane, Smethwick	0.1%	5	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0
One Stop, Hill Tavern,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Watsons Green Road, Dudley												
One Stop, Horseley Road, Tipton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Jiggins Lane, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Mervyn Place, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Norton East Road, Norton Canes, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Saltwells Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, School Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sharon Way, Hednesford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Spring Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Throne Road, Rowley Regis	0.0%	2	3.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0
One Stop, Turners Lane, Withymoore Village	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Vicarage Road, West Bromwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
One Stop, Wood End Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Woodland Centre, Wood Lane, Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orchard Hills Bakery, Rookery Lane, Aldridge, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osborne's, Walsall Road, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Post Office, Dovedale Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Dudley Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Kendrick Road, Moxley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Penn Road, Penn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, Grosvenor Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, Queens Square, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, Walsall Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Premier, Bloxwich Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Clark Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Granville Drive, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Hales Lane, Uplands	0.1%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Premier, Hednesford Road, Heath Hayes, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, High Street, Princes End, Tipton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Hollington Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Larkhill Road, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Malvern Avenue, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Market Street, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roberts Farm Shop, Kidderminster Road, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S&D Supermarket, Soho Road, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bristol Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Harborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Standfield Centre, Worsley, Manchester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stourbridge Road, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Abbey Trading Centre, Redditch	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Kings Heath, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Maypole, Birmingham	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Grove Farm Triangle, Leicester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Sainsbury's Superstore, Liverpool Road, Newcastle-under-Lyme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Northampton Road, Wellingborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Selly Oak Shopping Park, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sam's Supermarket, Devonshire Road, Smethwick	0.1%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Select & Save, Warstones Drive, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select & Save, Woods Lane, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharon's Fruit & Veg, Market Street, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelfield Petrol Station, Lichfield Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar (Euro Garage), Franche Road, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Spar (Euro Garage), Wolverhampton Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Bridgnorth Road, Compton, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Bridgnorth Road, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Broad Street, Bromsgrove	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Drakes Cross Parade, Hollywood, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Halesowen Road, Netherton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Spar, Harlescott Lane, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Harvest Road, Rowley Regis	0.1%	2	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Pelsall, Walsall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Hobs Road, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Spar, Lawnswood Road, Wordsley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Northgate, Aldridge, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Queensway, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Redditch Road, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Russells Hall Road, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4
Spar, School Road, Wheaton Aston, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wardles Lane, Great Wyrley, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Watford Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Worcester Lane, Hagley, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wordsley Green, Stourbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS Sidhu, Steel House Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supersave Discount Store, Johnson Road, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Bewdley Hill, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Tesco Express (Esso), Linden Road, Birmingham	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Moss Grove, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Alcester Road, Hollywood, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birmingham Road, Sutton Coldfield	0.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Boldmere Road, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Tesco Express, Chester Road, Sutton Coldfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	5
Tesco Express, Comberton Hill, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4
Tesco Express, East Mews, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hamstead Road, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Tesco Express, Hawthorn Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hewell Road, Barnt Green, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Load Street, Bewdley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Paddock Lane, Aldridge, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Redhill Road, Birmingham	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rowley Village, Rowley Regis	0.1%	3	7.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Tesco Express, Stourport Road, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Express, Warbler Place, Spennells, Kidderminster	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	8
Tesco Metro, Caxton Gate, New Street, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Tesco Superstore, Severn Road, Stourport-on-Severn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fruit Tree, Cannock Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tugford News, Tugford Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warley Newstop, Bearwood Road, Smethwick	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Shopping Centre, Oldbury Road, Smethwick	0.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Whiteheath Supermarket, Oldbury Road, Rowley Regis	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Market Place, High Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Market Street, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Wilko, Oldbury Road, Rowley Regis	0.1%	2	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, St. Georges Parade, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WT Hill & Son, Butts Road,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Walsall												
Weighted base:	3917	44	44	120	62	47	64	98	64	123	61	66
Sample:	3909	66	70	70	78	62	74	71	75	71	69	73

Q11 Which internet / home delivery retailer do you use?

Those who do their top-up shopping via the internet at Q10

Asda	21.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.1%	0	50.0%	3	0.0%	0	100.0%	2	0.0%	0	33.3%	2	0.0%	0
Morrisons	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	21.6%	19	0.0%	0	0.0%	0	100.0%	2	44.7%	1	0.0%	0	50.0%	3	0.0%	0	0.0%	0	18.6%	1	33.3%	2	0.0%	0
Sainsbury's	12.1%	11	0.0%	0	0.0%	0	0.0%	0	29.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	2	0.0%	0	0.0%	0
Tesco	16.8%	15	0.0%	0	100.1%	0	0.0%	0	26.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.4%	3	33.3%	2	0.0%	0
Ocado	7.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Able & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon Pantry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Milkman	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milk & More	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak House Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverford Organic Farmers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidhu Supermarket	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	7.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	88	0	0	0	2	3	0	6	0	2	5	5	0											
Sample:	70	0	1	1	3	1	4	0	1	3	3	0												

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Q12 In addition to (LOCATION MENTIONED AT Q10), is there anywhere else you regularly use for your household's small scale top-up food shopping?												
<i>Those who do top-up shopping at Q10 AND Excl. Nulls</i>												
Aldi, Bearwood Road, Bearwood	0.2%	3	0.0%	0	12.9%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, Bentley Bridge Shopping Park, Wednesfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Great Barr	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0
Aldi, Bridge Cross Road, Burntwood	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, Moxley, Wednesbury	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chase Gateway, Victoria Street, Hednesford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chester Road, New Oscott	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, Lichfield	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cinder Bank, Peartree Lane, Dudley	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, College Road, Kingstanding	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Brierley Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Lye	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Earls Way, Halesowen	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Edgbaston Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Goldthorn Hill Road, Wolverhampton	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Grange Central, Telford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Aldi, High Street, Brownhills	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Newtown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Howard Street, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kingsmead Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Stafford												
Aldi, Madeley Court, Parkway, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, New Road, Stourbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Priory Road, Dudley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwells Road, Netherton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	3
Aldi, Stourbridge Road, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Parade, Sutton Coldfield	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	4
Aldi, Walsall Road, Cannock	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.5%	7	3.8%	1	2.5%	1	10.3%	4	10.7%	2	0.0%	0
Asda, Avon Road, Cannock	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill Road, Barnes Hill, Birmingham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane, Great Bridge, Tipton	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	2
Asda, Daisy Street, North Bilston, Coseley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, St. Matthews, Walsall	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hagley Road West, Quinton, Birmingham	0.7%	11	0.0%	0	0.0%	0	6.6%	3	0.0%	0	0.0%	0
Asda, High Holborn Street, Sedgley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Asda, High Street, Dudley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	4
Asda, High Street, Kings Heath, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merryhill Centre, Dudley	0.5%	7	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.3%	4	0.0%	0	19.3%	4	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, off Queslet Road, Great Barr, Birmingham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Asda, Pearson Street, Brierley Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.6%	9	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Asda, Queensway, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rumer Hill, Lichfield Road, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ventura Road, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Barr, Birmingham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Heath Town, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.4%	6	2.3%	0	0.0%	0	4.1%	2	10.7%	2	0.0%	0
Asda, Woodhall Street, Bloxwich	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) High Street, Cleobury Mortimer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) High Street, Harborne	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) Wolverhampton Road, Penkridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Albion Parade, Wall Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Anglesey Street, Hednesford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bassnage Road, Halesowen	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bearwood Road, Warley Smethwick	0.1%	2	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Boley Park Centre, Ryknild Street, Lichfield	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bradford Street, Shifnal	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burntwood Crossroads, Norton Canes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cannock Road, Burntwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cheslyn Hay, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Lane, Handsworth Wood	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Clayhanger, Brownhills	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Co-op, Dibdale Road West, Dudley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	5.7%	2										
Co-op, Finchfield Road West, Finchfield, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Co-op, Franche Road, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gibbs Lane, Catshill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Glebe Lane, Norton Stourbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Griffiths Drive, Ashmore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hagley Road West, Quinton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hawthorn Road, Kingstanding	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hazelwell Street, Stirchley	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Albrighton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Highley, Bridgnorth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kingswinford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kinver	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Shifnal	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Tettenhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Wombourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highfields Road, Chasetown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hill Top, West Bromwich	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hollyhedge Road, Stonecross, Charlemont	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kempthorne Avenue, Bushbury, Wolverhampton	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lichfield Road, Shelfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lichfield Road, Walsall Wood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Liskeard Road, Parkhall, Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Load Street, Bewdley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Brewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Co-op, Market Street, Penkridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mill Street, Low Town, Bridgnorth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, New Road, Rubery	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Square Shopping Gate, Bridge Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Pendeford Avenue, Claregate, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Pershore Road, Cotteridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Quinton Road West, Quinton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Regent Road, Tividale	0.2%	3	0.0%	0	0.0%	0	0.0%	0	14.8%	3	0.0%	0
Co-op, Sandringham Place, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, School Road, Wombourne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sedgley Road, Woodsetton, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spies Lane, Halesowen	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stafford Road, Oxley, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stubby Lane, Perry Hall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sutton Road, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Swan Corner Shopping Precinct, Burntwood Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Tame Road, Brandhall	0.2%	3	0.0%	0	0.0%	0	8.6%	3	0.0%	0	0.0%	0
Co-op, The Square, Lichfield Road, New Invention	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Thornhill Road, Streetly, Sutton Coldfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Co-op, Trysull Road, Merry Hill, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Turnberry Road, Bloxwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Unity Walk, Owen Street, Tipton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Road, Great Barr	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Wood Road,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Aldridge												
Co-op, Wardles Lane, Great Wyrley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Warstones Road, Penn	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Heath Road, Northfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wolverhampton Road, Codsall	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wood Lane, Codsall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Worcester Road, Hagley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Linkway Retail Park, Watling Street, Cannock	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), The Peel Centre, Stafford Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bearwood Road, Warley, Smethwick	0.5%	7	0.0%	0	0.0%	0	18.6%	7	0.0%	0	0.0%	0
Iceland, Birmingham Road, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Street, Bilston	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Churchill Shopping Centre, Dudley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2
Iceland, Dudley Street, Sedgley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Iceland, Hagley Street, Halesowen, Birmingham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Cradley Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harborne, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kings Square, Sandwell Centre, West Bromwich	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1
Iceland, Market Place, Bloxwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Cannock	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Merry Hill Retail Park, Brierley Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6.4%
Iceland, Soho Road, Handsworth, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Iceland, The Rye Market, Stourbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Aldridge	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Union Street, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Windmill Shopping Park, Smethwick	0.2%	2	0.0%	0	10.8%	2	0.0%	0	0.0%	0	0.0%	0
Iceland, Wulfrun Centre, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ablewell Street, Walsall	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Audley Avenue, Newport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Birmingham Road, Bromsgrove	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brettell Lane, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dudley Road, Winson Green, Birmingham	0.3%	4	0.0%	0	4.4%	1	2.0%	1	2.5%	0	0.0%	0
Lidl, Eastern Avenue, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Finchfield, Wolverhampton	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Friar Park Road, Wednesbury	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hagley Road, Halesowen	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Netherton	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Bilston	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	0	4.5%	1
Lidl, Horseley Heath, Great Bridge, Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0
Lidl, Kings Road, Sutton Coldfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	5
Lidl, Lower High Street, Cradley Heath	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madford Retail Park, Foregate Street, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Willenhall	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Walsall Road, Hamstead Industrial	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Estate, Hamstead																								
Lidl, Parkside House, Oldbury Road, Blackheath	0.4%	6	0.0%	0	0.0%	0	5.3%	2	10.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Silver Street, Kings Heath, Birmingham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Soho Road, Handsworth, Birmingham	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stallings Lane, Kingswinford	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	13.3%	4
Lidl, The Quadrant, Redditch Ringway, Redditch	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Beacon Hill, Foley, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Hagley Road, Stourbridge	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Axeltree Way, Wednesbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Lichfield Road, Mere Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Orbital Retail Park, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Selly Oak Shopping Park, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Handyman House, St John Street, Bridgnorth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), High Street, Harborne, Birmingham	0.5%	8	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Princes Park, Chester Road North, New Oscott	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Stafford Motorway Services, M6 North, Stone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, Wolverhampton	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Marks & Spencer, High Street, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Longbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Marks & Spencer, Parade Grace Church Centre, Sutton Coldfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Stafford Riverside, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Telford Shopping Centre, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Merryhill Centre, Pedmore Road, Brierley Hill	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0
Marks & Spencer, Ventura Park, Bitterscote, Tamworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Marks & Spencer, Weavers Wharf, Lower Mill Street, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Morrisons, Anchor Road, Aldridge	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Pendeford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Buntsford Park Road, Bromsgrove	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, Kingswinford	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Morrisons, Green Street, Kidderminster	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	5
Morrisons, High Street, Burntwood	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	0.4%	5	0.0%	0	0.0%	0	0.0%	0	9.5%	1	1.6%	0
Morrisons, Lichfield Street, Walsall	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Market Street, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mill Street, Cannock	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Sainsbury's Local, Barley Mow, High Street, Wollaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Boldmere Road, Sutton Coldfield	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bridgnorth Road, Wolverhampton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Compton Road, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lawnswood Road, Wordsley, Stourbridge	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Louise Street, Gornal Wood, Dudley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stone Cross, Penkridge, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Walsall Road, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton, Wolverhampton	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bitterscote Drive, Bonehill, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Sainsbury's Superstore, Frankley Beeches Road, Northfield, Birmingham	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.9%	13	11.4%	2	10.8%	2	10.3%	4	9.5%	2	6.6%	1
Sainsbury's Superstore, Halesowen Street, Blackheath	0.3%	5	6.6%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Orbital Retail Park, Voyager Drive, Cannock	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Sainsbury's Superstore, Raglan Street, St Marks, Wolverhampton	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedwood Way, Walsall	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wednesfield, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Amblecote, Brierley Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Telford Forge Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Hagley Road, Stourbridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Highland Road, Dudley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	4
Tesco Express (Esso), Lichfield Road, Wednesfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Lichfield Road, Willenhall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Walsall Road, Great Wyrley	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Aldridge Tavern, Aldridge, Walsall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birches Barn Road, Bradmore, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birmingham Road, Shenstone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bridge Road, Cookley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristnall Hall Road, Bristnall, Birmingham	0.2%	4	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Tesco Express, Codsall Road, Claregate, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Goose Pub, Bromley Lane, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Edgbaston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Birmingham												
Tesco Superstore, Hawks Green District Centre, Cannock	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neptune Industrial Estate, Willenhall	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ridgacre Road, Quinton	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Audley Road, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Birmingham	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Waitrose, Highgate Centre, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Waitrose, Penn Road, Wolverhampton	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ryemarket, Stourbridge	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3
Waitrose, St. John Street, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonneyland Drive, Lichfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	2.7%	41	6.5%	1	1.6%	0	0.0%	0	4.6%	1	0.0%	0
A&H Supersave, Churchill Road, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ellesmere Retail Park, Worsley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Sherwood Road, Bromsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Silverwoods Way, Kidderminster	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4
All in One Supersave, Bushbury Lane, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Asda, Parkgate Shopping Centre, Stratford Road, Shirley, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Astle Park, West	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Bromwich												
B&M, Bilston Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bristol Road South, Northfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Droitwich Spa Retail Park, Droitwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Ferrie Grove, Brownhills, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, High Street, Stourport-on-Severn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Keyway Retail Park, Willenhall	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Reedswood Retail Park, Reedswood Way	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, The Merry Hill Centre, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
B&M, Trident Shopping, Centre, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Best One, Willenhall Street, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BP, Great Bridge Street, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
BP, Walsall Road, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Bradshaws Farm Shop, Wrottesley Park Road, Perton, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Market Hall, High Street, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Budgens, Codsall, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Road West Post Office, Castle Road West, Oldbury	0.2%	3	0.0%	0	0.0%	0	6.6%	3	0.0%	0	0.0%	0
Chase Farm Shop, Weeford Road, Roughley, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
City Road Post Office, City Road, Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0
Co-op, Birmingham Road, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Co-op, Dad's Lane, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hagley Road,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Halesowen												
Co-op, The Square, Alvechurch, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wenlock Road, Shrewsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barke Street, Highley, Bridgnorth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Horton Square, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Lister Road, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Dehal Meat & Poultry, Dudley Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastgate Store, Eastgate Street, Burntwood	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Farm Shop, Bognop Road, Essington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Bloxwich Road, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Camp Street, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cape Hill, Smethwick	0.2%	2	0.0%	0	4.4%	1	3.3%	1	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Heath Town	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Fisher Street, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Farmfoods, Green Street, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Farmfoods, Halesowen Road, Halesowen	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Hazelwell Street, Stirchley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, New Road, Rubery	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, The Kingstanding Centre, Kingstanding Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Global Wines, Abbey Road, Smethwick	0.1%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Burntwood Town Shopping Centre, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Church Street, Bilston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Great Bridge, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Erdington	0.1%	1	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Rowley Regis	0.2%	3	9.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Wednesfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Market Street, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Raynor Road, Fallings Park, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Saddlers Shopping Centre, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, The Swan Centre, Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Bristol Road South, Birmingham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Church Street, Bilston	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, High Street, Harborne	0.3%	4	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, High Street, Smethwick	0.2%	3	0.0%	0	2.9%	1	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Phoenix Retail Park, Cannock Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Ringway Church Street, Market Hall, Cannock	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Rookery Parade, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Ryemarket, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, The Merry Hill Centre, Brierley Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Town Centre Shopping Scheme, Bloxwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Iceland, (Food Warehouse), Bescot Retail Park, Walsall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Walsall Retail Park, Reedswood Way	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Birmingham Road, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Kidderminster	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0
Iceland, Grosvenor Centre, Northfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rowley Regis	0.1%	2	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Jerome Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kingstanding Road, Birmingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Mill Lane, Bromsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scotts Arms Centre, Walsall Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jay Mini Market, Uplands Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Express, Birmingham Road, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Express, Causeway Green Road, Oldbury	0.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bilston Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Blackheath Town Centre	0.1%	2	9.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bridgnorth Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Cannock Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Penkridge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Amblecote Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bearwood Local Centre	0.0%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bescot Retail	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Local shops, Great Bridge Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Halesowen Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Harborne Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hill Top Local Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hurst Green Road, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kidderminster Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
Local shops, Kingstanding Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingswinford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kinver Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Lichfield City Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Longbridge Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ludlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Lye Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Merridale Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Mile Oak Local Centre, Tamworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Northway, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2
Local shops, Oldbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oldswinford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, One Stop Shopping Park, Perry Barr	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pelsall Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Penkridge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Penn Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pensnett Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pleck Road,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Walsall												
Local shops, Redditch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rowley Regis Town Centre	0.1%	1	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rubery Village Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shifnal Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Showell Circus Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Smethwick Town Centre	0.0%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Stafford Road, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stourbridge Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stubby Lane, Perry Hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Tettenhall Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, The Merry Hill Centre, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Tividale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0
Local shops, Wall Heath Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Walsall Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesbury Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, West Bromwich Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1
Local shops, Willenhall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wollaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton City Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton Road, Oldbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wombourne Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodcross Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Local shops, Wyld Green Local Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Langley High Street, Oldbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0
McColl's, Howdle's Lane, Brownhills, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Willenhall Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hagley Road, Birmingham	0.2%	3	0.0%	0	0.0%	0	6.6%	3	0.0%	0	0.0%	0
Nisa, Ablewell Street, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Birches Barn Road, Pennfields, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Blackhalve Lane, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Deans Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Dimbles Lane, Lichfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Gorseley Lane, Great Wryley	0.1%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Nisa, Halesowen Road, Netherton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Lichfield Road, Rushall, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Park Lane, Wednesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Tennyson Way, Offmore, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Nisa, Vicarage Road, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
One Stop, Bilbrook Road, Codsall, Wolverhampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Buffery Road, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bushbury Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Griffiths Drive, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Norton East Road, Norton Canes, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, School Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Victoria Road, Wednesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Post Office, Broad Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Coalway Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, High Street, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, The Merry Hill Centre, Dudley, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Poundland, Union Street, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Bloxwich Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Copronation Road, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Hednesford Road, Heath Hayes, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Market Street, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Redwood Road, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Raj Food & Wines, Toll End Road, Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Harborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stourbridge Road, Bromsgrove	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Abbey Trading Centre, Redditch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Maypole, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Queensway, Weston-Super-Mare	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Selly Oak Shopping Park, Birmingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stratford Road, Shirley, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select & Save, Warstones	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Drive, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select & Save, Windmill Avenue, Rubery, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selfridges Food Hall, Bullring, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Bridgnorth Road, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Halesowen Road, Netherton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Spar, High Street, Pelsall, Walsall	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Lawnswood Road, Wordsley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Northgate, Aldridge, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Queslett Road, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Russells Hall Road, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2
Spar, School Road, Wheaton Aston, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Stafford Street, Brewood	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Walsall Manor Hospital, Moat Road, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wardles Lane, Great Wyrley, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Watford Road, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wolverhampton Road West, Bentley, Willenhall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Worcester Lane, Hagley, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wordsley Green, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Bewdley Hill, Kidderminster	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	5
Tesco Express (Esso), Bristol Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Linden Road, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Alcester Road, Hollywood, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Tesco Express, Chester Road, Sutton Coldfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Comberton Hill, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Tesco Express, Hawthorn Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hewell Road, Bant Green, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Load Street, Bewdley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Old Birmingham Road, Marlbrook, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rowley Village, Rowley Regis	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Warbler Place, Spennells, Kidderminster	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.7%	11	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0
Tesco Superstore, Aston Lane, Birmingham	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	4
Tesco Superstore, Severn Road, Stourport-on-Severn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TFM Superstore, Brickhouse Lane, Stoke Prior, Bromsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Crusty Cottage Craft Bakery, Gorsy Road, Quinton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whetstone Store, Whetstone Lane, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Market Place, High Street, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1487	15	22	40	18	13	29	53	28	45	28	28
Sample:	1530	21	36	24	25	20	34	39	33	25	32	30

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Q13 Which internet / home delivery retailer do you use?																								
<i>Those who do their top-up shopping via the internet at Q12</i>																								
Asda	35.2%	16	0.0%	0	100.1%	0	100.0%	2	100.0%	1	0.0%	0	67.4%	4	0.0%	0	0.0%	0	0.0%	0	100.0%	3	0.0%	0
Morrisons	9.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	15.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco	23.3%	11	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Able & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon Pantry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Milkman	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milk & More	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak House Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverford Organic Farmers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidhu Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		47		1		0		2		1		0		6		0		0		2		3		0
Sample:		33		1		1		1		1		0		5		0		0		1		2		0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Meanscore: [£]																								
Q14 How much does your household normally spend on top-up shopping in a week?																								
<i>Those who do top-up shopping at Q10</i>																								
£1 - £10	28.6%	1178	22.7%	11	24.1%	12	36.9%	45	41.9%	26	43.2%	22	35.8%	25	25.6%	26	32.4%	22	26.5%	34	40.3%	27	29.0%	20
£11 - £20	30.8%	1268	35.0%	16	27.5%	13	29.1%	36	31.3%	20	24.5%	12	23.1%	16	33.4%	34	29.6%	20	31.4%	41	29.6%	20	28.9%	20
£21 - £30	13.3%	547	15.9%	7	9.0%	4	10.8%	13	5.2%	3	13.5%	7	11.9%	8	12.7%	13	10.7%	7	12.3%	16	12.7%	8	11.6%	8
£31 - £40	3.7%	154	2.1%	1	8.1%	4	8.6%	11	3.5%	2	6.7%	3	3.3%	2	0.9%	1	2.3%	2	2.5%	3	0.7%	0	4.2%	3
£41 - £50	2.2%	89	7.4%	3	2.5%	1	0.0%	0	2.1%	1	0.0%	0	3.0%	2	2.8%	3	3.9%	3	0.0%	0	0.0%	0	6.7%	5
£51 - £60	0.9%	36	2.1%	1	2.6%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	3.7%	2	0.8%	1	0.0%	0	0.0%	0
£61 - £70	0.4%	17	0.0%	0	1.2%	1	2.1%	3	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.5%	20	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £160	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £170	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£171 - £180	0.1%	3	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £190	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£191 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £210	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£211 - £220	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£221 - £230	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£231 - £240	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£241 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	17.3%	711	14.7%	7	21.8%	11	8.8%	11	12.6%	8	7.6%	4	19.2%	14	23.3%	23	13.6%	9	23.2%	30	15.9%	11	17.2%	12
(Refused)	1.6%	64	0.0%	0	2.0%	1	0.7%	1	3.6%	2	2.8%	1	0.0%	0	1.4%	1	3.9%	3	3.3%	4	0.7%	0	2.3%	2
Mean:	20.02		20.56		22.26		23.56		15.64		16.35		20.22		18.07		18.92		17.07		14.40		19.13	
Weighted base:	4114		47		49		123		62		51		71		100		67		130		66		69	
Sample:	4096		70		76		73		79		66		81		73		78		75		74		76	

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Q15 Which town or city centre is closest to you?												
<i>Excl. Nulls</i>												
Bilston Town Centre	2.2%	131	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3
Birmingham City Centre	18.1%	1095	11.6%	8	48.4%	32	28.4%	50	2.9%	3	1.5%	1
Blackheath Town Centre	1.3%	77	62.2%	43	0.0%	0	4.2%	8	5.7%	5	0.0%	0
Bloxwich Town Centre	1.0%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.6%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Brierley Hill Town Centre	1.5%	91	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Bromsgrove Town Centre	3.5%	210	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	1.1%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	4.1%	247	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.9%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Darlaston Town Centre	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	5.6%	341	7.0%	5	0.0%	0	0.0%	35.8%	31	1.5%	1	0.0%
Halesowen Town Centre	3.0%	181	5.8%	4	0.0%	0	6.7%	12	1.7%	2	0.0%	0
Hednesford Town Centre	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	3.3%	201	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	3.2%	194	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.1%	4	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Oldbury Town Centre	1.5%	90	7.1%	5	1.4%	1	20.5%	36	48.2%	42	0.0%	0
Redditch Town Centre	1.0%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.7%	42	0.0%	0	20.4%	14	12.5%	22	0.0%	0	0.0%	0
Solihull Town Centre	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	4.5%	273	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	3.6%	216	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Tamworth Town Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Telford Town Centre	0.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.8%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	8.2%	498	0.0%	0	0.0%	0	2.7%	5	0.0%	0	2.9%	3
Wednesbury Town Centre	1.9%	112	0.0%	0	0.0%	0	0.0%	0	0.5%	0	10.0%	9
West Bromwich Town Centre	4.9%	293	3.3%	2	18.2%	12	16.5%	29	4.5%	4	94.3%	83
Willenhall Town Centre	1.4%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Wolverhampton City Centre	14.0%	844	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	30.9%	31
Worcester City Centre	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	7	0.0%	0	0.0%	0
Albrighton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Local Centre	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre	0.3%	21	0.0%	0	8.6%	6	6.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Bilbrook Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushbury Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre	0.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chasetown Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre	0.4%	27	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Norton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Shopping Centre, Pedmore Road, Brierley Hill	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.9%	1	0.0%	1	0.0%	0
Netherton Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0
Northfield Local Centre	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandwell District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	8
Selly Oak Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalybridge Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Wythall Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	6043	70	67	177	87	88	91	161	97	196	102	99
Sample:	6046	109	104	114	111	109	110	110	110	115	115	107

Meanscore: [Number of visits per week]**Q16 How often do you visit (CENTRE MENTIONED AT Q15) for your household's shopping and other town centre uses?***Not those who said 'Don't know' at Q15*

Daily	3.8%	228	15.1%	11	5.1%	3	0.8%	1	3.9%	3	5.3%	5	8.9%	8	0.0%	0	8.8%	9	2.6%	5	5.6%	6	0.0%	0
4-6 days a week	3.5%	214	6.3%	4	2.6%	2	1.3%	2	1.1%	1	5.1%	4	6.0%	6	2.4%	4	1.1%	1	9.2%	18	3.4%	3	0.0%	0
2-3 days a week	14.8%	891	17.4%	12	15.9%	11	8.5%	15	14.1%	12	28.1%	25	24.1%	22	5.7%	9	20.5%	20	26.3%	52	27.0%	27	7.7%	8
One day a week	19.7%	1191	20.6%	14	9.7%	6	16.5%	29	27.5%	24	27.5%	24	25.9%	24	14.9%	24	17.2%	17	27.5%	54	22.0%	22	14.5%	14
Every two weeks	11.3%	683	7.2%	5	14.7%	10	15.6%	28	11.5%	10	9.1%	8	6.9%	6	19.6%	32	14.3%	14	7.5%	15	7.8%	8	8.2%	8
Monthly	13.7%	825	8.7%	6	16.6%	11	15.9%	28	13.5%	12	11.2%	10	10.8%	10	19.2%	31	19.9%	19	10.8%	21	8.4%	9	16.3%	16
Once every two months	6.0%	360	4.2%	3	0.0%	0	6.2%	11	2.0%	2	3.7%	3	2.5%	2	12.6%	20	4.9%	5	1.6%	3	5.0%	5	8.6%	8
Three-four times a year	5.2%	317	5.6%	4	1.9%	1	6.9%	12	4.3%	4	2.1%	2	0.5%	0	4.0%	6	1.6%	2	3.5%	7	2.9%	3	13.9%	14
Twice a year	3.5%	209	0.0%	0	4.2%	3	6.4%	11	0.5%	0	1.6%	1	1.6%	1	5.2%	8	0.9%	1	0.9%	2	4.7%	5	0.6%	1
Once a year	1.7%	103	0.0%	0	5.5%	4	2.4%	4	0.9%	1	1.0%	1	1.5%	1	0.9%	1	0.6%	1	0.9%	2	2.1%	2	2.6%	3
Less often	4.1%	249	1.3%	1	6.3%	4	0.5%	1	7.1%	6	2.8%	2	2.3%	2	9.3%	15	3.6%	3	3.1%	6	2.6%	3	4.4%	4
Never	11.3%	683	10.2%	7	15.2%	10	14.8%	26	12.7%	11	2.6%	2	6.5%	6	4.7%	8	5.5%	5	5.2%	10	8.0%	8	20.1%	20
(Don't know)	0.3%	21	0.5%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0
(Varies)	1.1%	68	2.8%	2	2.5%	2	3.6%	6	0.9%	1	0.0%	0	2.3%	2	0.5%	1	1.1%	1	0.8%	2	0.0%	0	3.1%	3
<i>Mean:</i>		<i>1.13</i>		<i>2.16</i>		<i>1.13</i>		<i>0.67</i>		<i>1.07</i>		<i>1.69</i>		<i>1.90</i>		<i>0.59</i>		<i>1.51</i>		<i>1.67</i>		<i>1.54</i>		<i>0.46</i>
Weighted base:	6043	70	67	177	87	88	91	161	97	196	102	99												
Sample:	6046	109	104	114	111	109	110	110	110	115	115	107												

Q17 Do you use (CENTRE MENTIONED AT Q15) for most of your household's shopping and town centre uses?*Not those who said 'Never' at Q16 or 'Don't know' at Q15*

Yes	58.1%	3122	65.4%	41	61.3%	35	39.6%	60	50.3%	38	66.8%	57	77.4%	66	55.1%	85	48.6%	44	78.7%	147	66.8%	62	37.4%	30
No	41.9%	2251	34.6%	22	38.7%	22	60.4%	91	49.7%	38	33.2%	28	22.6%	19	44.9%	69	51.4%	47	21.3%	40	33.2%	31	62.6%	49
Weighted base:	5373	63	56	151	76	86	85	154	92	186	93	79												
Sample:	5333	96	86	94	99	105	100	104	105	108	104	87												

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Q18 What do you like about (CENTRE MENTIONED AT Q15) ? [MR]																								
<i>Not those who said 'Don't know' at Q15</i>																								
Attractive environment / nice place	6.8%	410	11.5%	8	6.2%	4	5.6%	10	1.6%	1	10.2%	9	4.3%	4	5.8%	9	6.0%	6	2.7%	5	0.8%	1	4.5%	4
Close to friends or relatives	1.7%	102	0.0%	0	0.0%	0	2.1%	4	0.0%	0	1.7%	2	3.1%	3	1.5%	2	1.8%	2	4.2%	8	1.3%	1	0.0%	0
Close to home	29.2%	1767	33.6%	23	16.5%	11	16.4%	29	27.2%	24	47.4%	42	38.8%	35	37.6%	61	32.7%	32	51.1%	100	30.5%	31	18.2%	18
Close to work	2.5%	153	2.2%	2	1.0%	1	2.1%	4	0.9%	1	2.3%	2	2.6%	2	0.0%	0	4.6%	4	1.9%	4	0.9%	1	0.0%	0
Compact	3.4%	208	3.3%	2	2.0%	1	2.0%	4	2.3%	2	6.7%	6	3.5%	3	0.9%	1	2.7%	3	6.8%	13	7.3%	7	2.2%	2
Easy to get to by bike	0.4%	24	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.6%	2	0.0%	0	0	
Easy to get to by bus	5.5%	333	1.4%	1	1.5%	1	7.7%	14	6.8%	6	1.7%	2	10.2%	9	1.6%	3	3.6%	3	2.3%	5	2.4%	2	3.4%	3
Easy to get to by car	5.9%	359	5.6%	4	0.0%	0	8.2%	15	4.1%	4	4.7%	4	3.0%	3	8.8%	14	5.6%	5	10.0%	20	3.1%	3	5.6%	6
Easy to park	4.2%	253	4.5%	3	2.3%	2	3.7%	7	1.9%	2	6.6%	6	6.0%	5	5.5%	9	7.4%	7	3.9%	8	0.0%	0	1.6%	2
Good facilities in general	4.8%	292	7.0%	5	3.2%	2	10.4%	19	5.7%	5	13.8%	12	11.1%	10	1.9%	3	1.0%	1	0.0%	0	6.0%	6	3.3%	3
Good food stores	3.0%	179	6.1%	4	7.9%	5	5.1%	9	4.0%	3	2.0%	2	4.6%	4	2.0%	3	0.6%	1	4.0%	8	6.4%	6	1.1%	1
Good pubs, cafés or restaurants	4.3%	261	0.8%	1	1.7%	1	5.0%	9	0.0%	0	0.5%	0	1.4%	1	6.7%	11	6.0%	6	1.4%	3	1.6%	2	2.9%	3
Good range of non-food shops	9.5%	572	9.7%	7	20.4%	14	7.1%	13	9.8%	8	12.1%	11	9.6%	9	10.0%	16	6.0%	6	4.9%	10	8.2%	8	4.6%	4
Good range of independent shops	3.4%	205	9.3%	6	10.8%	7	1.5%	3	2.4%	2	3.5%	3	0.0%	0	0.0%	0	3.9%	4	2.1%	4	2.9%	3	3.3%	3
Good range of 'high street' retailers/ multiples	6.6%	396	5.3%	4	6.4%	4	10.7%	19	3.8%	3	7.9%	7	4.6%	4	11.4%	18	0.6%	1	3.0%	6	5.7%	6	4.1%	4
Affordable shops	4.9%	293	5.7%	4	0.9%	1	4.2%	7	4.9%	4	13.0%	11	8.3%	8	0.0%	0	4.0%	4	3.3%	6	6.9%	7	2.4%	2
High quality shops	4.2%	251	0.8%	1	5.2%	3	2.0%	4	0.0%	0	2.0%	2	1.7%	2	5.3%	9	1.6%	2	1.3%	3	2.7%	3	3.1%	3
The street market	3.6%	215	8.3%	6	2.7%	2	4.0%	7	9.7%	8	3.8%	3	3.2%	3	0.5%	1	10.8%	10	1.3%	3	7.4%	8	5.4%	5
Makes a change from other places	1.7%	105	0.0%	0	1.5%	1	1.3%	2	0.0%	0	0.0%	0	0.9%	1	3.5%	6	1.6%	2	0.9%	2	0.0%	0	0.0%	0
Quiet / not too busy	2.4%	142	3.8%	3	0.5%	0	4.4%	8	0.9%	1	0.0%	0	5.8%	5	1.9%	3	3.6%	4	0.8%	2	2.5%	3	0.0%	0
Safe and secure	2.8%	168	3.9%	3	4.3%	3	2.0%	4	0.0%	0	0.5%	0	0.0%	0	1.0%	2	0.9%	1	2.6%	5	2.7%	3	2.5%	2
Traditional / historical	2.6%	154	1.7%	1	2.3%	2	7.7%	14	2.5%	2	1.5%	1	1.0%	1	0.5%	1	4.6%	4	0.0%	0	5.8%	6	1.5%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Big town centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I need there	0.4%	21	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by public transport in general	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by train	0.4%	21	2.5%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Familiar / know where everything is	0.8%	50	2.4%	2	3.2%	2	0.9%	2	1.1%	1	0.5%	0	0.5%	0	0.0%	0	0.6%	1	1.7%	3	1.0%	1	1.0%	1
Free parking	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good banking / financial facilities	0.5%	32	0.0%	0	0.9%	1	1.5%	3	1.8%	2	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.5%	1	0.5%	0	0.6%	1
Good cinema	0.0%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good cultural facilities (e.g. theatres, museums, galleries etc.)	0.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Good disabled access	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good events / festivals	0.1%	4	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Good leisure facilities	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Good library	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Good nightlife	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good personal services (e.g. hairdressers, beauty salon etc.)	0.1%	5	0.5%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Good seating	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habit / always gone there	0.1%	8	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's where my football team is from	0.1%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Like the shopping centre there	0.2%	15	0.0%	0	0.0%	0	0.7%	1	0.0%	0	3.5%	3
Like to support local shops	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
My favourite store is there	0.3%	20	0.0%	0	2.0%	1	0.0%	0	0.5%	0	0.0%	0
Nice and busy	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Nice atmosphere / friendly people	0.8%	48	0.0%	0	2.0%	1	0.7%	1	4.6%	4	0.0%	0
Nice church / cathedral	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice parks / green areas	0.2%	10	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.1%	1
Offers undercover shopping	0.3%	16	0.0%	0	0.0%	0	2.7%	5	0.0%	0	0.0%	0
Pedestrianised	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.9%	1
(Don't know)	2.0%	119	1.3%	1	3.1%	2	3.2%	6	3.7%	3	0.5%	0
(Nothing / very little)	30.6%	1851	20.6%	14	22.9%	15	33.7%	60	38.1%	33	23.7%	21
Weighted base:	6043	70	67	177	87	88	91	161	97	196	102	99
Sample:	6046	109	104	114	111	109	110	110	110	115	115	107

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Q19 What could be improved about (CENTRE MENTIONED AT Q15) that would make you visit it more often? [MR]																								
<i>Not those who said 'Don't know' at Q15</i>																								
Better access by road	3.4%	204	0.5%	0	4.0%	3	7.2%	13	2.7%	2	1.0%	1	4.4%	4	2.3%	4	2.5%	2	2.2%	4	1.3%	1	1.8%	2
Better public transport	3.6%	220	7.9%	5	8.8%	6	7.1%	13	0.0%	0	3.5%	3	0.5%	0	5.1%	8	2.7%	3	6.0%	12	3.1%	3	1.1%	1
Better signposting	0.7%	40	0.0%	0	3.8%	3	2.5%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	8.7%	526	5.2%	4	6.0%	4	10.9%	19	7.2%	6	11.8%	10	13.8%	13	0.5%	1	11.8%	11	9.4%	18	11.6%	12	2.1%	2
Facilities which would assist you if shopping with children	2.2%	133	0.0%	0	0.0%	0	6.0%	11	0.0%	0	0.0%	0	0.0%	0	2.3%	4	1.8%	2	2.8%	5	2.7%	3	0.0%	0
Free car parking	14.0%	844	10.7%	7	5.0%	3	17.7%	31	4.1%	4	11.5%	10	6.5%	6	16.5%	27	7.9%	8	14.1%	28	15.0%	15	15.4%	15
More / better town centre events	3.0%	184	1.7%	1	0.0%	0	1.6%	3	3.2%	3	0.0%	0	4.4%	4	2.9%	5	1.6%	2	5.9%	12	2.7%	3	1.0%	1
More / better comparison retailers (i.e. non-food shops)	8.0%	484	4.4%	3	1.5%	1	5.3%	9	9.0%	8	10.0%	9	4.4%	4	8.6%	14	14.6%	14	9.8%	19	4.0%	4	3.2%	3
More / better value or affordable shops	4.2%	253	6.0%	4	2.9%	2	4.8%	8	3.3%	3	3.1%	3	2.6%	2	4.8%	8	5.1%	5	1.9%	4	5.6%	6	0.6%	1
More / better entertainment	2.8%	172	1.4%	1	0.0%	0	5.7%	10	5.6%	5	3.5%	3	2.9%	3	1.4%	2	0.9%	1	2.4%	5	0.5%	0	4.9%	5
More / better places for eating out (e.g. cafes and restaurants)	5.1%	306	5.5%	4	3.8%	3	11.2%	20	4.3%	4	5.9%	5	0.5%	0	1.4%	2	5.9%	6	2.3%	5	3.4%	3	0.0%	0
More / better food shops	5.9%	356	3.5%	2	4.2%	3	12.3%	22	6.4%	6	5.5%	5	9.0%	8	7.5%	12	9.0%	9	2.2%	4	10.6%	11	2.4%	2
More / better parking	9.9%	599	6.1%	4	7.0%	5	13.6%	24	7.7%	7	7.3%	6	4.0%	4	7.9%	13	6.6%	6	7.6%	15	11.5%	12	6.7%	7
More / better pedestrianised streets	1.7%	103	2.6%	2	0.0%	0	2.4%	4	2.5%	2	2.0%	2	1.5%	1	4.4%	7	0.6%	1	1.0%	2	0.0%	0	0.0%	0
More / better public conveniences	2.9%	177	1.4%	1	0.0%	0	3.0%	5	2.6%	2	5.4%	5	1.5%	1	1.9%	3	6.2%	6	3.6%	7	3.1%	3	1.5%	1
More / better seats / flower displays	2.4%	144	1.4%	1	0.0%	0	2.3%	4	2.8%	2	2.3%	2	2.0%	2	1.9%	3	4.8%	5	4.5%	9	2.9%	3	0.0%	0
More / better services	2.2%	134	1.4%	1	0.9%	1	4.1%	7	0.0%	0	2.4%	2	0.9%	1	3.1%	5	4.9%	5	1.4%	3	0.5%	0	0.9%	1
More advertising	1.0%	57	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
More national multiple shops / High Street shops	27.5%	1662	22.8%	16	9.5%	6	16.4%	29	33.2%	29	14.3%	13	16.7%	15	40.0%	64	39.1%	38	46.8%	92	28.7%	29	38.5%	38
More independent shops	21.7%	1310	13.2%	9	10.8%	7	11.6%	21	27.9%	24	16.8%	15	14.0%	13	41.3%	67	21.3%	21	35.4%	70	23.9%	24	32.0%	32
Street markets - physical improvements	3.4%	204	0.0%	0	0.5%	0	3.7%	7	3.4%	3	2.9%	3	1.0%	1	2.0%	3	3.1%	3	6.2%	12	1.8%	2	3.5%	3
Street markets - better range and quality of offer	5.1%	311	4.8%	3	2.2%	1	9.0%	16	8.1%	7	11.0%	10	2.4%	2	3.3%	5	13.2%	13	4.7%	9	9.6%	10	4.4%	4
Protection from the weather (e.g. covered shopping mall)	1.5%	91	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.0%	2	0.5%	0	2.9%	5	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Shops / services open on Sundays	1.7%	106	3.1%	2	0.0%	0	0.0%	0	0.5%	0	1.5%	1	5.8%	5	0.5%	1	0.9%	1	1.9%	4	0.0%	0	0.9%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better bus station	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Better disabled access	0.3%	19	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Better indoor market	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better nightlife	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Better pavements	0.1%	7	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Better security / safety / more police	2.7%	163	3.8%	3	1.9%	1	4.9%	9	0.9%	1	4.8%	4
Better Wi-Fi signal	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less bookmakers	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less building works	0.2%	10	0.0%	0	1.0%	1	0.5%	1	0.0%	0	0.0%	0
Less busy / crowded	0.3%	18	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafes	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.9%	52	2.1%	1	0.0%	0	0.7%	1	0.9%	1	1.1%	1
Less drunks / druggies	0.3%	16	0.0%	0	2.3%	2	0.0%	0	0.5%	0	2.5%	2
Less empty shops	2.7%	166	0.0%	0	0.9%	1	3.1%	6	0.0%	0	0.5%	0
Less hairdressers / barbers	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Less homeless / beggars	1.4%	82	0.5%	0	5.4%	4	1.6%	3	1.1%	1	0.5%	0
Less pollution	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less restaurants	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.2%	11	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Less takeaways	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Less traffic congestion	0.4%	23	0.5%	0	1.8%	1	0.0%	0	0.5%	0	0.0%	0
Lower business rates	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maintain the historical buildings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it more attractive / revamp it	2.8%	172	4.0%	3	0.0%	0	0.0%	0	5.5%	5	2.5%	2
More / better cultural facilities (e.g. theatres, museums, galleries etc.)	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better disabled parking	0.2%	11	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
More / better leisure facilities	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for drinking (e.g. pubs and bars)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.5%	0
More banking / financial facilities	0.3%	20	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
More cash points	0.0%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More compact	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
More cycle routes	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More litter bins	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
More parks / green areas	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Nicer / friendlier atmosphere	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
No smoking areas	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open my favourite store	0.6%	33	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.9%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
there												
Shops open for longer	0.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop cyclists cycling in pedestrian areas / on pavements	0.1%	4	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Stop the congestion charge	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop the horse fair	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Stop the market(s)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Street markets - open more days	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.9%	299	2.4%	2	1.4%	1	8.8%	16	3.8%	3	3.1%	3
(Nothing)	22.0%	1331	27.1%	19	43.4%	29	20.4%	36	26.2%	23	33.4%	29
Weighted base:	6043	70	67	177	87	88	91	161	97	196	102	99
Sample:	6046	109	104	114	111	109	110	110	110	115	115	107

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Q20 Why don't you visit (CENTRE MENTIONED AT Q15) for your household's shopping and town centre uses? [MR]																								
<i>Those who said 'Never' at Q16</i>																								
Poor range of shops	23.4%	160	19.0%	1	15.5%	2	17.9%	5	51.6%	6	0.0%	0	8.2%	0	18.2%	1	10.3%	1	25.6%	3	24.2%	2	19.3%	4
Poor parking provision	10.9%	74	0.0%	0	0.0%	0	0.0%	0	25.4%	3	20.8%	0	0.0%	0	11.3%	1	0.0%	0	0.0%	0	15.8%	1	10.6%	2
Expensive	4.8%	33	0.0%	0	6.3%	1	9.9%	3	0.0%	0	20.8%	0	0.0%	0	0.0%	0	9.8%	1	0.0%	0	0.0%	0	0.0%	0
Poor facilities in general	4.4%	30	0.0%	0	0.0%	0	0.0%	0	19.4%	2	20.8%	0	0.0%	0	0.0%	0	9.8%	1	12.1%	1	4.6%	1	4.6%	1
Traffic congestion	6.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	0	2.8%	1
Not easy to get to by bike	0.1%	0	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not easy to get to by car	5.6%	38	0.0%	0	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	56.7%	3	0.0%	0	0.0%	0	0.0%	0
Not easy to get to by bus	2.3%	15	0.0%	0	0.0%	0	3.1%	1	13.7%	2	0.0%	0	8.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities in general	2.7%	19	0.0%	0	0.0%	0	0.0%	0	13.7%	2	20.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	0	0.0%	0
Poor range of food stores	5.7%	39	16.3%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	27.1%	3	12.1%	1	15.6%	1	15.6%	3
Poor range of pubs, cafés or restaurants	1.1%	7	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	0	0.0%	0
Poor range of non-food shops	7.8%	53	30.5%	2	6.3%	1	8.0%	2	21.3%	2	0.0%	0	8.2%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	0	13.0%	3
Poor range of independent shops	4.0%	28	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	14.8%	1	0.0%	0	0.0%	0	0.0%	0	22.7%	2	11.9%	2
Poor range of 'high street' retailers/ multiples	5.4%	37	13.2%	1	0.0%	0	3.1%	1	7.7%	1	20.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	0	4.6%	1
Poor quality shops	7.0%	48	0.0%	0	0.0%	0	0.0%	0	7.7%	1	20.8%	0	16.4%	1	0.0%	0	16.5%	1	0.0%	0	12.1%	1	4.6%	1
Lack of street market	0.6%	4	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feels unsafe	12.8%	87	18.2%	1	18.8%	2	3.1%	1	7.7%	1	20.8%	0	44.3%	3	0.0%	0	16.5%	1	0.0%	0	15.8%	1	11.9%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have enough seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my bank / poor range of banks	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my favourite store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't like carrying shopping too far	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't like town centres	0.4%	3	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't really like shopping	0.2%	1	0.0%	0	0.0%	0	0.0%	0	11.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive parking	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive to get there by bus	0.1%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family / friends live elsewhere so visit there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health / mobility reasons	8.0%	54	5.0%	0	16.7%	2	3.1%	1	0.0%	0	37.6%	1	8.2%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	1	7.8%	2
I work in a store / centre so shop there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I work there, so prefer not to visit it in my leisure time	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I'm too busy	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just don't like it	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just prefer to use other places	0.3%	2	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Q21 Why don't you visit (CENTRE MENTIONED AT Q15) for most of your household's shopping and town centre uses? [MR]																								
<i>Those who said 'No' at Q17</i>																								
Poor range of shops	27.3%	615	28.1%	6	19.5%	4	18.8%	17	37.1%	14	8.9%	3	13.1%	3	46.5%	32	27.8%	13	25.1%	10	36.8%	11	26.6%	13
Poor parking provision	11.2%	251	8.9%	2	6.1%	1	14.9%	14	2.5%	1	4.3%	1	0.0%	0	8.8%	6	10.4%	5	11.6%	5	17.9%	6	6.2%	3
Expensive	7.4%	167	2.7%	1	1.6%	0	8.5%	8	4.7%	2	10.6%	3	0.0%	0	7.8%	5	0.0%	0	0.0%	0	0.0%	0	9.2%	5
Poor facilities in general	5.0%	112	12.4%	3	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	1	12.8%	6	11.6%	5	5.9%	2	3.0%	1
Traffic congestion	7.4%	167	4.6%	1	2.9%	1	12.6%	11	4.0%	2	4.6%	1	0.0%	0	2.0%	1	4.0%	2	0.0%	0	5.9%	2	3.7%	2
Not easy to get to by bike	0.7%	16	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	2.0%	1	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Not easy to get to by car	4.3%	97	1.7%	0	0.0%	0	4.4%	4	0.0%	0	3.0%	1	0.0%	0	2.0%	1	0.0%	0	6.9%	3	4.4%	1	3.7%	2
Not easy to get to by bus	2.5%	57	0.0%	0	15.0%	3	2.7%	2	1.2%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	12.6%	5	0.0%	0	3.2%	2
Poor facilities in general	3.2%	72	0.0%	0	4.5%	1	2.4%	2	5.3%	2	0.0%	0	0.0%	0	2.0%	1	1.2%	1	13.1%	5	10.3%	3	0.0%	0
Poor range of food stores	8.5%	190	10.1%	2	0.0%	0	21.4%	19	3.2%	1	4.6%	1	19.0%	4	2.0%	1	11.7%	5	9.5%	4	20.1%	6	9.9%	5
Poor range of pubs, cafés or restaurants	2.0%	46	0.0%	0	0.0%	0	0.0%	0	3.4%	1	4.5%	1	0.0%	0	0.0%	0	10.2%	5	7.0%	3	5.9%	2	0.0%	0
Poor range of non-food shops	8.8%	197	5.4%	1	0.0%	0	10.2%	9	9.7%	4	10.2%	3	9.1%	2	22.4%	15	14.6%	7	4.5%	2	11.9%	4	11.9%	6
Poor range of independent shops	7.1%	159	0.0%	0	0.0%	0	7.3%	7	5.7%	2	10.2%	3	8.1%	2	5.5%	4	8.9%	4	4.5%	2	7.5%	2	2.3%	1
Poor range of 'high street' retailers/ multiples	8.2%	185	5.4%	1	0.0%	0	7.5%	7	4.7%	2	0.0%	0	0.0%	0	16.2%	11	13.9%	7	8.6%	3	18.6%	6	7.7%	4
Poor quality shops	7.1%	160	0.0%	0	0.0%	0	13.3%	12	8.7%	3	3.3%	1	2.5%	0	13.3%	9	21.4%	10	16.1%	6	10.3%	3	2.1%	1
Lack of street market	2.0%	46	5.4%	1	0.0%	0	0.0%	0	2.2%	1	2.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	5.9%	2	0.0%	0
Feels unsafe	7.8%	176	8.4%	2	0.0%	0	9.6%	9	2.5%	1	16.2%	5	16.5%	3	2.0%	1	14.0%	7	0.0%	0	15.4%	5	2.1%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have enough seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my bank / poor range of banks	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my favourite store	0.6%	13	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	5.1%	2	0.0%	0
Don't like carrying shopping too far	0.5%	10	0.0%	0	4.5%	1	2.4%	2	2.0%	1	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Don't like town centres	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't really like shopping	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive parking	2.3%	52	0.0%	0	4.5%	1	2.9%	3	0.0%	0	7.0%	2	4.0%	1	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive to get there by bus	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family / friends live elsewhere so visit there	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health / mobility reasons	1.1%	25	2.7%	1	7.5%	2	0.9%	1	0.0%	0	6.6%	2	2.5%	0	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
I work in a store / centre so shop there	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I work there, so prefer not to visit it in my leisure time	0.1%	3	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I'm too busy	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just don't like it	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Just prefer to use other places	2.3%	52	0.0%	0	3.2%	1	2.3%	2	1.2%	0	8.0%	2	0.0%	0	2.3%	2	4.4%	2	8.1%	3	5.9%	2	6.3%	3

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Like to spread out where I visit	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No reason to go there	1.4%	32	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.3%	1
Not that familiar with the place	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other places are easier to get to	2.2%	49	2.7%	1	5.2%	1	1.4%	1	0.0%	0	5.3%	2
Poor atmosphere / unfriendly	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Poor cultural facilities (e.g. theatres, museums, galleries etc.)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor disabled access	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1
Poor layout	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer not to drive unless I have to	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer online shopping	1.3%	29	5.4%	1	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Prefer retail parks / shopping malls	0.8%	18	1.7%	0	0.0%	0	2.9%	3	2.2%	1	3.0%	1
Prefer to use local shops / supermarkets	2.2%	50	4.3%	1	10.0%	2	0.0%	0	0.0%	0	0.0%	0
There's nothing there	0.2%	4	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too big	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	1.5%	34	0.0%	0	2.9%	1	1.4%	1	0.0%	0	0.0%	0
Too far away	4.9%	110	4.3%	1	7.1%	2	2.9%	3	0.0%	0	10.2%	3
Too far from work	0.6%	14	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Too many drunks / druggies	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many homeless / beggars	0.5%	10	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Too many pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Too many road works	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment / rundown	2.1%	48	1.7%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
(Don't know)	10.4%	233	14.6%	3	21.8%	5	5.8%	5	20.1%	8	5.6%	2
Weighted base:	2251		22		22		91		38		28	
Sample:	2164		29		31		53		47		36	

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Q21X Why don't you visit (CENTRE MENTIONED AT Q15) for your household's shopping and town centre uses? (all respondents who don't visit) [MR]																								
<i>Those who said 'Never' at Q16 or 'No' at Q17</i>																								
Poor range of shops	26.4%	774	25.8%	7	18.2%	6	18.6%	22	40.4%	20	8.3%	3	12.0%	3	43.7%	33	26.0%	14	25.2%	13	34.2%	13	24.5%	17
Poor parking provision	11.1%	326	6.7%	2	4.2%	1	11.6%	14	7.7%	4	5.5%	2	0.0%	0	9.1%	7	9.3%	5	9.2%	5	17.5%	7	7.4%	5
Expensive	6.8%	200	2.0%	1	3.1%	1	8.8%	10	3.6%	2	11.4%	3	0.0%	0	7.0%	5	0.0%	0	2.0%	1	0.0%	0	6.5%	5
Poor facilities in general	4.8%	142	9.3%	3	0.0%	0	4.6%	5	4.4%	2	1.5%	0	0.0%	0	1.8%	1	11.5%	6	11.2%	6	7.2%	3	3.4%	2
Traffic congestion	7.2%	210	3.4%	1	2.0%	1	9.8%	11	3.1%	2	5.8%	2	0.0%	0	1.8%	1	3.6%	2	0.0%	0	6.0%	2	3.4%	2
Not easy to get to by bike	0.6%	17	1.3%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.8%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Not easy to get to by car	4.6%	136	1.3%	0	0.0%	0	5.3%	6	0.0%	0	2.8%	1	0.0%	0	1.8%	1	5.8%	3	5.5%	3	3.5%	1	2.6%	2
Not easy to get to by bus	2.5%	72	0.0%	0	10.3%	3	2.7%	3	4.1%	2	0.0%	0	1.9%	0	0.0%	0	1.0%	1	10.1%	5	0.0%	0	2.3%	2
Poor facilities in general	3.2%	93	0.0%	0	3.1%	1	1.9%	2	7.2%	3	1.5%	0	0.0%	0	1.8%	1	1.0%	1	10.4%	5	9.4%	4	0.0%	0
Poor range of food stores	7.8%	229	11.6%	3	0.0%	0	16.6%	19	4.2%	2	4.3%	1	14.5%	4	1.8%	1	10.5%	5	13.1%	7	18.5%	7	11.5%	8
Poor range of pubs, cafés or restaurants	1.8%	53	2.3%	1	0.0%	0	0.0%	0	2.7%	1	4.2%	1	0.0%	0	0.0%	0	9.1%	5	5.6%	3	6.0%	2	0.0%	0
Poor range of non-food shops	8.5%	251	11.6%	3	2.0%	1	9.7%	11	12.4%	6	9.5%	3	8.8%	2	20.2%	15	13.1%	7	3.6%	2	10.7%	4	12.2%	8
Poor range of independent shops	6.4%	186	0.0%	0	0.0%	0	6.8%	8	4.4%	2	9.4%	3	9.7%	2	5.0%	4	8.0%	4	3.6%	2	10.7%	4	5.0%	3
Poor range of 'high street' retailers/ multiples	7.6%	222	7.3%	2	0.0%	0	6.5%	8	5.3%	3	1.5%	0	0.0%	0	14.6%	11	12.5%	7	6.8%	3	16.0%	6	6.8%	5
Poor quality shops	7.1%	208	0.0%	0	0.0%	0	10.4%	12	8.5%	4	4.6%	1	5.8%	1	11.9%	9	20.9%	11	12.8%	6	10.7%	4	2.8%	2
Lack of street market	1.7%	50	5.3%	2	0.0%	0	0.0%	0	1.7%	1	2.5%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.7%	2	0.0%	0
Feels unsafe	9.0%	263	10.8%	3	5.9%	2	8.1%	10	3.7%	2	16.5%	5	23.0%	6	1.8%	1	14.2%	7	0.0%	0	15.5%	6	4.9%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have enough seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my bank / poor range of banks	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my favourite store	0.5%	14	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Don't like carrying shopping too far	0.3%	10	0.0%	0	3.1%	1	1.9%	2	1.5%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Don't like town centres	0.3%	8	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.5%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't really like shopping	0.2%	7	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive parking	2.0%	59	0.0%	0	3.1%	1	2.2%	3	0.0%	0	6.5%	2	3.1%	1	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive to get there by bus	0.1%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family / friends live elsewhere so visit there	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health / mobility reasons	2.7%	81	3.3%	1	10.4%	3	1.4%	2	0.0%	0	8.9%	3	3.8%	1	1.1%	1	1.0%	1	0.0%	0	2.0%	1	2.2%	2
I work in a store / centre so shop there	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I work there, so prefer not to visit it in my leisure time	0.1%	3	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I'm too busy	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just don't like it	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Just prefer to use other places	1.8%	54	2.3%	1	2.2%	1	1.8%	2	1.0%	0	7.4%	2	0.0%	0	2.0%	2	3.9%	2	6.5%	3	4.7%	2	4.5%	3

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Like to spread out where I visit	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No reason to go there	1.7%	49	0.0%	0	2.0%	1	1.1%	1	1.0%	0	3.0%	1
Not that familiar with the place	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other places are easier to get to	2.1%	61	2.0%	1	4.7%	1	1.1%	1	0.0%	0	4.9%	2
Poor atmosphere / unfriendly	0.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Poor cultural facilities (e.g. theatres, museums, galleries etc.)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor disabled access	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Poor layout	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer not to drive unless I have to	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer online shopping	1.2%	34	4.0%	1	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Prefer retail parks / shopping malls	0.8%	23	1.3%	0	0.0%	0	3.5%	4	1.7%	1	2.8%	1
Prefer to use local shops / supermarkets	1.9%	56	3.3%	1	7.9%	3	1.1%	1	0.0%	0	0.0%	0
There's nothing there	0.3%	8	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too big	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	1.7%	50	0.0%	0	5.8%	2	1.1%	1	1.5%	1	0.0%	0
Too far away	4.3%	127	3.3%	1	5.9%	2	2.2%	3	0.0%	0	9.4%	3
Too far from work	0.6%	17	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Too many drunks / druggies	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many homeless / beggars	0.4%	12	1.3%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Too many pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Too many road works	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment / rundown	2.3%	68	1.3%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
(Don't know)	11.2%	328	12.3%	4	19.1%	6	11.2%	13	18.3%	9	6.7%	2
Weighted base:	2934		29		32		117		49		31	
Sample:	2885		42		49		73		59		40	

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Q22 Where do you normally do most of your household's shopping for men's, women's, children's and baby clothing and footwear? NOTE we mean fashion items - NOT sports clothing and footwear												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.1%	4	0.0%	0	0.6%	0	0.5%	1	0.0%	0	0.0%	0
Bilston Town Centre	0.6%	33	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	1
Birmingham City Centre	12.1%	673	7.0%	4	35.2%	22	18.7%	31	5.1%	4	13.1%	11
Blackheath Town Centre	0.1%	7	1.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Bloxwich Town Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.2%	11	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.2%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.2%	10	0.0%	0	10.4%	7	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Dudley Town Centre	0.7%	39	1.1%	1	0.0%	0	0.5%	1	1.8%	1	0.0%	0
Erdington Local Centre, Birmingham	0.0%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Halesowen Town Centre	0.5%	25	0.6%	0	0.0%	0	0.5%	1	0.6%	0	0.0%	0
Handsworth Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.2%	69	0.6%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	1.1%	62	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Newport Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.3%	16	3.5%	2	0.6%	0	0.9%	1	7.6%	6	1.0%	1
Quinton Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Redditch Town Centre	1.1%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.2%	11	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	1
Smethwick Town Centre	0.0%	3	0.0%	0	1.4%	1	1.0%	2	0.0%	0	0.0%	0
Solihull Town Centre	0.8%	47	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.6%	1
Stafford Town Centre	0.7%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Stourport-on-Severn Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.0%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	18
Tamworth Town Centre	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	7
Telford Town Centre	1.9%	105	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	3.9%	216	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Wednesbury Town Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.7%	1
Wednesfield Local Centre, Wolverhampton	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	4.4%	246	11.7%	7	25.0%	16	12.6%	21	14.5%	11	41.6%	35
Willenhall Town Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	6.4%	353	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.4%	2
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.1%	8	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	1.4%	76	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Bilston Road Retail Park, Bilston Road, Monmore Green	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	1.0%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Jolly Sailor Retail Park, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.7%	37	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.6%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Linkway Retail Park, Watling Street, Cannock	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Madford Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Merry Hill RETAIL PARK, Brierley Hill	3.7%	207	16.1%	10	0.0%	0	2.6%	4	5.3%	4	1.5%	1	1.9%	2	0.0%	0	16.8%	14	8.8%	16	13.7%	13	24.2%	23
Merry Hill SHOPPING CENTRE, Brierley Hill	14.6%	810	26.9%	17	3.9%	2	12.5%	21	33.5%	27	6.8%	6	5.7%	5	0.0%	0	45.8%	39	19.4%	35	42.1%	40	34.4%	32
Oak Retail Park, Dudley Road, Brierley Hill	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Oldbury Green Retail Park, Oldbury Ringway	0.1%	6	1.1%	1	0.0%	0	0.0%	0	3.8%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.4%	22	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springvale Way Retail Park, Springvale Way, Bilston	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Telford Bridge Retail Park, Telford	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.3%	18	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	1.5%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	11.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Solihull Retail Park, Chalford Vale, Shirley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Spring Vale Retail Park, Bilston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Chester Road,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
New Oscott, Sutton Coldfield																								
Wickes, West Street, off Stafford Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery Abbey Retail Park, Alvechurch Highway, Redditch	25.4%	1411	22.9%	14	19.1%	12	40.0%	67	20.8%	16	20.2%	17	25.0%	21	37.6%	57	15.9%	14	24.7%	45	22.0%	21	21.0%	20
Arrow Park Local Centre Asda, Avon Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane South, Tipton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Crown Wharf Shopping Park, Wolverhampton Street, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, Walsall	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.0%	2	0.0%	0	0.6%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.1%	6	1.1%	1	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet Centre, Pingle Drive, Bicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldmere Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldmere Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Bradford City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christchurch Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks Village Outlet, Farm Road, Street	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotteridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Derby City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dumfries Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgbaston Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Exeter City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fashion Factory, Hollies Park Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden Village, Bridgnorth Road, Shipley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester City Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heart Of The Country Shopping Centre, A38, South Swinfen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley Heath Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkley Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Shopping Park, Walford House, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Norton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds United FC, Elland Road, Leeds	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Local Centre	0.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Tunnel Drive, Redditch	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meols Cop Retail Park, Meols Cop Road, Southport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Middlesbrough Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moseley Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Muchwenlock Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newlife Superstore, Hemlock Way, Cannock	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pattingham Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Plymouth City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Sainsbury's Superstore, Freeth Street, Oldbury	0.2%	9	1.6%	1	0.0%	0	0.0%	0	3.2%	3	1.0%	1
Sainsbury's Superstore, Halesowen Street, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snow Hill, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Prior Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Cradley Heath												
Tesco Extra, New Square, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warstones Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Bridgnorth Road, Shipley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.5%	27	1.9%	1	0.0%	0	1.3%	2	0.0%	0	0.6%	1
Weighted base:	5552	62	64	168	79	84	84	152	86	183	94	94
Sample:	5601	98	101	109	102	103	102	104	99	108	108	105

Q23 How do you normally travel to (LOCATION MENTIONED AT Q22)?

Not those who said 'Internet / delivery' or 'Abroad' or '(Don't know / varies)' or '(Don't do this type of shopping)' at Q22

Car / van (as driver)	59.8%	2461	55.9%	26	42.2%	22	44.8%	44	63.9%	40	47.6%	32	50.4%	31	56.5%	53	70.4%	51	69.2%	94	55.4%	41	80.9%	60
Car / van (as passenger)	9.5%	391	10.2%	5	7.6%	4	18.4%	18	7.7%	5	3.8%	3	7.4%	5	6.0%	6	9.3%	7	10.8%	15	20.1%	15	8.2%	6
Bus, minibus or coach	17.2%	709	23.8%	11	27.9%	14	32.0%	32	21.7%	14	14.5%	10	25.7%	16	6.5%	6	11.8%	9	2.8%	4	14.5%	11	8.4%	6
Using park & ride facility	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.2%	8	0.0%	0	0.0%	0	2.3%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Walk	4.2%	174	0.8%	0	12.1%	6	0.0%	0	0.0%	0	21.5%	14	9.0%	5	6.6%	6	0.0%	0	5.6%	8	8.3%	6	0.0%	0
Taxi	1.1%	46	4.7%	2	0.0%	0	2.5%	2	1.5%	1	1.3%	1	1.4%	1	3.0%	3	3.2%	2	0.0%	0	0.0%	0	2.5%	2
Train	6.4%	262	4.7%	2	9.5%	5	0.0%	0	3.2%	2	4.9%	3	3.0%	2	21.5%	20	2.4%	2	11.6%	16	0.7%	0	0.0%	0
Bicycle	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ring & Ride	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tram	0.2%	10	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:	4114	46	52	99	63	67	61	94	73	136	74	74												
Sample:	4299	75	83	68	81	83	78	61	86	84	88	84												

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Q24 Where do you normally do most of your household's shopping for CDs, vinyl, DVDs, Blurays, etc.) (Excluding gaming)?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bilston Town Centre	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Birmingham City Centre	6.4%	183	4.0%	1	25.0%	7	6.1%	5	3.4%	2	11.0%	5
Blackheath Town Centre	0.1%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.3%	8	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	0.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.1%	2	0.0%	0	8.3%	2	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	5
Great Bridge Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Halesowen Town Centre	0.3%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.1%	3	2.3%	1	0.0%	0	0.0%	0	2.7%	1	1.1%	0
Quinton Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	1.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Smethwick Town Centre	0.0%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.4%	11	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.3%	1
Stafford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Stourport-on-Severn Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Centre												
Sutton Coldfield Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	1.0%	29	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Wednesbury Town Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
West Bromwich Town Centre	1.4%	40	0.0%	0	11.6%	3	3.2%	3	5.5%	2	23.0%	10
Willenhall Town Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	4.2%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Battery Retail Park, Selly Oak	0.1%	2	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Crown Wharf Shopping Park, Walsall	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.4%	11	0.0%	0	0.0%	0	1.0%	0	1.1%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	1.4%	41	4.0%	1	0.0%	0	2.7%	2	7.3%	3	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	8.3%	238	21.8%	6	0.0%	0	5.3%	4	12.4%	6	2.8%	1
One Stop Retail Park, Walsall Road, Perry Barr	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Reedswood Way Retail Park, Reedswood Way, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Road, Wolverhampton												
Telford Forge Shopping Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Green Street, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, West Street, off Stafford Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	59.9%	1717	50.2%	14	40.2%	11	75.2%	61	61.1%	27	51.1%	22
Asda, Avon Road, Cannock	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane South, Tipton	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Asda, George Street, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.1%	3	0.0%	0	7.1%	2	1.0%	1	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.0%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Barr	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.1%	2	2.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Castlegate Way, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Codsall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meole Brace Retail Park, Hereford Road, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4
Morrisons, High Street, Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sherwood Road, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Spring Hill, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Oxford City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsbury's Superstore, Frankley Beeches Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.1%	4	3.5%	1	0.0%	0	1.6%	1	2.7%	1	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.1%	3	3.4%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, New Square, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ridgacre Road, Quinton, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.7%	19	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	2864		29	27	81	45	43	48	67	52	80	54
Sample:	2524		41	41	48	52	48	52	45	57	42	54

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Q25 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.7%	32	0.0%	0	13.9%	6	6.7%	9	1.5%	1	0.0%	0
Bilston Town Centre	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	3.8%	173	0.0%	0	19.7%	9	1.0%	1	0.0%	0	5.5%	4
Blackheath Town Centre	0.2%	7	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.2%	8	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.1%	3	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.3%	12	3.8%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Dudley Town Centre	0.5%	21	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.7%	0
Halesowen Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.2%	8	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Kidderminster Town Centre	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill Local Centre, Cradley Heath	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.3%	14	1.9%	1	0.0%	0	3.1%	4	10.2%	6	1.0%	1
Quinton Local Centre, Birmingham	0.0%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.8%	1
Redditch Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Shifnal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Shrewsbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.1%	3	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Stafford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Sutton Coldfield Town Centre	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	12
Tamworth Town Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Telford Town Centre	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	1.4%	63	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.1%	1
Wednesbury Town Centre	0.4%	19	0.0%	0	2.6%	1	0.0%	0	2.4%	2	0.7%	0
Wednesfield Local Centre, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	1.5%	70	0.0%	0	3.6%	2	6.3%	9	5.1%	3	25.5%	18
Willenhall Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	2.5%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	2.1%	94	0.0%	0	4.7%	2	6.3%	9	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	1.1%	49	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Cannock Gateway Retail Park, Eastern Way, Cannock	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	1.9%	88	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Crown Wharf Shopping Park, Walsall	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Elgar Retail Park, Blackpole Road, Worcester	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Gallagher Retail Park,	8.8%	401	0.7%	0	2.4%	1	7.4%	10	5.3%	3	19.7%	14

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Wrekin Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Axletree Way, Park Lane, Wednesbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Cardinal Point Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Solihull Retail Park, Chalford Way, Shirley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Spring Vale Retail Park, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Kings Heath, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, St Johns Retail Park, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury	0.2%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet / delivery	37.0%	1679	47.4%	24	30.1%	13	48.4%	67	35.1%	22	26.2%	19
Abbey Retail Park, Alvechurch Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bearwood Road, Bearwood	0.1%	3	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Arena Shopping Park, Classic Drive, Coventry	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Freeth Street, Oldbury	0.1%	3	0.0%	0	0.0%	0	1.9%	3	0.7%	0	0.0%	0
Argos in Sainsbury's, Raglan Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane South, Tipton	0.2%	9	0.0%	0	0.0%	0	0.0%	0	7.3%	5	0.8%	0
Asda, Crown Wharf Shopping Park, Wolverhampton Street, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.0%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Asda, Pearson Street,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Brierley Hill												
Asda, Queensway Mall, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.1%	4	1.3%	1	0.0%	0	1.9%	3	0.7%	0	0.0%	0
Asda, Woodall Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bilston Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradmore Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Capital Appliance Centre, Macrome Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale Retail Park, Chester Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centrum East Retail Park, Burton upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadsmoor Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hazelwell Street, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Watson Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road, Birmingham	0.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Kingfisher Shopping Park, Walford House, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Walsall Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minehead Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Morrisons, High Street, Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Walsall												
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Retail Park, Watling Street, Bridgtown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Chell Road, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.1%	4	0.7%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0
Sainsbury's Superstore, Halesowen Street, Rowley Regis	0.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snow Hill, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.0%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tesco Extra, Littleton Street West, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, New Square, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Tesco Extra, Princess Alice	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Drive, Sutton Coldfield																								
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.3%	2
Tesco Superstore, Silver Street, Brownhills, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Walsall Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Wood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warstones Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Retail Park, Ings Road, Wakefield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Wythall Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	11	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	4542		50		45		139		62		72		59		122		80		166		82		78	
Sample:	4397		77		69		87		75		90		66		85		92		95		93		87	

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Q26 Where do you normally do most of your household's shopping for books (incl. encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.2%	9	0.0%	0	1.7%	1	6.0%	7	0.0%	0	0.0%	0
Bilston Town Centre	0.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	5.5%	234	0.0%	0	18.0%	8	3.5%	4	1.5%	1	7.2%	4
Blackheath Town Centre	0.3%	14	16.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.9%	36	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Brownhills Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	2.0%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.1%	6	0.0%	0	14.2%	6	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	1.1%	47	2.2%	1	0.0%	0	0.7%	1	9.8%	5	0.0%	0
Great Barr Local Centre, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Halesowen Town Centre	1.3%	55	4.4%	2	0.8%	0	4.4%	5	0.0%	0	0.8%	0
Harborne Local Centre, Birmingham	0.9%	38	0.0%	0	1.5%	1	0.7%	1	0.0%	0	0.0%	0
Hednesford Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.5%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	1.9%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	1.2%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.3%	14	3.4%	2	0.0%	0	2.9%	3	10.7%	5	0.0%	0
Quinton Local Centre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Redditch Town Centre	1.2%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.8%
Shifnal Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.1%	3	0.0%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.2%	10	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	1.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.8%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Walsall Town Centre	3.7%	157	0.0%	0	0.0%	0	0.0%	0	5.9%	4	1.7%	2
Wednesbury Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.8%	0
Wednesfield Local Centre, Wolverhampton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	2.3%	99	5.1%	2	8.7%	4	8.4%	10	7.0%	4	28.3%	18
Willenhall Town Centre	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	5.5%	232	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Wombourne Village Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.2%	10	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.2%	8	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.2%	7	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.8%	0
Jolly Sailor Retail Park, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Armstrong Way,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Willenhall												
Linkway Retail Park, Watling Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	1.8%	78	12.2%	6	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	6.8%	290	15.3%	7	3.9%	2	4.4%	5	20.1%	10	1.5%	1
Oak Retail Park, Dudley Road, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.1%	3	3.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1
One Stop Retail Park, Walsall Road, Perry Barr	0.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Solihull Retail Park / Sears Retail Park, Shirley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.3%	15	0.0%	0	5.1%	2	1.9%	2	0.0%	0	2.1%	1
Ventura Retail Park, Tamworth	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	6
Wrekin Retail Park, Telford	0.1%	4	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
B&Q, Green Street, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Pitcairn Drive, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	40.2%	1707	33.0%	15	27.4%	12	52.3%	61	42.4%	22	38.4%	24
Albrighton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Howard Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Alvechurch Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane South, Tipton	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3
Asda, Daisy Street, Bilston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, Walsall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hagley Road West, Quinton, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn, Dudley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Kings Heath, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, New Road, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.3%	15	0.0%	0	9.1%	4	9.3%	11	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Asda, Pearson Street, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Saltwells Road, Cradley Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Minworth, Sutton Coldfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Asda, Walsall Road, Perry Barr	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.1%	6	2.2%	1	0.0%	0	2.2%	3	3.1%	2	0.0%	0
Asda, Woodall Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashmore Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Aston District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilbrook Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham Airport, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpole Local Cntrre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Boston Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall & Wergs Garden Centre, Wergs Hall Road, Codsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franche Road, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotteridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coven Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchfield Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Great Wyrley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamstead Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Shopping Park, Walford House, Redditch	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Norton Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Friar Park Road, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Longacres Industrial Estate, Rose Hill, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Local Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Morrisons, Charterfield Shopping Centre, Kingswinford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Morrisons, High Street, Burntwood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Spring Hill, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neptune Industrial Estate, Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
New Invention Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Office Outlet, Rocky Lane, Aston Cross, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oswestry Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkfield Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushall Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.1%	6	1.6%	1	0.8%	0	1.4%	2	1.8%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Sainsbury's Superstore, Longbridge Lane,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Birmingham												
Sainsbury's Superstore, Reedswood Way, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Brierley Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streetley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Extra, Church Street, Lichfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.1%	3	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tesco Extra, New Square, West Bromwich	0.1%	3	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.2%	9	0.0%	0	0.0%	0	0.9%	0	0.0%	0	3.0%	2
Tesco Superstore, Castle Road, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Torquay Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trago Mills, Two Waters Foot, Liskeard	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Upper Gornal Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wall Heath Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Weoley Castle Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Heath Local Centre, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wood Lane, Bartley Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Weighted base:	4247	46	42	116	51	62	62	133	65	148	72	70
Sample:	4123	70	68	72	65	73	71	89	75	85	79	76

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Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Q27 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.4%	14	0.0%	0	12.6%	5	2.6%	3	0.0%	0	0.0%	0
Bilston Town Centre	1.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	4.0%	154	2.3%	1	6.8%	2	1.9%	2	0.0%	0	5.5%	3
Blackheath Town Centre	0.4%	15	15.5%	8	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Bloxwich Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Brownhills Town Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Burntwood Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.4%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.1%	3	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Cleobury Mortimer Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.8%	30	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Erdington Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Great Bridge Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	0	3.5%	2
Halesowen Town Centre	0.7%	25	0.0%	0	0.0%	0	0.7%	1	0.8%	0	0.9%	0
Harborne Local Centre, Birmingham	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.2%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Kingswinford Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	1.4%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye Local Centre, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Newport Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Northfield Local Centre, Birmingham	1.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Oldbury Town Centre	1.2%	48	5.8%	3	1.6%	1	13.0%	15	15.1%	9	2.8%	2	5.4%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Quinton Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.0%	2	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Sutton Coldfield Town Centre	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	3.4%	129	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	2.8%	107	4.6%	2	12.5%	5	4.8%	6	11.9%	7	40.4%	22	26.2%	16	1.7%	2	0.0%	0	0.0%	0	3.7%	3	0.0%	0
Willenhall Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	3.7%	141	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	5.7%	4
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.8%	29	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	2.8%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Bescot Retail Park, Bescot Crescent, Walsall	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Gateway Retail Park, Eastern Way, Cannock	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardinal Point Retail Park,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Tamworth												
Crossley Park, Carpet Trades Way, Kidderminster	1.7%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	1.3%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	1.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Jerome Retail Park, Bridgeman Street, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Armstrong Way, Willenhall	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	2.5%	98	11.0%	6	0.0%	0	1.9%	2	2.9%	2	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	7.4%	286	17.6%	9	3.5%	1	1.9%	2	15.0%	9	3.3%	2
Mitre Retail Park, Bilston Road, Monmore Green	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	2.0%	76	10.1%	5	15.9%	6	10.4%	12	19.3%	12	8.1%	4
One Stop Retail Park, Walsall Road, Perry Barr	0.5%	18	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5
Queens Shopping Park, Stafford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedwood Way Retail Park, Reedwood Way, Walsall	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Roman Way Retail Park, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springvale Way Retail Park, Springvale Way, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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St Johns Retail Park, Dudley Road, Wolverhampton	0.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3
Telford Bridge Retail Park, Telford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre Retail, Stafford Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	1.2%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.1%	5	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Solihull Retail Park, Chalford Way, Shirley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Wyrley Brook Retail Park, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Chester Road, New Oscott, Sutton Coldfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	33.5%	1289	27.9%	14	16.4%	6	51.9%	61	21.7%	13	23.7%	13	43.2%	26	38.1%	35	23.5%	14	27.9%	39	26.0%	19	37.0%	24
Abbey Retail Park, Alvechurch Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road South, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Earls Way, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Queensville, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Asda, Brickhouse Lane South, Tipton	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Daisy Street, Bilston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.1%	4	0.0%	0	11.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Minworth, Sutton Coldfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.2%	10	1.3%	1	0.0%	0	5.6%	7	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aston Villa FC, Villa Park, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bilston Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
B&M, Coppice Lane, Walsall Wood, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barons Court Trading Estate, Walsall Road, Walsall Wood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldmere Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale Retail Park, Chester Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chasetown Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall & Wergs Garden Centre, Wergs Hall Road, Codsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Codsall Village Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
County Sports, Worcester Road, Hagley, Stourbridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Dobbies Garden Centre, Saxon Cross House, Watling Street, Gailey	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dolittles Pet & Aquatic Centre, Bridgnorth Road, Shipley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.2%
Dunstall Hill Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Green Street, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Go Outdoors, Frederick Road, Kidderminster	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5
Hagley Road Retail Park, Hagley Road West, Quinton, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Hagley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holloway Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Hopwood Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horseley Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.1%	6	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Leeds United FC, Elland Road, Leeds	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Retail Park, Vulcan Road	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Aston Golf Club, Roman Road, Streetly, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Longacres Industrial Estate, Rose Hill, Willenhall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Local Centre	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Morrisons, High Street, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Morrisons, Lichfield Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Exhibition Centre, Marston Green, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Neptune Industrial Estate, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pacific Nurseries, Chester Road, Streetly, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Beeches Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Foldgate Lane, Ludlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port Solent Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roberts Farm Shop, Kidderminster Road, Stourbridge, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's Superstore, Freeth Street, Oldbury	0.1%	2	0.0%	0	1.7%	1	0.0%	0	2.2%	1	0.0%	0
Sainsbury's Superstore, Halesowen Street, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1

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Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Sainsbury's Superstore, Reedswood Way, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Snow Hill, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.1%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.1%	4	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.9%	1
Tesco Superstore, Camden Street, Birmingham	0.1%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ridgacre Road, Quinton, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford, Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TFM Superstore, Stableford, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Big Pet Store, Hereward Rise, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Park, Suffrage	0.0%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Street, Smethwick												
Walsall Wood Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weavers Wharf, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Webbs Garden Centre, Worcester Road, Wychbold	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wychbold Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Bridgnorth Road, Shipley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	6	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	3851	51	37	117	60	54	60	93	58	139	71	64
Sample:	3415	74	53	66	72	60	63	60	63	78	75	62

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Q28 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.5%	20	0.0%	0	11.0%	5	6.3%	7	0.0%	0	0.7%	0
Bilston Town Centre	1.4%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Birmingham City Centre	4.1%	154	3.5%	2	6.9%	3	0.0%	0	2.4%	1	3.6%	2
Blackheath Town Centre	0.4%	14	12.0%	5	0.0%	0	2.1%	2	1.9%	1	0.0%	0
Bloxwich Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.5%	17	0.0%	0	0.0%	0	2.0%	2	0.9%	0	0.7%	0
Bromsgrove Town Centre	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.6%	60	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.4%	15	0.0%	0	18.4%	8	1.5%	2	1.5%	1	0.0%	0
Central London	0.0%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Cradley Heath Town Centre	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Dudley Town Centre	2.0%	76	9.7%	4	1.3%	1	0.7%	1	8.0%	4	2.1%	1
Erdington Local Centre, Birmingham	0.3%	10	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.8%	2
Halesowen Town Centre	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth Local Centre, Birmingham	0.2%	8	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Harborne Local Centre, Birmingham	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	2.7%	103	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lichfield City Centre	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye Local Centre, Stourbridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Northfield Local Centre, Birmingham	1.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Oldbury Town Centre	0.6%	22	6.9%	3	1.3%	1	4.4%	5	2.6%	1	2.1%	1	1.4%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Quinton Local Centre, Birmingham	0.2%	8	0.8%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	0	10.2%	6
Shifnal Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.3%	9	0.0%	0	11.2%	5	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Stafford Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.7%	1	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	2.0%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	1.2%	44	0.0%	0	0.0%	0	0.0%	0	0.9%	0	2.1%	1	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	1.2%	47	0.8%	0	5.3%	2	6.5%	7	2.6%	1	19.0%	12	19.2%	11	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Willenhall Town Centre	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	3.2%	121	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	1
Wombourne Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.9%	32	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.5%	20	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green	0.5%	20	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Cannock Gateway Retail Park, Eastern Way, Cannock	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

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Cardinal Point Retail Park, Tamworth	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	1.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Crown Wharf Shopping Park, Walsall	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elgar Retail Park, Blackpole Road, Worcester	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	6.7%	254	4.0%	2	7.4%	3	4.4%	5	3.2%	2	22.9%	14
Greyfriars Way Retail Park, Stafford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.5%	18	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Keyway Retail Park, Armstrong Way, Willenhall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.8%	30	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	6.0%	227	11.6%	5	0.0%	0	6.5%	7	11.1%	6	5.6%	3
Merry Hill SHOPPING CENTRE, Brierley Hill	3.9%	147	9.5%	4	0.0%	0	2.0%	2	6.5%	3	3.3%	2
Mitre Retail Park, Bilston Road, Monmore Green	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.9%	34	3.1%	1	7.0%	3	6.5%	7	6.0%	3	2.1%	1
One Stop Retail Park, Walsall Road, Perry Barr	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	2.3%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5
Queens Shopping Park, Stafford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Way Retail Park, Cannock	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull GATE Retail Park,	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Marshall Lake Road, Solihull												
Solihull Retail Park / Sears Retail Park, Shirley	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springvale Way Retail Park, Springvale Way, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	1.9%	70	0.0%	0	0.0%	0	2.0%	2	1.5%	1	0.0%	0
Telford Bridge Retail Park, Telford	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	1.5%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	16
Wrekin Retail Park, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Axletree Way, Park Lane, Wednesbury	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
B&Q, Spring Vale Retail Park, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Birchley Lane, Oldbury	0.9%	33	1.3%	1	0.0%	0	7.3%	8	0.9%	0	3.6%	2
Homebase, Chester Road, New Oscott, Sutton Coldfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Oldbury Green Retail Park, Warley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Homebase, St Johns Retail Park, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury	5.4%	205	5.4%	2	3.7%	2	10.8%	12	11.2%	6	6.7%	4
Leekes, Great Bridge Road, Bilston	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Hollies Park Road, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Prospect Road, off Mucklow Hill, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	22.0%	830	25.8%	11	20.4%	9	23.3%	25	25.0%	13	13.8%	9
Acocks Green Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alan Ward Furniture, Ennerdale Road, Shrewsbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alcester Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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Asda, Brickhouse Lane South, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.1%	4	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bilston Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Dunlop Way, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bill Samson, Nimmings Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birchley Industrial Estate, Birchfield Lane, Oldbury	0.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishopswood Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldmere Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradeley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradmore Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Britannia Enterprise Park, Europa Way, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broad Street DIY, Worcester Road, Bromsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookhill Works/Windsor Road, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnt Tree & Birmingham New Road, Dudley, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Caldmore Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale Retail Park, Chester Road, Birmingham	0.1%	3	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cedars Business Centre, Avon Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheadle Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claregate Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claverley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coney Industrial Estate, Birmingham New Road, Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookes Furniture, Goosemoore Lane, Erdington	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Coseley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cousins Furniture Store, Hall Street, Dudley	0.1%	5	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coven Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crewe Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, John Kempe Way, Camp Hill Middleway, Birmingham	0.0%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
DFS, Watling Street, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dormston Trading Estate, Burton Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Dudley Road, Birmingham	0.0%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Dunelm, Bilston Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstall Hill Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easter Park, Worcester Road, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Edgbaston Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exchange Industrial Estate, Watling Street, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchfield Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finstall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Granada Trading Estate, Park Street, Oldbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Great Bridge Road, Bilston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heath Hill Industrial Estate, Heath Hill, Dawley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highgate Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hill Top Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Croft Road, Coventry	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial Retail Park, Eastern Avenue, Lichfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lane Head Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Retail Park, Vulcan Road	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Industrial Estate, Rose Hill, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minehead Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Kingswinford												
New Oscott Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Canes, Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakengates Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldswinford Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Street Industrial Park, Vulcan Road, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pacific Nurseries, Chester Road, Streetly, Aldridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Lane Trading Estate, Park Lane, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkfield Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4
Ravenside Retail Park, Erdington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Rubery Village Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snow Hill, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sparkbrook Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Industrial Estate, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Cross Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Sundorne Retail Park, Arlington Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hough Retail Park, Lichfield Road, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Walsall Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trysull Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyseley District Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Gornal Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Waitrose, Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wall Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Carpets, Green Lane, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Walsall Wood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Garden Centre, Kidderminster Road South, Hagley, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Business Park, Trent Valley Road, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wulfrun Trading Estate, Stafford Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Retail Park, London Road, High Wycombe	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Wyevale Garden Centre, Newport Road, Albrighton, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	9	2.7%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Weighted base:	3769	43	42	109	50	63	56	98	60	134	63	54
Sample:	3627	65	63	63	61	79	62	63	67	80	69	59

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Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Q29 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.1%	7	0.0%	0	1.9%	1	3.2%	5	0.0%	0	0.0%	0
Bilston Town Centre	0.8%	38	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Birmingham City Centre	1.0%	45	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Blackheath Town Centre	0.3%	13	12.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.4%	18	0.0%	0	0.0%	0	1.6%	2	0.7%	0	0.0%	0
Bromsgrove Town Centre	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.2%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.2%	11	0.0%	0	10.2%	5	1.6%	2	0.0%	0	0.0%	0
Central London	0.0%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Cradley Heath Town Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.6%	28	1.8%	1	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Erdington Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.2%	10	0.0%	0	0.7%	0	0.0%	0	0.0%	0	4.7%	3
Halesowen Town Centre	0.9%	43	9.0%	5	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	1.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye Local Centre, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.9%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Oldbury Town Centre	0.4%	16	2.5%	1	4.0%	2	1.8%	3	6.5%	4	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Oxley Local Centre, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1
Shifnal Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.2%	8	0.0%	0	10.5%	5	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.1%	5	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Stourport-on-Severn Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	1.5%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Wednesbury Town Centre	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	1.0%	47	0.0%	0	6.7%	3	3.4%	5	3.0%	2	23.2%	16	20.7%	14	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Willenhall Town Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	1.9%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Battery Retail Park, Selly Oak	2.4%	112	0.0%	0	1.8%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Bromsgrove	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Cannock Gateway Retail Park, Eastern Way, Cannock	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Cardinal Point Retail Park, Tamworth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Crossley Park, Carpet Trades Way, Kidderminster	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	5.5%	9	0.0%	0	0.0%	0				
Crown Wharf Shopping Park, Walsall	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Elgar Retail Park, Blackpole Road, Worcester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Gallagher Retail Park, Junction 9, Wednesbury	3.2%	148	0.0%	0	1.1%	1	0.0%	0	1.1%	1	8.0%	5	16.7%	11	1.9%	2	0.0%	0	0.0%	0	0.8%	1
Jerome Retail Park, Bridgeman Street, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Jolly Sailor Retail Park, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Armstrong Way, Willenhall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Linkway Retail Park, Watling Street, Cannock	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Madford Retail Park, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Merry Hill RETAIL PARK, Brierley Hill	1.2%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	7	0.0%	0	8.3%	6	5.8%	4		
Merry Hill SHOPPING CENTRE, Brierley Hill	1.0%	46	2.1%	1	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	4.7%	3	2.1%	2		
Oak Retail Park, Dudley Road, Brierley Hill	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.8%	1	3.9%	3		
Oldbury Green Retail Park, Oldbury Ringway	1.3%	59	7.1%	4	16.2%	8	11.9%	17	16.4%	11	6.8%	5	3.1%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Orbital Retail Park, Voyager Drive, Cannock	0.9%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Reedswood Way Retail Park, Reedswood Way, Walsall	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Way Retail Park, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										

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Selly Oak Shopping Park, Birmingham	0.9%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull GATE Retail Park, Marshall Lake Road, Solihull	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springvale Way Retail Park, Springvale Way, Bilston	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
St Johns Retail Park, Dudley Road, Wolverhampton	1.5%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre Retail, Stafford Street, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	16
Wrekin Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Axletree Way, Park Lane, Wednesbury	8.2%	381	0.0%	0	0.0%	0	3.4%	5	5.1%	3	24.8%	17
B&Q, Cardinal Point Retail Park, Tamworth	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3
B&Q, Green Street, Kidderminster	3.7%	174	0.0%	0	0.0%	0	0.0%	0	0.0%	0	65.2%	108
B&Q, Hough Retail Park, Stafford	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Jinnah Road, Redditch	0.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	10.4%	485	51.5%	28	12.9%	7	35.0%	49	19.4%	13	1.3%	1
B&Q, Solihull Retail Park, Chalford Way, Shirley	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Spring Vale Retail Park, Bilston	6.8%	319	1.2%	1	0.0%	0	0.0%	0	2.3%	2	0.0%	0
B&Q, Telford Bridge Retail Park, Telford	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Wyrley Brook Retail Park, Cannock	4.2%	197	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Dunelm, Birchley Lane, Oldbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Brook Retail	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Park, Bromsgrove												
Homebase, Chester Road, New Oscott, Sutton Coldfield	1.9%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Kings Heath, Birmingham	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Oldbury Green Retail Park, Warley	1.7%	80	1.2%	1	13.5%	7	14.7%	21	24.1%	16	7.9%	5
Homebase, Orbital Retail Park, Cannock	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Spennells Valley Road, Kidderminster	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, St Johns Retail Park, Wolverhampton	1.3%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Homebase, Wrekin Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury	0.3%	15	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1
Makro, Pitcairn Drive, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aldridge Road, Perry Barr	0.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Ash Tree Road, Stirchley	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Hollies Park Road, Cannock	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Holyhead Road, Handsworth	0.5%	24	0.0%	0	4.2%	2	0.9%	1	0.0%	0	1.9%	1
Wickes, Prospect Road, off Mucklow Hill, Halesowen	0.3%	15	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Wickes, West Street, off Stafford Road, Wolverhampton	1.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	8.7%	408	10.4%	6	7.1%	4	11.2%	16	9.8%	6	4.9%	3
A5 Trade Center, Watling Street, Four Crosses, Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridge Cross Road, Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Asda, Brickhouse Lane	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
South, Tipton												
Asda, George Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Ashmore Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashwood Nurseries, Ashwood Lower Lane, Kinver, Kingswinford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3.8%
Aston Cross Industrial Estate, Aston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bilston Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Ferrie Grove, Brownhills, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Dunlop Way, Birmingham	0.4%	21	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
B&Q, Spring Lane, Malvern	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Wellington Road, Derby, Burton-on-Trent	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnett Hill by Cherry Lane, Worcester Road, Clent, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnt Green Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartley Green Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beechcroft Nurseries & Garden Centre, Madeley Road, Belbroughton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bolton Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradmore Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Britannia Enterprise Park, Europa Way, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broad Street DIY, Worcester Road, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carters Green Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Carvers Building Supplies, Little's Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Castle Nurseries, Birmingham Road, Studley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clent Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall & Wergs Garden Centre, Wergs Hall Road, Codsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coltham Road, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trysull Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coseley Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crankhall Lane, Wednesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curborough Hall Farm Countryside Centre, Watery Lane, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Watling Street, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dimmingsdale Bridge Garden Centre, Ebstree Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Birmingham Road, Shenstone, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Dobbies Garden Centre, Nuneaton Road, Atherstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Saxon Cross House, Watling Street, Gailey	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enterprise Trading Estate, Pedmore Road, Brierley Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frankley Industrial Estate, Tay Road, Rubery	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden Village, Bridgnorth Road, Shipley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grangewood Garden Centre, Bonehill Road, Mile Oak, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grasmere Garden Centre & Aquatics, Lichfield Road, Brownhills, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Halls Garden Centre, Chester Road, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Heath Hill Industrial Estate, Heath Hill, Dawley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highdown Nursey, Sugar Loaf Lane, Kinver	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hirons Garden Centre, Wellington Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hodgehill Garden Centre, Birmingham Road, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollybush Garden Centre and Aquaria, Warstone Road, Shreshill	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.5%
Hollywood Local Centre, Hollywood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ionic Park, Birmingham New Road, Dudley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3.0%
Kingfisher Shopping Park, Walford House, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswood Road Nurseries, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Local Centre	0.0%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lazy Hill Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lealans Garden Centre, Bridgnorth Road, Shipley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Lidl, Stalling's Lane, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Industrial Estate, Rose Hill, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mappleborough Green Garden Centre, A435, Mappleborough Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maypole Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Park Garden Centre, Stafford Road, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mica Hardware & DIY, Waterloo Road, Smethwick	0.1%	4	0.0%	0	5.0%	3	0.9%	1	0.0%	0	0.0%	0
Minworth Industrial Park, Minworth, Sutton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Coldfield												
Minworth Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mucklow Hill Trading Estate, Halesowen	0.1%	4	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Neptune Industrial Estate, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
New Oscott Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newlife Superstore, Hemlock Way, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Oreton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pacific Nurseries, Chester Road, Streetly, Aldridge	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4
Pelsall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Beeches Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pillaton Garden Centre, Penkridge, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Piper Nurseries & Garden Centre, Watling Street, Penkridge, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plugs 2 Plants, Wallows Road, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Ringway Industrial Estate, Eastern Avenue, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushall Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandiacre Farm Shop, Himley Lane, Himley, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Birmingham Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22										
West Bromwich																						
Screwfix, Globe Street, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hewell Road, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Marston Road, Wolverhampton	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Prospect Drive, Lichfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Sovereign Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Walkmill Lane, Bridgtown, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Walsall Road, Walsall Wood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selco Builders Warehouse, Chester Road, Off Tyburn Island, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Shareshill Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shortheath Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Singletons Nurseries, Birmingham Road, Lydiate Ash, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Snow Hill, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalybridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport Marina, Sandy Lane, Stourport-on-Severn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streetley Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
TFM Superstore, Brickhouse Lane, Stoke Prior, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TFM Superstore, Northgate, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Elms Day Nursery, Edgbaston Park Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
The Range, Walsall Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Stourbridge Estate,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Stourbridge												
Toolstation, Ash Tree Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Bridgeman Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Lichfield Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Untouchables, Cross Street North, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Gornal Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Nurseries, Erdington Road, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Garden Centre, Sutton Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Garden Centre, Kidderminster Road South, Hagley, Stourbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Webbs Garden Centre, Worcester Road, Wychbold	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wentworth Garden Rooms, Rounds Green Road, Oldbury	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
West Somerset Garden Centre, Mart Road, Minehead	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Oak Park, Dudley Road, Brierley Hill	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Wickes, Redditch Ringway, Redditch	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St George's, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Vulcan Road, Lichfield	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Walmley Ash Road, Minworth, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WM Wheat & Son Garden Centre, Chester Road, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wulfrun Trading Estate, Stafford Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Bridgnorth Road, Shipley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Wyevale Garden Centre, Maple Road, Birmingham	0.1% 6	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Wyevale Garden Centre, Wolseley Bridge, Stafford	0.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Wylde Green Local Centre	0.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Abroad	0.3% 14	0.0% 0	0.0% 0	0.0% 0	2.0% 1	0.0% 0	3.4% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	4665	55	52	141	66	67	68	126	75	166	74	73
Sample:	4601	84	82	87	79	80	83	84	85	100	83	81

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Q30 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	1.1%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.7%	35	0.0%	0	9.9%	6	12.9%	18	0.0%	0	0.0%	0
Bilston Town Centre	1.4%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	4.0%	205	3.4%	2	4.1%	2	4.1%	6	0.6%	0	1.6%	1
Blackheath Town Centre	0.9%	48	36.5%	23	0.0%	0	2.2%	3	2.3%	2	0.0%	0
Bloxwich Town Centre	1.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	1.1%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	1.2%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	2.3%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.5%	24	0.0%	0	24.2%	15	5.0%	7	0.0%	0	0.0%	0
Central London	0.1%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Cleobury Mortimer Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.4%	23	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	2.1%	108	0.0%	0	0.0%	0	0.9%	1	9.2%	7	0.0%	0
Erdington Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Great Bridge Village Centre	0.7%	34	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.4%	5
Halesowen Town Centre	1.8%	94	0.6%	0	0.0%	0	4.4%	6	0.0%	0	0.0%	0
Handsworth Local Centre, Birmingham	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	2.0%	105	0.0%	0	1.5%	1	2.2%	3	0.0%	0	0.0%	0
Hednesford Town Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	2.3%	118	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.8%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	2.1%	109	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Lye Local Centre, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	1.4%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill Local Centre, Cradley Heath	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Oldbury Town Centre	0.9%	49	3.6%	2	1.6%	1	13.1%	18	23.8%	17	0.6%	0
Oxley Local Centre, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Redditch Town Centre	0.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.4%	19	0.0%	0	25.6%	15	2.2%	3	0.0%	0	0.0%	0
Solihull Town Centre	0.2%	13	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	2.1%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.1%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.3%	36
Tamworth Town Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Telford Town Centre	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	4.2%	219	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Wednesbury Town Centre	1.1%	59	0.0%	0	0.0%	0	0.0%	0	4.6%	4	1.6%	1
Wednesfield Local Centre, Wolverhampton	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	2.9%	152	4.3%	3	12.5%	8	5.0%	7	7.5%	5	54.3%	44
Willenhall Town Centre	0.9%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	5.8%	297	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Wombourne Village Centre	0.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Battery Retail Park, Selly Oak	0.1%	5	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	2.1%	111	0.0%	0	0.0%	0	1.6%	2	0.0%	0	1.9%	2
Bromsgrove Retail Park,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Birmingham Road, Bromsgrove												
Cannock Gateway Retail Park, Eastern Way, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	16
Crown Wharf Shopping Park, Walsall	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Elgar Retail Park, Blackpole Road, Worcester	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.8%	39	0.0%	0	0.0%	0	0.0%	0	1.9%	2	7.5%	6
Jerome Retail Park, Bridgeman Street, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Armstrong Way, Willenhall	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	0.9%	45	2.8%	2	0.0%	0	0.0%	0	0.0%	0	10.2%	8
Merry Hill SHOPPING CENTRE, Brierley Hill	5.7%	292	10.3%	7	1.1%	1	2.8%	4	14.0%	10	0.6%	0
Oak Retail Park, Dudley Road, Brierley Hill	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.1%	6	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	1.0%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	1.2%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.9%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	27
Queens Shopping Park, Stafford	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.8%	39	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
St Johns Retail Park, Dudley Road, Wolverhampton	0.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
The Peel Centre Retail, Stafford Street, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	7
Wrekin Retail Park, Telford	0.2%	9	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Axletree Way, Park Lane, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Oldbury Green Retail Park, Warley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Spennells Valley Road, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
IKEA, Park Lane, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	11.2%	578	8.7%	5	4.0%	2	18.8%	26	11.3%	8	4.6%	4
Abbey Retail Park, Alvechurch Highway, Redditch	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alcester Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Birmingham	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridge Cross Road, Burntwood	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road South, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Aldi, Green Street, Kidderminster	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Aldi, Howard Street,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Wolverhampton												
Aldi, Maypole Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Station Drive, Ludlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stourbridge Road, Bridgnorth	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.1%	3	0.9%	1	0.0%	0	1.9%	3	0.0%	0	0.0%	0
All Saints Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvechurch Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill, Birmingham	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane South, Tipton	0.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	9
Asda, George Street, Walsall	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hagley Road West, Quinton, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.2%	11	0.0%	0	12.8%	8	2.4%	3	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Asda, Parkgate Shopping Centre, Stratford Road, Shirley, Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rumer Hill, Lichfield Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Saltwells Road, Cradley Road, Dudley	0.0%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Asda, Walmley Ash Road, Minworth, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.5%	26	3.7%	2	0.0%	0	10.7%	15	9.7%	7	1.0%	1
Asda, Wolverhampton Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodall Street, Walsall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashmore Park Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartley Green Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilbrook Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldmere Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Boley Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradeley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradmore Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brandhall Lane, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Brewood Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol Road, Selly Oak	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushbury Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caldmore Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carters Green Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Castlecroft Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catshill Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadsmoor Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claverley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Centre	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franche Road, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Co-op, Hazelwell Street, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trysull Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coseley Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotteridge Local Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coven Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Edgbaston Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fallings Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Featherstone Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchfield Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordhouses Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Oaks Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Gornal Local Centre	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Great Wyrley Village Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamstead Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heath Hayes Local Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highley Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hill Top Local Centre	0.0%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Hollywood Local Centre, Hollywood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Shopping Park, Walford House, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Norton Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladywood Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leek Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lidl, New Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Walsall Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stalling's Lane, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Farm Local Centre	0.0%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Longbridge Local Centre	0.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Gornal Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Ludlow Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	12
Morrisons, Anchor Road, Aldridge, Walsall	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Lichfield												
Morrisons, Black Country Route, Bilston	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Wolverhampton	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, Kingswinford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.2%
Morrisons, Green Street, Kidderminster	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4
Morrisons, Hagley Road, Birmingham	0.1%	4	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.2%	1
Morrisons, Lichfield Street, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Market Street, Rugeley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mill Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sherwood Road, Bromsgrove	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Spring Hill, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moseley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moxley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neptune Industrial Estate, Willenhall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Netherton Local Centre	0.2%	10	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	7.4%
New Invention Local Centre	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldswinford Local Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkfield Local Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkhall Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pattingham Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Penn Village Centre	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Retail Park, Cannock Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quarry Bank Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.1%	5	7.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushall Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Birmingham	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5
Sainsbury's Superstore, Frankley Beeches Road, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.2%	12	2.3%	1	0.0%	0	1.1%	2	6.3%	5	0.0%	0
Sainsbury's Superstore, Halesowen Street, Rowley Regis	0.1%	6	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Inglewhite Road, Longridge, Preston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4
Sainsbury's Superstore, Reedswood Way, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Sainsbury's Superstore, Sandringham Way, Brierley Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotlands Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelfield Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shortheath Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Cross Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streetley Local Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	8
Tesco Express, Bristnall Hall Road, Birmingham, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Express, High Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.3%	16	1.7%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, New Square, West Bromwich	0.1%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Tesco Extra, Newport Road, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	7
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.4%	20	0.6%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0
Tesco Superstore, Camden Street, Birmingham	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Power	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Q31 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses)?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.3%	9	0.0%	0	2.7%	1	5.4%	4	0.0%	0	0.0%	0
Bilston Town Centre	0.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	13.9%	459	10.1%	4	39.5%	14	4.6%	4	8.3%	4	19.0%	10
Blackheath Town Centre	0.2%	7	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.3%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.1%	3	0.0%	0	3.3%	1	2.7%	2	0.0%	0	0.0%	0
Central London	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.7%	24	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Erdington Local Centre, Birmingham	0.1%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Halesowen Town Centre	0.5%	16	1.8%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.3%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	1.7%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Northfield Local Centre, Birmingham	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	3.6%	2	4.0%	2
Quinton Local Centre, Birmingham	0.1%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	3
Redditch Town Centre	1.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Shrewsbury Town Centre	0.1%	4	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.5%	17	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	1.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Stourport-on-Severn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	20
Tamworth Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Telford Town Centre	1.1%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	3.9%	128	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Wednesbury Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	3.0%	100	4.2%	2	18.6%	7	8.8%	7	13.6%	6	44.3%	23
Willenhall Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	6.8%	224	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.4%	13	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Cannock Gateway Retail Park, Eastern Way, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	7
Crown Wharf Shopping Park, Walsall	0.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4
Gallagher Retail Park, Junction 9, Wednesbury	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyfriars Way Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.3%	9	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0												
Keyway Retail Park, Armstrong Way, Willenhall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Linkway Retail Park, Watling Street, Cannock	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Merry Hill RETAIL PARK, Brierley Hill	2.9%	95	11.4%	4	0.0%	0	2.7%	2	6.9%	3	2.9%	2	0.0%	0	0.0%	0	15.9%	9	0.9%	1	9.2%	6	12.7%	7
Merry Hill SHOPPING CENTRE, Brierley Hill	11.8%	390	25.8%	10	1.8%	1	14.4%	12	29.5%	14	4.4%	2	2.7%	1	0.0%	0	36.0%	21	7.2%	8	36.0%	22	47.6%	25
Mitre Retail Park, Bilston Road, Monmore Green	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.1%	4	1.7%	1	4.5%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Telford Bridge Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Birchley Lane, Oldbury	0.5%	16	0.0%	0	0.0%	0	3.1%	3	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Homebase, Chester Road, New Oscott, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane,	0.7%	23	0.0%	0	0.0%	0	5.8%	5	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Wednesbury																								
Internet / delivery	28.6%	948	27.7%	11	19.0%	7	44.0%	37	23.7%	11	16.8%	9	21.8%	11	17.7%	15	18.1%	11	30.7%	33	27.1%	17	14.8%	8
Abbey Retail Park, Alvechurch Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Freeth Street, Oldbury	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Raglan Street, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane South, Tipton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.0%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.1%	4	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet Centre, Pingle Drive, Bicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Bilston Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Lichfield Street, Burton upon Trent	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport, Longford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Hereford City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Shopping Park, Walford House, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leek Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stalling's Lane,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Kingswinford												
Longacres Industrial Estate, Rose Hill, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Spring Hill, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Sainsbury's Superstore, Freeth Street, Oldbury	0.1%	2	0.0%	0	0.0%	0	1.0%	1	2.8%	1	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coombs Road, Dudley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, New Square, West Bromwich	0.0%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
The Range, Holyhead Road, West Bromwich	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
The Range, Walsall Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Trentham Estate, Stone Road, Stoke-on-Trent	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Waitrose, Stonneyland Drive, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Warwick Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Weavers Wharf, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2												
Weoley Castle Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Wollaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Abroad	1.9%	64	3.0%	1	0.0%	0	3.1%	3	3.8%	2	2.6%	1	5.8%	3	4.4%	4	3.5%	2	0.9%	1	2.2%	1	0.0%	0
Weighted base:	3317		39	36	83	47	51	49	86	59	108	62	54											
Sample:	3065		61	55	50	57	56	52	56	63	62	64	54											

Q32 Do you or your household visit the following leisure attractions? [MR/PR]

Bingo / casino / bookmaker	7.5%	454	14.9%	10	2.5%	2	6.6%	12	7.5%	7	9.3%	8	10.5%	10	4.9%	8	12.8%	12	6.3%	12	10.2%	10	3.2%	3
Cinema	54.7%	3321	43.9%	31	52.3%	36	58.9%	106	47.1%	41	48.8%	43	46.2%	42	62.1%	101	56.0%	54	69.7%	138	44.1%	45	57.1%	57
Gym / health club / sports facility	21.1%	1284	17.8%	12	24.8%	17	21.9%	39	16.1%	14	18.6%	16	7.8%	7	19.3%	31	16.6%	16	24.5%	48	15.0%	15	23.5%	24
Theatre / concert / music venue	37.9%	2305	29.5%	21	30.7%	21	35.2%	63	28.2%	24	22.2%	19	27.3%	25	48.5%	79	39.0%	38	48.2%	95	22.5%	23	42.1%	42
Museum / gallery or place of historical / cultural interest	26.6%	1617	18.9%	13	20.4%	14	20.3%	36	21.7%	19	14.6%	13	34.3%	31	30.9%	50	28.6%	28	41.7%	82	17.5%	18	28.9%	29
Pub / bar / nightclub	51.1%	3105	43.5%	30	30.6%	21	36.7%	66	40.9%	35	42.6%	37	36.4%	33	60.9%	99	55.6%	54	61.6%	121	43.0%	44	68.2%	69
Restaurant / café / eating out	69.8%	4243	57.2%	40	61.5%	42	63.3%	114	54.7%	47	57.6%	51	56.3%	51	79.2%	128	67.1%	65	82.8%	163	58.6%	60	79.7%	80
Family entertainment (e.g. tenpin bowling, skating rink)	23.0%	1396	18.2%	13	23.1%	16	20.3%	36	15.4%	13	14.2%	12	17.2%	16	26.2%	42	28.6%	28	32.0%	63	16.4%	17	24.0%	24
Other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishing	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Horse riding	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Place of worship / religious meeting	0.1%	5	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walking	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't visit ANY leisure activities	11.2%	681	10.0%	7	17.3%	12	15.4%	28	15.6%	13	11.9%	10	17.6%	16	12.4%	20	7.1%	7	2.9%	6	16.9%	17	10.5%	11
Weighted base:	6076		70	69	180	87	88	91	162	97	197	102	101											
Sample:	6076		109	109	116	111	109	110	111	110	116	115	110											

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Q33 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?												
<i>Those that said 'Bingo / casino / bookmaker' at Q32 AND Excl. Nulls</i>												
BJ's Bingo, Mackadown Lane, Birmingham	1.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo (Gala), Bushbury Lane, Wolverhampton	5.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo (Gala), Kingsbury Road, Birmingham	3.2%	14	0.0%	0	0.0%	0	0.0%	0	10.8%	1	0.0%	0
Buzz Bingo (Gala), Lichfield Road, Wolverhampton	4.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo (Gala), Park Lane, Wednesbury	4.3%	18	9.6%	1	0.0%	0	0.0%	0	30.4%	3	0.0%	0
Buzz Bingo (Gala), Park Way, Rubery, Rednal	4.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo (Gala), Spinning School Lane, Tamworth	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo (Gala), Streetly Road, Erdington, Birmingham	1.1%	5	0.0%	0	0.0%	0	0.0%	0	29.7%	2	0.0%	0
Castle Bingo, Barnes Hill, Birmingham	6.3%	27	11.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Bingo, Chase Gateway, Hednesford	4.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luda, Park Street, Walsall	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Acocks Green, Birmingham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Dudley Street, Wednesbury	5.9%	25	0.0%	0	0.0%	0	0.0%	0	20.2%	2	0.0%	0
Mecca, Halesowen Street, Oldbury	12.2%	52	61.1%	6	79.2%	1	100.0%	12	79.8%	5	43.4%	3
Mecca, High Street, Brierley Hill	9.1%	38	0.0%	0	0.0%	0	13.0%	1	0.0%	0	16.3%	2
Mecca, Kettlehouse Road, Birmingham	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Southwater Square, Telford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Springvale Way Retail Park, Bilston	6.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.6%	3
Shipleys Bingo Club, New Road, Kidderminster	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	3
Abroad	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	1
Aldridge Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvechurch Village Hall,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Bear Hill, Alvechurch, Birmingham												
Ashmore Park Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartley Green Social Club, Field Lane, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betfred, Alcaster Road South, Maypole, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betfred, Dudley Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betfred, High Street, Rowley Regis	0.1%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betfred, High Street, Tipton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilbrook Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston & District Labour Club, Wellington Road, Bilston	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Community Centre, Prouds Lane, Bilston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	1.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brockmoor Community Centre, Pensnett Road, Brierley Hill	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Community Centre, Chester Road North, Brownhills, Walsall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo, Jerome Retail Park, Midland Road, Walsall	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Casino 36, Temple Street, City Centre, Wolverhampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Casino, Castle Hill, Dudley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chapel Ash Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christ Church, Blakenhall Heath	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Club Dudley Social Club, Waterloo Street, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Hall, Wolverhampton Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Codsall												
Coral, Bradford Street, Shifnal	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coral, Bradford Street, Walsall	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coral, Cannock Road, Cannock	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotteridge Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	7.2%	0	0.0%	0
Fiveways Leisure Complex, Broad Street, Birmingham	1.4%	6	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Genting International Casino, Resort World, Marston Green, Birmingham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	2
Great Barr Community Hub, Vicarage Rise, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grosvenor Casino, Bentley Mill Way, Walsall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haling Dene Centre, Cannock Road, Penkridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanchurch Village Hall, Whitmore Road, Tittensor, Newcastle-under-Lyme	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth Wood Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawkins Sports & Social Club, Coppice Lane, Cannock	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	2
Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladbrokes, High Street, Wolverhampton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litchfield Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low Hill Community Centre, Kempthorne Avenue, Wolverhampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Gornal Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Garrick Parade, Lord Street, Southport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MegaBet, High Road, Willenhall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre,	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Birmingham												
Ogley Hay Working Mens Club, Ogley Road, Brownhills, Walsall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Social Club, Norton Road, Pelsall, Walsall	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Working Mens Club, School Street, Sedgley, Dudley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury Casino, High Street, West Bromwich	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipleys Luxury Bingo, Alcester Street, Redditch	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Labour Club & Institute, Coopers Lane, Smethwick	0.1%	0	0.0%	0	20.8%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	2
The Hangar, Pountney Street, Wolverhampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Pavillion Club, Stafford Road, Wolverhampton	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Royal British Legion, Summerhill, Kingswinford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	0
Wednesfield Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	1
Whitby Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
William Hill, Bloxwich Road, Walsall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
William Hill, High Street, Rowley Regis	0.1%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
William Hill, High Street, West Bromwich	0.4%	2	3.5%	0	0.0%	0	0.0%	0	0.0%	0	22.8%	2
William Hill, Kingstanding Road, Birmingham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
William Hill, Walsall Road, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witton Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Weighted base:	424	10	2	12	7	7	10	8	12	12	9	3
Sample:	390	14	4	6	9	8	12	4	13	7	10	4

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Q34 Where do you or members of your household normally go to the cinema?																								
<i>Those that said 'Cinema' at Q32 AND Excl. Nulls</i>																								
Cineworld, Bentley Bridge Leisure Park, Wolverhampton	12.9%	420	0.0%	0	1.7%	1	0.0%	0	0.0%	0	3.6%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	4
Cineworld, Fiveways Entertainment Centre, Birmingham	5.9%	192	4.0%	1	24.7%	8	14.1%	14	9.8%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	2	2.4%	3	0.0%	0	0.0%	0
Cineworld, Middle Way Park, Burton upon Trent	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Telford Shopping Centre, Telford	1.5%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Touchwood Shopping Centre, Solihull	0.5%	17	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Palace Picture House, Cannock	1.4%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire, Birmingham Great Park	12.5%	406	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	47	0.0%	0	0.0%	0
Empire, Sutton Coldfield	2.0%	64	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everyman, Mailbox, Birmingham	1.2%	40	0.0%	0	0.0%	0	6.5%	7	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Light House, Wolverhampton	1.5%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Odeon, Bolebridge Street, Tamworth	2.8%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	12.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Broadway Plaza, Birmingham	3.3%	109	0.0%	0	13.8%	5	14.5%	15	0.0%	0	0.0%	0	3.2%	1	2.4%	2	2.8%	2	2.0%	3	0.0%	0	0.0%	0
Odeon, Foregate Street, Worcester	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Forge Gate, Telford	1.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Merry Hill, Brierley Hill, Dudley	9.1%	294	21.1%	6	3.6%	1	6.3%	6	8.2%	3	1.8%	1	0.0%	0	0.0%	0	25.2%	14	25.8%	35	33.2%	15	10.0%	6
Odeon, New Square, West Bromwich	5.9%	192	5.3%	2	24.5%	8	13.8%	14	15.3%	6	69.3%	29	60.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, New Street, Birmingham	2.6%	84	3.4%	1	3.0%	1	5.5%	6	0.0%	0	2.0%	1	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Waterfront Way, Stafford	1.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Red Carpet Cinema, Barton-Under-Needwood	0.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reel Cinema, Kidderminster	1.9%	61	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	29.5%	40	0.0%	0	0.0%	0
Reel Cinema, Quinton	2.0%	66	5.9%	2	5.9%	2	22.7%	23	7.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase, Bentley Mill Way, Walsall	4.0%	131	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	11.3%	5	5.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase, Castlegate Way, Dudley	12.0%	390	53.0%	16	8.2%	3	9.3%	10	55.3%	22	19.2%	8	5.3%	2	0.0%	0	66.0%	36	2.4%	3	63.8%	28	79.8%	46

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
The Electric Cinema, Birmingham	0.3%	11	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.1%	0	2.9%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0
The Light Cinema, Walsall	7.3%	236	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	12.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Friar Street, Worcester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Vue, Kingfisher Shopping Centre, Redditch	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Star City, Watson Road, Birmingham	3.5%	115	4.0%	1	8.0%	3	3.8%	4	3.8%	2	3.0%	1	0.0%	0	17.5%	18	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Abroad	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Cinema, Noddy Park Road, Aldridge, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Youth Theatre, Noddy Park Road, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Theatre, Wulfruna Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Artrix, Slideslow Drive, Bromsgrove	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Jubilee Hall, Bargate Street, Brewood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Plaza, Ladywood Middleway, Birmingham	0.2%	7	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Festival Leisure Park, Basildon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Old Potts Way, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Resorts World, Pendigo Way, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Assembly Rooms, Mill Street, Ludlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Majestic Cinema, Whitburn Street, Bridgnorth	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Midlands Arts Centre, Cannon Hill Park, Queen's Ride, Birmingham	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Number 8 Arts Centre, High Street, Pershore	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Market Hall, The Square, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Village Hall, Aston Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St George's Hall, Load Street, Bewdley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Stourbridge Town Hall, Crown Lane, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Weighted base:	3252	29	34	102	40	42	42	101	54	135	44	57
Sample:	2817	41	50	58	43	46	44	65	54	74	43	56

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Q35 Where do you or members of your household normally go to use a gym / healthclub / sports facility?												
<i>Those that said 'Gym / health club / sports facility' at Q32 AND Excl. Nulls</i>												
Aldridge Village Centre	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	10.7%	1	0.0%	0	0.0%
Bearwood Local Centre, Smethwick	0.1%	1	0.0%	0	0.0%	0	0.0%	6.3%	1	0.0%	0	0.0%
Bilston Town Centre	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	3.3%	40	0.0%	0	0.0%	4.3%	1	16.5%	2	7.9%	1	0.0%
Blackheath Town Centre	0.2%	2	3.2%	0	0.0%	0	0.0%	3.9%	0	0.0%	0	0.0%
Bloxwich Town Centre	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	1.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	19.5%
Bromsgrove Town Centre	2.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3
Brownhills Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7.3%
Burntwood Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	2.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.6%	7	0.0%	0	23.8%	4	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.4%	5	15.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	1.6%	19	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0
Great Barr Local Centre, Birmingham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	38.7%
Great Bridge Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	9.3%	2	0.0%	6
Halesowen Town Centre	1.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth Local Centre, Birmingham	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	1.8%	21	0.0%	0	3.8%	1	6.6%	2	0.0%	0	0.0%	0
Hednesford Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	2.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill Local Centre, Cradley Heath	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	1.0%	12	0.0%	0	0.0%	23.3%	8	12.5%	2	0.0%	0	0.0%
Oxley Local Centre, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre,	1.1%	13	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Birmingham												
Redditch Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Sedgley Local Centre, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.2%	3	0.0%	0	10.0%	1	3.9%	1	0.0%	0	0.0%	0
Solihull Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	2.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Sutton Coldfield Town Centre	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.5%	12
Tamworth Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Tipton Town Centre	0.8%	10	0.0%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0
Walsall Town Centre	3.2%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	4
Wednesbury Town Centre	1.9%	22	0.0%	0	0.0%	0	0.0%	0	13.7%	2	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	1.8%	21	0.0%	0	6.5%	1	0.0%	0	16.4%	2	29.8%	5
Willenhall Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	3.8%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Village Centre	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	1.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	0.2%	3	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
The Fort Shopping Park, Birmingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
24/7 Fitness, Foley Grove, Kidderminster	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
24/7 Fitness, Hagley Road, Birmingham	0.5%	6	0.0%	0	6.5%	1	3.9%	1	0.0%	0	0.0%	0
24/7 Fitness, Hallens Drive, Wednesbury	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbey Stadium, Birmingham Road, Redditch	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Action Heart, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altered Images, Worcester Road, Bromsgrove	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anytime Fitness, Queensway, Halesowen	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bannatyne Health, Bonehill Road, Bitterscote, Tamworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeches Pool & Fitness Centre, Beeches Road, Birmingham	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better Gym, Lichfield Road, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better Gym, Lichfield Road, Walsall Wood, Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better Gym, Wyrley Brook Park, Vine Lane, Cannock	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Hospital, Dudley Road, Birmingham	0.1%	1	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0
Black Country Barbell, Talbot Street, Stourbridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blakenhall Community and Healthy Living Centre, Bromley Street, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Active Living, High Street, Walsall	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Jubilee Hall, Bargate Street, Brewood, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Plaza, Ladywood Middleway, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Sport & Leisure Centre, School Drive,	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	
Bromsgrove													
Brownhills Activity Centre, Pelsall Road, Brownhills, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Burntwood Leisure Centre, High Street, Burntwood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Chase Leisure Centre and Golf Course, Stafford Road, Cannock	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheslyn Hay Leisure Centre, Saredon Road, Cheslyn Hay, Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheslyn Hay Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Chester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Classic Physiques Gym, Garratts Lane, Cradley Heath	0.1%	1	10.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Claverley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cocks Moors Woods Leisure Centre, Alcester Road South, Kings Heath	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Codsall Leisure Centre, Elliotts Lane, Codsall, Wolverhampton	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Coventry City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Crystal Leisure Centre, Bell Street, Stourbridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
David Lloyd, Birmingham Road, Shenstone, Lichfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
David Lloyd, One Lichfield South Wall Island, Birmingham Road, Shenstone, Lichfield	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
David Lloyd, Pensnett Road, Dudley, Brierley Hill	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	12.2%	3
David Lloyd, Shady Lane, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
David Lloyd, Slideslow Drive, Bromsgrove	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Daytona Tamworth, Robeys Lane, Tamworth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Doug Ellis Sports Centre, Wellhead Lane, Birmingham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dudley Sports Centre, Wellington Road, Dudley	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	3	
DW Fitness First, Weavers	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	3	

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

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Wharf, Black Horse Lane, Kidderminster												
Easy Gym, Corporation Street, Birmingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgbaston Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everlast Fitness Club, Bristol Road South, Birmingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairlawns Hotel and Spa, Little Aston Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Firewalker Fitness and Martial Arts, Salisbury Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fortnocks Ultimate Health & Fitness Centre, Stalling's Lane, Kingswinford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foundry Gym, Cooper Street, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foundry Gym, Pool Street, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friary Grange Leisure Centre, Eastern Avenue, Lichfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym & Slim, Union Drive, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Gym Unity, Tye Road, Fradley Park, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gymophobics, Orbital Plaza, Bridge Street, Cannock	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gymophobics, Rookery Lane, Aldridge, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Haden Hill Leisure Centre, Barrs Road, Cradley Heath	0.7%	8	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Leisure Centre, Great Cornbow, Halesowen	0.7%	8	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Halo Bridgnorth Endowed Leisure Centre, North Gate, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth Wellbeing Centre, Holly Road, Birmingham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Pool & Fitness Centre, Lordswood Road, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harry Mitchell Leisure Centre, Broomfield,	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Smethwick												
Harvington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haughton Hall Hotel & Leisure Club, Haughton Lane, Shifnal	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathbrook Fitness, Swindon Road, Wall Heath, Kingswinford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holiday Inn, Chapel Lane, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Gyms, Phoenix Retail Park, Stafford Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Edward VI Sports Centre, King's Hill Road, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Klassics Heath & Leisure, Kidderminster Road, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Lodge, Common Road, Slough	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Swimming Centre, Vicarage Road, Oldbury	0.1%	2	3.2%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Le Club Merry Hill, Level Street, Brierley Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamore Park, Blakenall Lane, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liberty Leisure Centre, Saxon Way, Stoke Road, Wychbold, Droitwich Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Fitness, Stockwell Avenue, Brierley Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Town Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mary Stevens Park, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mercure Hotel, Habberley Road, Kidderminster	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mercure Hotel, Penn Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Cross Hospital, Wolverhampton Road, Heath Town,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Wolverhampton												
Newport Swimming Pool, Victoria Park, Newport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, Ashbrook Drive, Rubery, Birmingham	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, Broadway Plaza, Ladywood Middleway, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, East Cannock Road, Cannock	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, Telford Forge Retail Park, Colliers Way, Telford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, Wolverhampton Business Park, Broadlands	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Park Active Living Centre, Coppice Road, Walsall Wood, Walsall	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Community Centre, Station Road, Pelsall, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Leisure Centre, Cannock Road, Penkridge, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portway Lifestyle Centre, Newbury Lane, Oldbury	0.8%	9	29.2%	3	3.8%	1	6.6%	2	0.0%	0	0.0%	0
Pulse Wednesbury, Friar Park Road, Wednesbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pump Gyms, High Street, Ryemarket, Stourbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Astle Retail Park, Cronehills Linkway, West Bromwich	1.2%	14	0.0%	0	0.0%	0	7.7%	3	0.0%	0	15.8%	3
PureGym, Bentley Bridge Retail Park, Bentley Bridge Way, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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PureGym, Birmingham Road, Wolverhampton	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Central Square, Brodie House, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Dudley Port, Tipton	0.5%	6	0.0%	0	0.0%	0	0.0%	0	25.8%	3	0.0%	0
PureGym, Imperial Retail Park, Lichfield	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Kingfisher Square, Redditch	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Level Street, Brierley Hill	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	2
PureGym, Park Street, Walsall	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Snow Hill Plaza, Street. Chads Queensway, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Victoria Street, Hednesford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Windmill Shopping Centre, Cape Hill, Smethwick	0.9%	11	0.0%	0	19.5%	3	14.3%	5	0.0%	0	0.0%	0
Quinborne Community Centre, Ridgacre Road, Quinton, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RAF Cosford, Albrighton, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richard Dunn Sports Centre, Rooley Avenue, Bradford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Russells Hall Hospital, Pensnett Road, Dudley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Ryland Centre, New Road, Bromsgrove	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone Village Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	3
Shifnal Golf Club, Decker Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Gym, Bentley Mill Way, Walsall	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Swimming Centre, Thimblemill Road, Smethwick	0.1%	2	3.2%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Snap Fitness, Hagley Road, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Snap Fitness, Milestone Way, Burntwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Stoneleigh Performance Fitness Centre, Stoneleigh Park, Stoneleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Stonnall Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Swindon Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Tettenhall Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Chase Golf Health Club & Spa, Pottal Pool Road, Huntington, Penkridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Edgbaston Priory Club, Sir Harrys Road, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Alexandra Street, Wolverhampton	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Broadway, Ladywood Middleway, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Hagley Road West, Halesowen	0.6%	8	0.0%	0	0.0%	0	10.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Kingsbury Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Parkgate Shopping Centre, Stratford Road, Shirley, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, The Parade, Sutton Coldfield, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Wrottesley Park Road, Perton, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Health Factory, Market Street, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Morris Centre Club, Queen Elizabeth Hospital, Birmingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Leisure Centre, Alexandra Road, Tipton	0.6%	7	0.0%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0
Tipton Sports Academy, Wednesbury Oak Road, Tipton	0.1%	2	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ultimate Fitness, Doulton Trading Estate, Doulton Road, Rowley Regis	0.1%	2	14.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
University of Birminham Sports & Fitness, Bristol	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vibe Hut, Dawley Brook Road, Stourbridge, Kingswinford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Gym, Castlegate Park, Birmingham, Dudley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Gym, The Green Business Park, Dog Kennel Lane, Shirley	0.3%	4	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7.3%
Village Hotel, Castlegate Drive, Dudley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Hotel, Tempus Drive, Walsall	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, Blythe Valley Park, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Gala Swimming and Fitness Centre, Tower Street, Walsall	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Leisure Centre, High Bullen, Wednesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington Town Centre	0.1%	2	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
West Bromwich Leisure Centre, Moor Street, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Hall, Langton Crescent, Whittington, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Lawn Tennis & Squash Club, Newbridge Crescent, Wolverhampton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Swimming & Fitness Centre, Planetary Road, Wolverhampton	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10.1%
Wombourne Leisure Centre, Ounsdale Road, Wombourne, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Workoutz Fitness Club, Borough Court, Grammar School Lane, Halesowen	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV Active Aldersley, Aldersley Road, Wolverhampton												

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WV Active Bilston-Bert Williams, Nettlefolds Way, Bilston	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
WV Active Central, Bath Avenue, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyre Forest Leisure Centre, Stourport Road, Kidderminster	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	9	0.0%	0
Xercise4Less, Crystal House Business Park, Smethwick	0.3%	3	0.0%	0	2.4%	0	7.7%	3	0.0%	0	0.0%	0	0.0%	0
Xercise4Less, High Street, Brierley Hill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
YMCA Gym, Carter's Green, West Bromwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	9.8%	2	8.3%	0	0.0%	0
Weighted base:	1205	11	15	34	12	16	6	31	16	46	15	21		
Sample:	1050	17	22	19	16	20	8	18	19	26	14	21		

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Weighted:

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Bilston Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Birmingham City Centre	30.4%	631	70.4%	13	49.4%	10	32.9%	16	32.1%	7	29.6%	6	46.2%	10	44.6%	32	20.2%	7	35.3%	29	35.5%	8	44.0%	17
Brierley Hill Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	4.0%	82	0.0%	0	3.2%	1	3.0%	1	0.0%	0	9.2%	2	4.4%	1	0.0%	0	5.0%	2	6.8%	6	6.4%	1	0.0%	0
Cradley Heath Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Kidderminster Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.2%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.7%	1	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	0.3%	5	0.0%	0	3.2%	1	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	4.0%	83	0.0%	0	0.0%	0	0.0%	0	4.0%	1	4.9%	1	2.2%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	15.0%	6
Worcester City Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.2%	2	0.0%	0	0.0%	0
Abroad	0.6%	12	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	3.4%	3	0.0%	0	0.0%	0
Arena Birmingham, King Edwards Road, Birmingham	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beacon Centre, Wolverhampton Road, Dudley, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Castle Gate, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Theatre, Church Street, Blackpool	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Theatre, St Leonardgate, Lancaster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holiday Resort Unity, Coast Road, Brean, Sands, Burnham-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Malvern Theatre, Grange Road, Malvern	0.6%	12	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	5	0.0%	0	0.0%	0
Manchester City Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Merry Hill Centre, Dudley, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Molineux Stadium, Waterloo Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NEC, North Avenue, Marston Green, Birmingham	1.3%	27	3.7%	1	0.0%	0	2.7%	1	3.6%	1	10.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
O2 Academy, Horse Fair, Birmingham	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
O2 Institute, Digbeth, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Principality Stadium, Westgate Street, Cardiff	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regent Theatre, Piccadilly, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Resorts World Arena, Perimeter Road, Birmingham	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0
Royal Birmingham Conservatoire, Jennens Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Helens Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley District Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-Upon-Avon Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Symphony Hall, Broad Street, Birmingham	0.9%	18	0.0%	0	0.0%	0	5.4%	3	0.0%	0	2.5%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
The Alexandra, Suffolk Street, Queensway, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Big Comfy Bookshop, Far Gosford Street, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Grange Playhouse, Broadway North, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Pavilion Club, Stafford Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre 7, Frankwell Quay, Shrewsbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thimblemill Library, Thimblemill Road,	0.1%	3	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Smethwick												
Topsham Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Villa Park, Trinity Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-Super-Mare Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Civic Hall, North Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	2075	18	20	49	21	19	22	72	35	81	21	38
Sample:	2197	31	33	34	29	28	29	49	41	51	28	42

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Q37 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?												
<i>Those that said 'Museum / gallery or place of historical / cultural interest' at Q32 AND Excl. Nulls</i>												
Ancient High House, Stafford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aston Hall, Birmingham	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bantock House Museum, Wolverhampton	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham Back to Backs Houses, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham Museum & Art Gallery, Birmingham	15.2%	187	0.0%	0	4.5%	1	15.7%	4	6.3%	1	13.3%	1
Black Country Living Museum, Dudley	7.0%	86	10.6%	1	0.0%	0	4.9%	1	6.3%	1	21.1%	2
Blakesley Hall, Yardley, Birmingham	0.7%	9	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Museum & Art Gallery, Dudley	0.6%	8	0.0%	0	0.0%	0	0.0%	0	16.6%	2	0.0%	0
Forge Mill Needle Museum, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lapworth Museum of Geology, Birmingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museum of Cannock Chase, Hednesford, Cannock	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak House Museum, West Bromwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Royal Air Force Museum, Shifnal	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Samuel Johnson Birthplace Museum, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soho House Museum, Birmingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staffordshire Regiment Museum, Whittington Barracks, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Museum Collection Centre, Nechells, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Pen Museum, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thinktank Birmingham Science Museum, Birmingham	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	1
Walsall Leather Museum, Walsall	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Walsall Museum, Central Library, Walsall	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Bilston Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Birmingham City Centre	38.4%	472	70.8%	6	83.2%	10	66.1%	18	35.5%	4	46.1%	5	44.6%	12	58.4%	28	23.0%	5	21.8%	13	45.9%	8	38.1%	9
Blackheath Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	9.0%	111	4.0%	0	12.3%	2	8.5%	2	13.4%	2	4.4%	0	7.7%	2	0.0%	0	7.5%	2	18.2%	11	0.0%	0	13.6%	3
Droitwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	7.8%	1	10.7%	3
Kidderminster Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	4	0.0%	0	0.0%	0
Kingswinford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	1.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	5.7%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0	5.4%	1	10.9%	3		
Worcester City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	5.2%	64	4.0%	0	0.0%	0	0.0%	0	10.8%	1	7.1%	1	9.2%	2	7.7%	4	10.8%	3	12.2%	7	0.0%	0	7.7%	2
Aberystwyth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anson Engine Museum, Anson Road, Poynton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Blakney Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camarthen Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Verney Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.1%	1	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastbourne Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Edgbaston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Giant's Causeway National Truse, Causeway Road, Bushmills	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Gloucester City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester Warwickshire Steam Railway, The Railway Station, Toddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanbury Hall, Hanbury	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0
Ikon Gallery, Oozells Square, Brindleyplace, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkwall Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1
Laurel and Hardy Museum, The Roxy, Brogden Street, Ulverston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.6%	8	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0
Manchester City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester Museum, University of Manchester, Oxford Road, Manchester	0.1%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0
Manor House Museum, Hall Green Road, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Museum of Lincolnshire Life, Burton Road, Lincoln	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Space Centre, Exploration Drive, Leicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Natural History Museum, Cromwell Road, South Kensington, London	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northe Fort, Barrack Road, Weymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Red House Glass Cone Museum, High Street, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandsfoot Castle, Weymouth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scottish National Portrait Gallery, Queen Street, Edinburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soldiers of Gloucestershire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Museum, Commercial Road, Gloucester												
Stoke-on-Trent City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Hall, Heelis, Kemble Drive, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Beatles Story, Britannia Vaults, Albert Dock, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Ironbridge Gorge Museum, Coach Road, Coalbrookdale, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The New Art Gallery, Gallery Square, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Torquay Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Weston-under-Lizard Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wightwick Manor, Wightwick Bank, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Art Gallery, Lichfield Street, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Museum, William Brown Street, Liverpool	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1229	9	13	27	12	11	27	47	23	61	16	25
Sample:	1270	18	20	19	16	18	30	33	27	34	21	28

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Q38 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to when visiting pubs / bars / nightclubs?																								
<i>Those that said 'Pub / bar / nightclub' at Q32 AND Excl. Nulls</i>																								
Aldridge Village Centre	1.1%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Amblecote Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bearwood Local Centre, Smethwick	0.3%	7	4.8%	1	11.4%	2	2.3%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bilston Town Centre	1.1%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Birmingham City Centre	17.9%	470	9.6%	2	43.5%	9	34.9%	20	22.0%	7	17.1%	6	17.6%	5	12.1%	11	21.6%	10	8.6%	8	18.0%	7	9.7%	5
Blackheath Town Centre	0.7%	19	43.2%	10	0.0%	0	4.0%	2	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	1.1%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	1.7%	45	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Brierley Hill Town Centre	1.0%	27	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	4.8%	2	0.0%	0
Bromsgrove Town Centre	1.9%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Brownhills Town Centre	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	3.0%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.1%	2	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	4	0.0%	0	3.1%	1	0.0%	0	4.8%	2	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.6%	16	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Darlaston Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.1%	3	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	2.6%	68	2.4%	1	0.0%	0	0.0%	0	4.8%	2	2.6%	1	4.4%	1	0.0%	0	59.5%	27	1.1%	1	24.9%	9	12.7%	6
Erdington Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	1.9%	50	15.3%	4	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth Local Centre, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	3.0%	80	0.0%	0	3.1%	1	7.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	2.3%	62	1.5%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	56.9%	53	0.0%	0	0.0%	0
Kingswinford Town Centre	1.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	2.2%	1
Lichfield City Centre	4.0%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye Local Centre, Stourbridge	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Newport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Northfield Local Centre, Birmingham	0.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Oldbury Town Centre	1.2%	31	0.0%	0	7.5%	2	27.4%	15	30.5%	10	2.9%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxley Local Centre, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.4%	12	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	1.1%	28	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	3	0.0%	0	0.0%	0	30.2%	15
Shifnal Town Centre	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.3%	7	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	3.6%	94	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	10.0%	4	0.0%	0
Stourport-on-Severn Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	2.8%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	47.0%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	4.0%	106	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	1.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	2.1%	55	0.0%	0	6.5%	1	4.7%	3	1.5%	0	58.0%	19	61.4%	19	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Willenhall Town Centre	1.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	3.6%	2
Wolverhampton City Centre	7.8%	206	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	4.4%	1	0.0%	0	3.9%	2	0.0%	0	0.0%	0	8.0%	4
Wombourne Village Centre	0.9%	25	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	9.6%	5
Worcester City Centre	0.6%	15	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.6%	5	2.1%	1	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.1%	3	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	0.2%	5	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0
Merry Hill SHOPPING	0.8%	21	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	3	3.6%	2

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Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
CENTRE, Brierley Hill												
One Stop Retail Park, Walsall Road, Perry Barr	0.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Albrighton Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvechurch Village Centre	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alveley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aston Fields Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnt Green Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartley Green Village Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berkswell Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4
Bishopswood Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Lake Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Bobbington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldmere Local Centre	0.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	6
Boley Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourneville Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradmore Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Village Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Road, Compton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Sea Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Burwarton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlegate Leisure Park, Castlegate Way, Dudley	0.3%	9	4.8%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Catshill Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caunsall Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Chaddesley Corbett Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Chapel Ash Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Claverley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clent Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Town Centre	0.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookley Village Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4

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Coseley Local Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coven Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donnington Valley Golf Club, Snelsmore Common, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgbaston Village Centre	0.0%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Essington Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Far Forest Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Featherstone Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchfield Local Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foley Road West, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordhouses Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gailey Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gentleshaw Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6.7%
Great Wyrley Local Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Road West, Smethwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Village Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Half Penny Farm, Joseph Street, Oldbury	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamstead Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heath Hayes Local Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Higley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Himley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holyhead Road, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hopwood Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hull City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huntington Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ironbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kemberton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Norton Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Local Centre	0.1%	2	0.0%	0	0.0%	0	1.4%	1	2.7%	1	0.0%	0
Lapworth Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ledbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Road, Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Aston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandudno Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Town Centre	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Longton Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Gornal Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maypole Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mercury Drive, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	0.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moseley Local Centre	0.0%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.1%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
New Invention Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Canes Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldswinford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oswestry Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pattingham Village Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quarry Bank Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley Village Centre	0.4%	10	3.9%	1	0.0%	0	5.4%	3	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.1%	2	6.3%	2	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Rubery Village Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seisdon Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Local Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Park Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shareshill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield City Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelfield Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shortheath Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skegness Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Prior Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stottesdon Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Streetley Local Centre	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Road, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22		
Tettenhall Village Centre	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tividale Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	8.7%	3	0.0%	0	0.0%	0
Tong Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trysull Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trysull Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Wall Heath Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Walsall Wood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheaton Aston Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Wordsley Village Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worfield Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	2634	24	21	56	31	33	30	92	46	94	37	50		
Sample:	2533	36	31	37	39	38	36	59	47	56	41	50		

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Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Q39 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?																								
<i>Those that said 'Restaurant / café / eating out' at Q32 AND Excl. Nulls</i>																								
Aldridge Village Centre	1.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.4%	13	3.2%	1	10.5%	4	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	1.2%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	20.4%	688	33.2%	10	50.3%	19	40.3%	33	12.4%	5	32.6%	14	12.4%	5	19.4%	21	10.9%	5	9.6%	12	9.1%	4	6.7%	4
Blackheath Town Centre	0.3%	12	19.8%	6	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	1.5%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	3.1%	1	0.0%	0	1.8%	1	1.0%	1
Brierley Hill Town Centre	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Bromsgrove Town Centre	1.7%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	3.3%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0
Darlaston Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Dudley Town Centre	2.2%	75	1.1%	0	0.0%	0	1.0%	1	13.1%	5	7.5%	3	5.5%	2	0.0%	0	49.1%	23	0.0%	0	26.3%	12	16.4%	9
Erdington Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	1.6%	53	11.7%	4	1.5%	1	3.2%	3	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Handsworth Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	3.5%	119	1.1%	0	4.6%	2	12.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	2.4%	82	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.5%	68	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	1.6%	53	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.6%	3	1.1%	0	8.7%	5	0.0%	5
Lichfield City Centre	5.4%	181	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye Local Centre,	0.3%	10	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Stourbridge												
Newport Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill Local Centre, Cradley Heath	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.5%	19	7.9%	3	4.3%	2	3.2%	3	26.3%	10	1.1%	0
Oxley Local Centre, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.5%	15	1.1%	0	4.9%	2	1.0%	1	0.0%	0	0.0%	0
Redditch Town Centre	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.5%	18	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Shifnal Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.1%	4	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Stafford Town Centre	0.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	2.7%	91	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Stourport-on-Severn Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	3.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Tamworth Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Walsall Town Centre	3.7%	125	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Wednesbury Town Centre	1.1%	37	0.0%	0	0.0%	0	0.0%	0	1.9%	1	4.3%	2
Wednesfield Local Centre, Wolverhampton	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	3.0%	102	0.0%	0	8.4%	3	7.4%	6	7.0%	3	42.2%	18
Willenhall Town Centre	0.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Wolverhampton City Centre	6.7%	227	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.7%	1
Wombourne Village Centre	0.7%	25	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Worcester City Centre	1.1%	36	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	1.9%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Bescot	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Crescent, Walsall												
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Gateway Retail Park, Eastern Way, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Crown Wharf Shopping Park, Walsall	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	0.7%	24	8.1%	3	1.7%	1	0.0%	0	2.2%	1	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	2.1%	70	0.0%	0	0.0%	0	1.6%	1	9.2%	4	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springvale Way Retail Park, Springvale Way, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Ventura Retail Park, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	10	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Abergavanne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton Trussell Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Albrighton Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alcester Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alum Rock Local Centre	0.2%	5	0.0%	0	0.0%	0	6.4%	5	0.0%	0	0.0%	0
Alvechurch Village Centre	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alveley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aston Fields Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baginton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnet Green Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartley Green Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belbroughton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Road North, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Billbrook Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham Road, Shenstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham Road, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Lake Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bobbington Village Centre	0.1%	2	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Boldmere Local Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	7
Boley Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourneville Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradmore Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Village Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Road, Shatterford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Bristol City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushbury Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Calf Heath Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Chase District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlecroft Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlegate Leisure Park, Castlegate Way, Dudley	1.0%	34	3.7%	1	0.0%	0	2.7%	2	3.9%	2	0.0%	0
10.2%	5	0.0%	0	12.9%	6	2.9%	2					
Chapel Ash Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chasetown Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester Road, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheylesmore Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claverley Village Centre	0.1%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Clent Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalport Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Town Centre	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Compton Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Conwy Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookley Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Coseley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Cotteridge Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coven Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dickens Heath Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Edgbaston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enville Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre	0.0%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Far Forest Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Finchfield Local Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordhouses Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gentleshaw Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldthorn Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5.4%
Great Park, Rubery	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wyrley Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Road West, Smethwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Road, Edgbaston	0.2%	7	0.0%	0	0.9%	0	3.2%	3	0.0%	0	0.0%	0
Hagley Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Half Penny Farm, Joseph Street, Oldbury	0.0%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Farm Shop, Pershore Road, Evesham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamstead Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartlebury Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heath Hayes Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Himley Hall, Himley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Himley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.7%
Hollywood Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hopwood Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Illey Lane, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ironbridge Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Norton Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Kinver Village Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Local Centre	0.1%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Lapworth Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Ledbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandudno Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	1.0%	35	0.0%	0	0.0%	0	0.0%	0	23.1%	25	0.0%	0
Merry Hill Local Centre	0.1%	2	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moseley Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Invention Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Norton Canes Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Stafford Road, Coven	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oswestry Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Patshull Park Hotel Golf and Country Club, Pattingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pattingham Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rednal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley Village Centre	0.2%	6	3.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Royal Leamington Spa Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Rubery Village Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushall Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Shipley Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Shortheath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sparkbrook Local Centre	0.1%	5	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0
Sparkhill Local Centre	0.1%	2	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0
Stafford Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Stratford-upon-Avon Town Centre	0.1%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Streetley Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Sutton Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhall Village Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tividale Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Tong Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trysull Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trysull Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyburn Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wall Heath Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wedges Mills Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheaton Aston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Business Park, Greenfield Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worfield Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wythall Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	3378	32	38	81	38	44	42	108	46	124	45	54
Sample:	3340	47	57	50	55	55	50	74	54	73	52	58

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Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Q40 Where do you or members of your household normally go for family entertainment?												
<i>Those that said 'Family entertainment (e.g. tenpin bowling, skating rink)' at Q32 AND Excl. Nulls</i>												
Aldridge Village Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.1%	1	10.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1
Birmingham City Centre	17.9%	196	42.6%	5	30.1%	3	32.8%	8	0.0%	0	42.4%	3
Bloxwich Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	9.6%	1	0.0%	0
Dudley Town Centre	5.7%	62	3.1%	0	0.0%	0	0.0%	0	14.4%	2	19.2%	2
Great Barr Local Centre, Birmingham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.3%	4	0.0%	0	8.4%	1	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	5.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.1%	12
Telford Town Centre	2.5%	28	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0
Walsall Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre,	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Wolverhampton																								
West Bromwich Town Centre	1.3%	14	0.0%	0	8.4%	1	0.0%	0	0.0%	0	19.3%	2	23.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	4.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	9	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	14.6%	160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	2
Cardinal Point Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	1.2%	14	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.5%	5	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	1.9%	21	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.5%	6	0.0%	0	0.0%	0	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AFC Telford United, Watling Street, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Towers, Farley Lane, Alton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AMF Bowling, Brixton Way, Harlescott, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Pleasure Beach, Ocean Boulevard, Blackpool	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blymhill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Bournemouth City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Broadway Plaza, Ladywood Middleway, Birmingham	1.5%	16	0.0%	0	4.9%	1	19.0%	5	0.0%	0	0.0%	0												
Bushby Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Buxton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Castlegate Leisure Park, Castlegate Way, Dudley	10.8%	118	38.5%	4	5.5%	1	13.8%	4	46.1%	5	9.6%	1	26.3%	4	0.0%	0	50.3%	8	5.9%	3	84.0%	12	57.1%	13
CineBowl, Town Meadows Way, Uttoxeter	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Cookley Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Drayton Manor Theme Park, Fazeley, Mile Oak, Tamworth	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Dudley Golf Club, Turner's Hill, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Dudley Zoological Gardens, Castle Hill, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Fallings Park Methodist Church, Wimborne Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Fiveways Entertainment Centre, Broad Street, Birmingham	0.1%	1	0.0%	0	9.8%	1	0.0%	0	0.0%	0	0.0%	0												
Great Park, Park Way, Rubery, Birmingham	7.0%	77	0.0%	0	8.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	10	0.0%	0	0.0%	0		
Ice Skate Birmingham, New Canal Street, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Namco Funscape, Castle Grounds, Riverdrive, Tamworth	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Planet Ice, Hobs Moat Road, Solihull	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Planet Ice, Lakeside Plaza, Walkmill Lane, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Rubery Village Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
SnowDome, Leisure Island, Riverdrive, Tamworth	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Springhill Local Centre	0.1%	1	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0												
Star City, Watson Road, Birmingham	3.8%	42	0.0%	0	4.9%	1	19.0%	5	0.0%	0	0.0%	0	5.4%	1	6.4%	2	0.0%	0	0.0%	0	0.0%	0		
Tamworth Castle, Lady Bank, Holloway, Tamworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Telford Ice Rink, St Quentin Gate, Telford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	12.4%	1	0.0%	0												
Tenpin, Greyfriars Place,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22								
Stafford																				
Tenpin, Perdiswell Park, Droitwich Road, Worcester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0				
Tenpin, St Quentin Gate, Telford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
The ECC Sports & Social Club, Showell Road, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Villa Park, Trinity Road, Birmingham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	14.5%	2	0.0%	0	0.0%	0	0.0%	0				
Webbs, Worcester Road, Droitwich Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
West Bromwich Albion FC, Birmingham Road, West Bromwich	0.1%	1	0.0%	0	9.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Midland Safari Park, Spring Grove Road, Bewdley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn Safari Park, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Wanderers FC, Molineux Stadium, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1093	12	12	25	10	8	14	37	15	55	15	22								
Sample:	869	13	16	12	12	8	14	20	15	27	13	19								

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Q41 Where do you or members of your household normally go for (OTHER ACTIVITY FROM Q32)?												
<i>Those that said 'Cycling', 'Fishing', 'Horse riding', 'Place of worship / religious meeting' or 'Walking' at Q32 AND Excl. Nulls</i>												
Aldridge Village Centre	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	2.2%	0	0.0%	0	100.1%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	15.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	15.1%	2	0.0%	0	0.0%	0	100.0%	0	0.0%	0	0.0%	0
Wombourne Village Centre	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coseley Local Centre	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Cotteridge Local Centre	21.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Village Centre	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifespring Church, Clifton Street, Wolverhampton	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llangollen Town Centre	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pridewood Hops, Ashperton, Ledbury	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Arboretum, Walsall	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Community Association, Bridgnorth Road, Stourbridge	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	16	0	0	0	0	0	0	0	1	0	0	0
Sample:	18	0	1	0	1	0	0	0	1	0	0	0

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Q42 What improvements could be made to the leisure offer in your Council area that would make you visit / partake in leisure activities more often? [MR]												
A casino	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A swimming pool	5.9%	359	8.1%	6	14.9%	10	4.8%	9	11.8%	10	7.2%	6
A theatre	1.7%	104	0.9%	1	6.2%	4	0.7%	1	1.0%	1	5.2%	5
A multi-screen cinema	5.8%	353	5.9%	4	7.1%	5	9.3%	17	1.9%	2	0.0%	0
An art house cinema	0.7%	44	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Bingo	0.5%	31	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	8.9%	541	8.6%	6	6.3%	4	11.8%	21	6.8%	6	9.6%	8
Improved access by foot and cycle	1.2%	73	0.0%	0	0.0%	0	1.5%	3	1.7%	2	1.5%	1
Improved public transport	2.9%	178	0.8%	1	1.7%	1	2.5%	4	0.0%	0	2.9%	3
Improved security / CCTV	4.4%	269	2.6%	2	0.8%	1	4.9%	9	3.2%	3	14.5%	13
Improved street furniture	0.6%	35	1.7%	1	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Improvements in the built environment	1.5%	90	0.0%	0	0.0%	0	4.1%	7	0.0%	0	1.5%	1
More / better car parking	4.8%	293	2.9%	2	1.9%	1	8.3%	15	1.5%	1	5.6%	5
More / better cultural facilities	1.8%	107	3.3%	2	0.0%	0	2.8%	5	1.5%	1	0.9%	1
More / better disabled access	1.6%	96	2.4%	2	0.0%	0	2.8%	5	3.4%	3	0.0%	0
More / better health clubs / gyms	2.1%	130	3.4%	2	6.6%	5	3.0%	5	0.0%	0	0.5%	0
More / better parks / green spaces	4.3%	261	4.1%	3	2.3%	2	2.7%	5	9.8%	8	2.8%	2
More / better policing	3.8%	230	3.1%	2	1.4%	1	3.7%	7	0.0%	0	5.3%	5
More / better pubs / bars	2.8%	170	1.7%	1	1.4%	1	0.4%	1	5.1%	4	5.2%	5
More / better seats	1.8%	107	0.0%	0	0.0%	0	4.9%	9	0.0%	0	5.9%	5
More / better signposting and information	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
More for children	9.2%	559	10.6%	7	7.5%	5	20.2%	36	4.8%	4	3.5%	3
More local sports & recreation facilities	3.2%	195	1.7%	1	5.1%	4	4.4%	8	3.1%	3	1.4%	1
More nightclubs	1.2%	71	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.7%	2
More pavement cafes	1.8%	111	2.6%	2	3.3%	2	4.0%	7	2.4%	2	0.0%	0
More quality restaurants	6.5%	392	9.3%	6	2.5%	2	9.1%	16	6.2%	5	5.4%	5
More street cleaning	2.8%	170	3.6%	3	1.3%	1	5.7%	10	4.2%	4	1.7%	2
Provision of public toilets	2.5%	154	6.2%	4	1.9%	1	3.3%	6	3.0%	3	0.0%	0
Ten-pin bowling	3.5%	211	2.3%	2	3.1%	2	6.1%	11	1.6%	1	4.9%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adventure park	0.0%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Better security / safety	0.2%	10	0.8%	1	0.9%	1	0.0%	0	0.0%	0	1.5%	1
Better takeaways	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Climbing walls / rock climbing centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Community centre	0.1%	7	0.0%	0	0.8%	1	0.0%	0	0.5%	0	0.0%	0
Dog walking facilities	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't close any leisure	0.1%	5	0.5%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
centres / swimming baths												
Entertainment / leisure complex	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.1%	7	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Friendlier / more helpful staff	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go-karting	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	0.7%	41	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0
Improved access by car	0.1%	8	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Indoor ski centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Indoor water park	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laser tag	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure venues open longer / more days	0.2%	12	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better leisure facilities in general	0.8%	48	2.5%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
More / better mountain bike trails	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better shops	0.6%	38	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
More advertising of what's available	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More family orientated venues / events	0.2%	14	1.4%	1	0.0%	0	1.4%	3	0.0%	0	0.0%	0
More leisure activities / facilities for older people	0.5%	29	0.0%	0	0.0%	0	0.8%	1	0.5%	0	1.1%	1
More leisure activities / facilities for young people / teenagers	0.9%	52	0.5%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
More leisure activities for women	0.1%	5	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
More live music venues	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
More outdoor exercise facilities / classes	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More special events / festivals	0.1%	9	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
More varied classes / activities available	0.3%	21	2.5%	2	0.5%	0	0.0%	0	0.0%	0	0.5%	0
More walking events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved leisure centre	0.6%	36	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
New / improved library	0.2%	10	0.0%	0	0.9%	1	0.4%	1	0.0%	0	0.0%	0
Reduce parking prices	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Skate park	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Speedway track	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trampoline park	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Velodrome	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watersports	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
(Don't do leisure activities)	4.6% 282	2.5% 2	2.4% 2	2.5% 5	3.6% 3	5.1% 4	2.6% 2	4.2% 7	6.3% 6	5.4% 11	5.0% 5	9.5% 10
(Don't know)	6.4% 392	11.3% 8	6.2% 4	6.7% 12	8.0% 7	3.6% 3	7.0% 6	7.1% 12	3.1% 3	9.3% 18	8.3% 8	13.4% 13
(Nothing)	39.6% 2408	34.6% 24	38.7% 27	30.8% 55	47.4% 41	49.9% 44	29.7% 27	44.9% 73	39.3% 38	33.4% 66	37.3% 38	40.2% 40
Weighted base:	6076	70	69	180	87	88	91	162	97	197	102	101
Sample:	6076	109	109	116	111	109	110	111	110	116	115	110

GEN Gender of respondent:

Male	34.2% 2078	27.8% 19	36.9% 25	38.3% 69	43.3% 38	42.3% 37	30.8% 28	38.3% 62	41.5% 40	36.4% 72	42.7% 43	34.0% 34
Female	65.8% 3998	72.2% 50	63.1% 43	61.8% 111	56.7% 49	57.7% 51	69.2% 63	61.7% 100	58.5% 57	63.6% 125	57.3% 58	66.0% 66
Weighted base:	6076	70	69	180	87	88	91	162	97	197	102	101
Sample:	6076	109	109	116	111	109	110	111	110	116	115	110

AGE Can I ask how old you are please?

18 to 24	8.2% 497	5.7% 4	9.9% 7	8.7% 16	7.4% 6	13.2% 12	7.3% 7	5.9% 10	7.8% 8	11.1% 22	9.3% 9	6.2% 6
25 to 34	15.4% 938	12.8% 9	17.0% 12	19.8% 36	11.9% 10	16.1% 14	27.7% 25	10.3% 17	9.3% 9	8.3% 16	22.6% 23	13.9% 14
35 to 44	19.5% 1185	26.7% 19	14.9% 10	24.6% 44	17.4% 15	13.8% 12	13.7% 12	13.8% 22	12.8% 12	16.3% 32	17.2% 17	14.5% 15
45 to 54	17.7% 1073	20.0% 14	19.8% 14	18.7% 34	22.5% 20	13.7% 12	12.8% 12	36.0% 58	26.3% 26	22.7% 45	14.8% 15	16.2% 16
55 to 64	16.6% 1009	13.1% 9	20.4% 14	13.0% 23	16.5% 14	19.2% 17	11.5% 10	16.4% 27	18.4% 18	20.9% 41	14.8% 15	21.2% 21
65 +	22.6% 1375	21.7% 15	18.0% 12	15.2% 27	24.2% 21	24.0% 21	27.0% 25	17.6% 29	25.4% 25	20.7% 41	21.3% 22	28.0% 28
(Refused)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	6076	70	69	180	87	88	91	162	97	197	102	101
Sample:	6076	109	109	116	111	109	110	111	110	116	115	110

CAR How many cars does your household own or have the use of?

None	14.6% 889	18.2% 13	22.9% 16	15.1% 27	21.6% 19	25.9% 23	30.2% 28	3.0% 5	13.0% 13	9.4% 19	15.5% 16	8.3% 8
One	41.4% 2515	50.0% 35	38.8% 27	45.8% 82	40.2% 35	39.1% 34	46.7% 43	35.2% 57	46.8% 45	29.3% 58	53.5% 54	36.7% 37
Two	29.1% 1769	22.5% 16	25.3% 17	27.6% 50	20.1% 17	22.2% 20	14.4% 13	35.9% 58	21.6% 21	44.8% 88	20.6% 21	41.3% 41
Three or more	11.6% 702	9.2% 6	4.0% 3	7.8% 14	10.3% 9	7.8% 7	8.2% 7	19.6% 32	15.2% 15	15.2% 30	8.7% 9	12.2% 12
(Refused)	3.3% 201	0.0% 0	9.0% 6	3.7% 7	7.7% 7	4.9% 4	0.5% 0	6.4% 10	3.5% 3	1.4% 3	1.7% 2	1.5% 2
Weighted base:	6076	70	69	180	87	88	91	162	97	197	102	101
Sample:	6076	109	109	116	111	109	110	111	110	116	115	110

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]																								
Working full time	45.9%	2786	44.0%	31	43.2%	30	52.2%	94	44.4%	39	44.7%	39	38.7%	35	47.0%	76	36.2%	35	54.5%	108	50.6%	51	43.0%	43
Working part time	11.0%	667	12.2%	8	8.3%	6	10.5%	19	6.6%	6	8.9%	8	12.8%	12	13.0%	21	13.7%	13	12.3%	24	13.8%	14	11.0%	11
Unemployed	3.8%	230	4.8%	3	10.3%	7	4.6%	8	8.0%	7	4.2%	4	3.3%	3	0.9%	1	3.8%	4	2.4%	5	3.5%	4	5.8%	6
Retired	26.6%	1614	28.2%	20	18.3%	13	18.6%	33	26.3%	23	25.6%	23	26.6%	24	22.2%	36	25.4%	25	22.6%	45	23.3%	24	32.3%	32
A housewife	2.1%	126	1.4%	1	1.8%	1	2.7%	5	0.0%	0	2.3%	2	7.8%	7	1.7%	3	3.4%	3	0.0%	0	0.8%	1	0.9%	1
A student	0.7%	44	1.4%	1	3.1%	2	1.2%	2	0.0%	0	0.9%	1	4.6%	4	0.0%	0	1.6%	2	1.6%	3	0.0%	0	1.5%	2
Self employed	3.3%	201	0.8%	1	2.5%	2	4.5%	8	4.5%	4	1.0%	1	1.8%	2	8.8%	14	4.8%	5	3.4%	7	2.1%	2	1.0%	1
Sick / disabled	2.7%	164	2.6%	2	1.9%	1	0.8%	1	1.8%	2	5.1%	5	3.9%	4	0.0%	0	2.8%	3	2.2%	4	2.4%	2	2.9%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carer	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
(Refused)	3.8%	233	4.5%	3	10.7%	7	4.8%	9	8.2%	7	6.4%	6	0.0%	0	6.4%	10	8.4%	8	0.9%	2	1.7%	2	1.5%	2
Weighted base:	6076		70		69		180		87		88		91		162		97		197		102		101	
Sample:	6076		109		109		116		111		109		110		111		110		116		115		110	

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
QUOTA Zone												
Zone 1	3.4%	207	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	6.2%	374	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	3.5%	213	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	4.2%	258	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	1.9%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	1.8%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	1.4%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	2.6%	155	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	1.2%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	1.7%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	0.8%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	1.1%	70	100.0%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13	1.1%	69	0.0%	0	100.0%	69	0.0%	0	0.0%	0	0.0%	0
Zone 14	3.0%	180	0.0%	0	0.0%	0	100.0%	180	0.0%	0	0.0%	0
Zone 15	1.4%	87	0.0%	0	0.0%	0	0.0%	0	100.0%	87	0.0%	0
Zone 16	1.4%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	88
Zone 17	1.5%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%
Zone 18	2.7%	162	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 19	1.6%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 20	3.2%	197	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 21	1.7%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 22	1.7%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 23	2.1%	130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 24	2.1%	125	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 25	1.4%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 26	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 27	2.4%	147	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 28	1.5%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 29	0.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 30	1.3%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 31	1.9%	118	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 32	2.3%	140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 33	3.8%	230	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 34	2.1%	129	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 35	2.5%	151	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 36	0.8%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 37	1.0%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 38	0.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 39	1.4%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 40	0.8%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 41	1.3%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 42	0.8%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 43	2.9%	175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 44	1.7%	103	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 45	1.2%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Zone 46	1.0% 63	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 47	2.3% 141	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 48	0.5% 31	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 49	0.8% 50	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 50	3.0% 180	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 51	1.6% 100	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 52	0.8% 46	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 53	0.8% 51	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 54	1.4% 87	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 55	1.3% 78	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	6076	70	69	180	87	88	91	162	97	197	102	101
Sample:	6076	109	109	116	111	109	110	111	110	116	115	110

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
PC Postcode Sector												
B16 0	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B16 8	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B16 9	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 0	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 8	0.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 9	0.8%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 4	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 5	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 6	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 7	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 1	0.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 2	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 3	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 0	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 8	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 9	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 4	0.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 5	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 6	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 7	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B30 1	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B30 2	0.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B30 3	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 1	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 2	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 3	0.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 4	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 5	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 1	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 2	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 3	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 4	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B38 0	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B38 8	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B38 9	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B42 1	1.0%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B42 2	1.3%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B43 5	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B43 6	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B43 7	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 0	0.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 8	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 9	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B45 0	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B45 8	0.6%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
B45 9	1.1%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B47 5	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B47 6	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B48 7	0.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 1	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 2	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 3	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 4	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 0	0.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 7	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 8	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 9	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 0	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 8	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 9	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 1	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 2	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 3	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 4	0.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B64 5	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B64 6	0.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B64 7	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B65 0	0.3%	18	25.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B65 8	0.4%	26	37.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B65 9	0.4%	26	37.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 1	0.2%	10	0.0%	0	14.4%	10	0.0%	0	0.0%	0	0.0%	0
B66 2	0.1%	3	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0
B66 3	0.5%	28	0.0%	0	40.9%	28	0.0%	0	0.0%	0	0.0%	0
B66 4	0.5%	28	0.0%	0	40.0%	28	0.0%	0	0.0%	0	0.0%	0
B67 5	0.4%	21	0.0%	0	0.0%	0	11.9%	21	0.0%	0	0.0%	0
B67 6	0.6%	35	0.0%	0	0.0%	0	19.5%	35	0.0%	0	0.0%	0
B67 7	0.4%	26	0.0%	0	0.0%	0	14.6%	26	0.0%	0	0.0%	0
B68 0	0.7%	45	0.0%	0	0.0%	0	24.9%	45	0.0%	0	0.0%	0
B68 8	0.5%	30	0.0%	0	0.0%	0	16.6%	30	0.0%	0	0.0%	0
B68 9	0.4%	22	0.0%	0	0.0%	0	12.5%	22	0.0%	0	0.0%	0
B69 1	0.8%	51	0.0%	0	0.0%	0	0.0%	0	58.9%	51	0.0%	0
B69 2	0.2%	12	0.0%	0	0.0%	0	0.0%	0	13.6%	12	0.0%	0
B69 3	0.2%	12	0.0%	0	0.0%	0	0.0%	0	13.6%	12	0.0%	0
B69 4	0.2%	12	0.0%	0	0.0%	0	0.0%	0	13.9%	12	0.0%	0
B70 0	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	18	0.0%	0
B70 6	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	20.7%	18	0.0%
B70 7	0.1%	6	0.0%	0	0.0%	0	0.0%	0	6.5%	6	0.0%	0
B70 8	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	25.1%	22	0.0%
B70 9	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	27.2%	24	0.0%
B71 1	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.6%	25
B71 2	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	32
B71 3	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	26

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
B71 4	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B73 5	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B73 6	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 2	0.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 3	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 4	0.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 1	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 2	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 3	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 4	0.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 1	0.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 2	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 3	0.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 4	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 5	0.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 6	0.7%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 7	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY12 1	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY12 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY14 0	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY14 8	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 0	0.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 7	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 8	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 9	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 1	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 2	0.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 3	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 4	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 0	0.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 7	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 8	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 9	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 1	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 2	0.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 3	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 4	0.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 0	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 7	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 8	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 9	0.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY7 5	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY7 6	0.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 1	0.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 2	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 3	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 4	0.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
DY8 5	0.8%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 0	0.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 7	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 8	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 9	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST19 5	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST19 9	0.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF11 8	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF11 9	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 1	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 2	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 3	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 4	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 0	0.9%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 7	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 8	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 9	0.8%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 0	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 1	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 4	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 5	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 6	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 7	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 8	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 9	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 0	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 1	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 2	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 3	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 4	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 6	0.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 7	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 8	0.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 0	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 9	0.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 0	0.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 7	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 8	0.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 9	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 1	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 2	0.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 3	0.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 4	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 5	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS4 1	0.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS4 2	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS5 3	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
WS5 4	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS6 6	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS6 7	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 0	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 1	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 2	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 3	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 4	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 9	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS8 6	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS8 7	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 0	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 8	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 9	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 1	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 2	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 3	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 4	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 0	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 6	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 7	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 8	0.9%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 9	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 1	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 2	0.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 3	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV12 4	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV12 5	1.1%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 1	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 2	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 3	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 0	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 6	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 7	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 8	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 9	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV15 5	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV15 6	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV16 5	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV16 6	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 1	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 2	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 3	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 4	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 0	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 7	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 8	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
WV3 9	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV4 4	0.9%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV4 5	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV4 6	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 0	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 7	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 8	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 9	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 0	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 7	0.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 8	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 9	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV7 3	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV8 1	0.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV8 2	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV9 5	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	6076	70	69	180	87	88	91	162	97	197	102	101
Sample:	6076	109	109	116	111	109	110	111	110	116	115	110

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Q01 Where do you normally shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?												
<i>Excl. Nulls</i>												
Aldi, Audley Avenue, Newport	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bearwood Road, Bearwood	0.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bentley Bridge Shopping Park, Wednesfield	0.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Aldi, Birmingham Road, Great Barr	1.3%	77	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridge Cross Road, Burntwood	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.9%
Aldi, Bridgnorth Road, Wollaston	0.4%	26	0.0%	0	0.8%	1	0.0%	27.4%	7	9.0%	13	0.0%
Aldi, Bristol Road, Selly Oak	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, Moxley, Wednesbury	0.5%	29	1.6%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Aldi, Chase Gateway, Victoria Street, Hednesford	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	11.7%
Aldi, Chester Road, New Oscott	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, Lichfield	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Aldi, Cinder Bank, Peartree Lane, Dudley	0.2%	14	0.7%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, College Road, Kingstanding	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Aldi, Dudley Road, Brierley Hill	0.4%	25	0.0%	0	9.1%	11	0.5%	0	0.0%	0	1.3%	2
Aldi, Dudley Road, Kingswinford	0.8%	46	0.0%	0	4.8%	6	25.6%	21	3.8%	1	2.7%	4
Aldi, Dudley Road, Lye	0.2%	12	0.0%	0	2.5%	3	0.0%	0	0.0%	0	1.3%	2
Aldi, Earls Way, Halesowen	0.8%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Edgbaston Road, Birmingham	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Goldthorn Hill Road, Wolverhampton	0.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Aldi, Grange Central, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, Kidderminster	0.7%	42	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Aldi, Grooms Alley, Wellington, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Brownhills	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.0%

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Aldi, Howard Street, Wolverhampton	0.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kingsmead Retail Park, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Aldi, Madeley Court, Parkway, Madeley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.8%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Aldi, New Road, Stourbridge	0.6%	35	0.0%	0	2.3%	3	0.0%	0	3.4%	1	10.9%	16
Aldi, Priory Road, Dudley	0.3%	21	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Queensville, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Aldi, Saltwells Road, Netherton	0.2%	15	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Stourbridge Road, Bridgnorth	0.5%	31	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Aldi, Stratford Road, Sparkbrook	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Gateway, Holyhead Road, Snedshill, Telford	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Parade, Sutton Coldfield	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Aldi, Wellington Road, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.9%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	1.4%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	5
Asda, Barnes Hill Road, Barnes Hill, Birmingham	1.3%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Asda, Brickhouse Lane, Great Bridge, Tipton	2.1%	129	38.2%	50	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, Carter Square, Carter Street, Uttoxeter	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Daisy Street, North Bilston, Coseley	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, St. Matthews, Walsall	0.9%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	21
Asda, Hagley Road West, Quinton, Birmingham	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn Street, Sedgley	0.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Dudley	0.3%	16	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Asda, High Street, Kings Heath, Birmingham	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Asda, Merryhill Centre,	1.1%	66	0.0%	0	16.7%	21	6.4%	5	4.2%	1	3.9%	6

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Dudley												
Asda, Molineux Way, Waterloo Road, Wolverhampton	1.2%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, New Road, Kidderminster	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	1.7%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, off Queslet Road, Great Barr, Birmingham	2.5%	150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill	0.8%	48	2.2%	3	16.9%	21	2.8%	2	0.7%	0	7.5%	11
Asda, Queensway Mall, Halesowen	1.3%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4
Asda, Queensway, Stafford	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2
Asda, Rumer Hill, Lichfield Road, Cannock	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Saltwells Road, Cradley Road, Netherton, Dudley	0.1%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington Wood, Telford	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston	1.1%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	12
Asda, Ventura Road, Tamworth	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Minworth, Sutton Coldfield	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Barr, Birmingham	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Asda, Wednesbury Oak Road, Tipton	0.6%	34	13.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Heath Town, Wolverhampton	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	1.2%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodhall Street, Bloxwich	1.0%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Co-op, (Petrol) High Street, Cleobury Mortimer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) Wolverhampton Road, Penkridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Co-op, Bearwood Road, Warley Smethwick	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Boley Park Centre, Ryknild Street, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Co-op, Bradford Street, Shifnal	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Brewood Road, Coven	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dibdale Road West, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franche Road, Kidderminster	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gibbs Lane, Catshill	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Co-op, Griffiths Drive, Ashmore	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hazelwell Street, Stirchley	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Albrighton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Highley, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Co-op, High Street, Kingswinford	0.0%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.5%	1
Co-op, High Street, Kinver	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Co-op, High Street, Pattingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Shifnal	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hill Top, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kempthorne Avenue, Bushbury, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lichfield Road, Shelfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Liskeard Road, Parkhall, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Whittington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Brewood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Co-op, Market Street, Penkrige	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Co-op, Mill Street, Low Town, Bridgnorth	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, New Road, Rubery	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Pendeford Avenue, Claregate, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spies Lane,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Halesowen																								
Co-op, St. Kenelms Road, Romsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trysull Road, Merry Hill, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Wood Road, Aldridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wardles Lane, Great Wyrley	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Warstones Road, Penn	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wolverhampton Road, Codsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wood Lane, Codsall	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), The Peel Centre, Stafford Street, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bearwood Road, Warley, Smethwick	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Birmingham Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Street, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Churchill Shopping Centre, Dudley	0.1%	5	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Dudley Street, Sedgley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hagley Street, Halesowen, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Cradley Heath	0.1%	3	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harborne, Birmingham	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kings Square, Sandwell Centre, West Bromwich	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Bloxwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Cannock	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	8
Iceland, Market Street, Lichfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Merry Hill Retail Park, Brierley Hill	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Moor Centre,	0.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Brierley Hill																								
Iceland, The Rye Market, Stourbridge	0.1%	8	0.0%	0	0.8%	1	0.0%	0	0.0%	0	4.0%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Union Street, Wednesbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Iceland, Windmill Shopping Park, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Wulfrun Centre, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ablewell Street, Walsall	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	2.2%	3	0.0%	0	0.0%	0
Lidl, Birmingham Road, Bromsgrove	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wolverhampton	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bordesley Green, Birmingham	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brettell Lane, Stourbridge	0.2%	12	0.0%	0	0.5%	1	0.0%	0	1.3%	0	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dudley Road, Winson Green, Birmingham	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Eastern Avenue, Lichfield	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Finchfield, Wolverhampton	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Friar Park Road, Wednesbury	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	7.7%	11	0.0%	0
Lidl, Hagley Road, Halesowen	0.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Netherton	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Bilston	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Horseley Heath, Great Bridge, Tipton	0.2%	10	5.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lower High Street, Cradley Heath	0.2%	12	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madeley Court Way, Madeley, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Moseley Road, Balsall Heath, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Lidl, New Road, Willenhall	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Walsall Road, Hamstead Industrial Estate, Hamstead	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Parkside House, Oldbury Road, Blackheath	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Silver Street, Kings Heath, Birmingham	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Soho Road, Handsworth, Birmingham	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stallings Lane, Kingswinford	0.4%	24	0.0%	0	0.8%	1	12.4%	10	2.7%	1	3.3%	5
Lidl, The Quadrant, Redditch Ringway, Redditch	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Vale Road, Stourport-on-Severn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Axeltree Way, Wednesbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Orbital Retail Park, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Marks & Spencer (Simply Food), Handyman House, St John Street, Bridgnorth	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Marks & Spencer (Simply Food), High Street, Harborne, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Hilton Park, M6 North, Essington, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Westbridge Park, Stafford Road, Stone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Marks & Spencer, High Street, Longbridge	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Parade Grace Church Centre, Sutton Coldfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Stafford Riverside, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Marks & Spencer, The Merryhill Centre, Pedmore Road, Brierley Hill	0.1%	7	0.0%	0	0.5%	1	0.9%	1	0.0%	0	1.5%	2

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Sainsbury's Local, Compton Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Pensnett, Dudley	0.0%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lawnswood Road, Wordsley, Stourbridge	0.1%	4	0.0%	0	0.5%	1	0.5%	0	0.0%	0	1.4%	2
Sainsbury's Local, Louise Street, Gornal Wood, Dudley	0.0%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stone Cross, Penkridge, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Sainsbury's Local, Victoria Square, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Walsall Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton, Wolverhampton	0.7%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Sainsbury's Superstore, Bitterscote Drive, Bonehill, Tamworth	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.9%	55	0.0%	0	0.0%	0	0.0%	0	10.2%	2	0.0%	0
Sainsbury's Superstore, Castle Vale Retail Park, Birmingham	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Chell Road, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Sainsbury's Superstore, Frankley Beeches Road, Northfield, Birmingham	1.4%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	1.2%	74	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Blackheath	0.8%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.8%	47	0.5%	1	0.0%	0	5.7%	5	10.9%	3	0.5%	1
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Orbital Retail Park,	0.9%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	4

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Voyager Drive, Cannock	1.5%	93	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Raglan Street, St Marks, Wolverhampton	0.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	1.2%	70	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.5%	1
Sainsbury's Superstore, Rookery Street, Wednesfield, Wolverhampton	0.7%	40	0.0%	0	11.5%	14	3.2%	3	1.4%	0	10.3%	15
Sainsbury's Superstore, Sandringham Way, Amblecote, Brierley Hill	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Telford Forge Retail Park, Telford	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cann Hall Bypass, Bridgnorth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cannock Road, Bushbury	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Express (Esso), Hagley Road, Stourbridge	0.0%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Highland Road, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Lichfield Road, Wednesfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Lichfield Road, Willenhall	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Tesco Express (Esso), Walsall Road, Great Wyrley	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Tesco Express, Alridge Tavern, Aldridge, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birches Barn Road, Bradmore, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birmingham Road, Shenstone	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bridge Road, Cookley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristnall Hall Road, Bristnall, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Tesco Express, Codsall Road, Claregate, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coombs Road, Dudley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Frederick Street, Jewellery Quarter, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Edgbaston	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Haygate Road, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Express, High Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Pensnett	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Netherstowe, Netherstowe, Lichfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oxhill Road, Handsworth	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Penn Road, Penn Manor, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Platts Road, Audnam, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Tesco Express, Stafford Road, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stone Road, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Arcade, Gornal Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sandwell, Stone Cross, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sutton Coldfield	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Bilston	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Express, Willenhall Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Tesco Extra, Crown Centre, Stourbridge	0.9%	53	0.0%	0	0.8%	1	3.8%	3	6.9%	2	16.0%	24	26.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	1.2%	71	0.0%	0	6.7%	8	0.0%	0	0.7%	0	2.5%	4	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.8%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	18.2%	21	2.5%	3	0.0%	0
Tesco Extra, Newport Road, Stafford	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Sandwell Centre, New Square, West Bromwich	1.4%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Extra, Town Gate Retail Park, Dudley	1.8%	108	13.2%	17	4.0%	5	0.0%	0	0.0%	0	2.9%	4	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Extra, Wrekin Retail Park, Telford	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Camden Street, Springhill, Birmingham	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Cannock	0.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.7%	1	0.0%	0	0.0%	0	11.5%	26
Tesco Superstore, Neptune Industrial Estate, Willenhall	0.4%	21	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.7%	2	0.0%	0
Tesco Superstore, Park Avenue, Madeley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Power Station Road, Rugeley	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3
Tesco Superstore, Ridgacre Road, Quinton	0.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.9%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	9.7%	22
Waitrose, Audley Road, Newport	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Birmingham	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Highgate Centre, Sutton Coldfield	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.5%	32	0.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ryemarket, Stourbridge	0.3%	18	0.0%	0	0.0%	0	0.0%	0	8.1%	2	7.0%	10	6.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St. John Street, Bromsgrove	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonneyland	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.5%	1	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Drive, Lichfield																								
Internet / delivery	7.7%	465	9.1%	12	5.5%	7	4.3%	4	3.3%	1	3.0%	4	5.5%	5	8.8%	4	5.6%	4	3.8%	4	3.0%	4	7.8%	18
Aldi, Birmingham Road, Bromsgrove	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Studley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road South, Northfield	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Broad Gauge Way, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Essington Road, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Maypole Lane, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Sherwood Road, Bromsgrove	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Silverwoods Way, Kidderminster	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Station Drive, Ludlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stratford Road, Hall Green	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Trescott Road, Redditch	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Jinnah Road, Redditch	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Parkgate Shopping Centre, Stratford Road, Shirley, Solihull	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Trident Shopping, Centre, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Codsall, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Erdington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Market Street, Manchester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Alvechurch, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Vicarage Road, Kings Heath, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Watson Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Fishley Lane, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Trinity Centre, Halesowen Road, Cradley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Heath												
Farmfoods, Bescot Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Bloxwich Road, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Heath Town	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Farley Centre, West Bromwich	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Fisher Street, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Halesowen Road, Halesowen	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brownhills	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Tipton	0.0%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Castle Street, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Church Street, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Rowley Regis	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Wednesfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Market Street, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Heron Foods, Saddlers Shopping Centre, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Heron Foods, Watford Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Bristol Road South, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Churchill Shopping Centre, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, High Street, Brierley Hill	0.0%	1	0.0%	0	0.5%	1	0.5%	0	0.0%	0	0.0%	0
Home Bargains, Jerome Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Town Centre Shopping Scheme, Bloxwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Oldbury Green Retail Park, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Grosvenor Centre,	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Northfield												
Iceland, High Street, Rowley Regis	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Jerome Retail Park, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Iceland, Kingstanding Road, Birmingham	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Mill Lane, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scotts Arms Centre, Walsall Road, Birmingham	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J&N Super Foodstore, Blackhalve Lane, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jack's, New Road, Rubery	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Selly Oak Shopping Park, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bilston Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Blackheath Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bartley Green Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bilston Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Birmingham City Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brewood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Local shops, Bridgnorth Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brierley Hill Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bromsgrove Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cape Hill Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cheslyn Hay Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Town Centre	0.0%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Local shops, Gornal Local Centre	0.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Bridge	0.0%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Village Centre												
Local shops, Harborne Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Local shops, Oldbury Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, One Stop Shopping Park, Perry Barr	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Perry Beeches Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Redditch Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rubery Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Selly Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Smethwick Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Spring Hill Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sutton Coldfield Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Telford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Walsall Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Local shops, Wednesbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesfield Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, West Bromwich Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton City Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wombourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&T Supermarket, Caldmore Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Morrisons, Covercroft, Droitwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hagley Road, Birmingham	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Morrisons, Whitchurch Road, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nijjar Supermarket, Owen Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Highgate Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Mervyn Place, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, Cannock Shopping Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Taverners Close Off Essington Road, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S&D Supermarket, Barcroft Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Abbey Trading Centre, Redditch	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Maypole, Birmingham	0.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Caldly Valley Road, Great Boughton, Chester	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Inglewhite Road, Longridge, Preston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	1.0%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Meole Brace Retail Park, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Swindon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Selly Oak Shopping Park, Birmingham	0.9%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, William Hunter Way, Brentwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Harvest Road, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Queslett Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, School Road, Wheaton Aston, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Spar, Stafford Street, Brewwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Linden Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hawthorn Road, Birmingham	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Load Street, Bewdley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rowley Village, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.9%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Stratford Road, Shirley, Solihull	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Caxton Gate, New Street, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Aston Lane, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.4%	27	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Tesco Superstore, Coleshill Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mill Wood Drive, Worcester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Drive, Ludlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Stratford Road, Shirley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Homer Road, Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Moorfield Road, Alcester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warley Supermarket, Fenton Street, Smethwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	6066	130	125	82	24	147	89	44	79	118	140	229
Sample:	6065	110	111	113	102	113	112	102	119	110	111	114

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Q02 Which retailer do you purchase your main food internet / home delivery shopping from?																								
<i>Those who do their main food shopping via the internet at Q01</i>																								
Asda	30.3%	141	81.0%	10	17.5%	1	40.2%	1	58.0%	0	29.3%	1	15.5%	1	0.0%	0	33.0%	1	33.9%	2	48.6%	2	14.2%	3
Morrisons	10.7%	50	5.0%	1	0.0%	0	12.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	0	46.3%	2	27.2%	1	14.2%	3
Iceland	5.5%	26	0.0%	0	40.0%	3	0.0%	0	0.0%	0	44.7%	2	17.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	3
Sainsbury's	15.4%	72	0.0%	0	42.5%	3	0.0%	0	21.1%	0	26.1%	1	31.0%	2	26.2%	1	12.5%	1	0.0%	0	0.0%	0	30.8%	6
Tesco	24.2%	113	13.9%	2	0.0%	0	22.5%	1	0.0%	0	0.0%	0	9.6%	0	73.8%	3	46.7%	2	19.8%	1	24.2%	1	26.8%	5
Ocado	11.4%	53	0.0%	0	0.0%	0	24.9%	1	0.0%	0	0.0%	0	26.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	0.2%	1	0.0%	0	0.0%	0	0.0%	0	21.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Able & Cole	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon Pantry	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Milkman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milk & More	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak House Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverford Organic Farmers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidhu Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		465		12		7		4		1		4		5		4		4		4		4		18
Sample:		364		9		6		5		3		3		6		8		6		4		3		9

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Q03 What do you like about (LOCATION MENTIONED AT Q01)? [MR]																								
<i>Not those who do their main food shopping via the internet at Q01</i>																								
Clean store	4.1%	231	0.8%	1	13.1%	16	12.8%	10	1.9%	0	12.2%	17	5.5%	5	0.8%	0	1.5%	1	5.5%	6	2.9%	4	0.7%	1
Close to family / friends	0.7%	40	0.0%	0	0.0%	0	1.4%	1	0.7%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Convenient to home	36.7%	2060	40.6%	48	32.2%	38	42.7%	34	31.2%	7	34.7%	49	33.5%	28	26.8%	11	43.2%	32	39.4%	45	47.7%	65	47.1%	100
Convenient to work	2.1%	117	0.0%	0	1.6%	2	1.8%	1	3.4%	1	3.7%	5	5.0%	4	1.5%	1	2.0%	1	3.1%	4	4.0%	5	1.4%	3
Delivery service	0.9%	48	1.4%	2	1.4%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	8
Easy to get to by car	5.5%	310	2.4%	3	8.4%	10	1.5%	1	5.2%	1	4.4%	6	6.0%	5	4.2%	2	1.6%	1	8.4%	9	6.5%	9	3.5%	7
Easy to get to by foot	2.1%	115	0.8%	1	1.0%	1	2.1%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	8.3%	6	1.6%	2	3.0%	4	0.0%	0
Easy to get to by public transport	1.5%	85	0.0%	0	1.4%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.1%	2	7.3%	8	0.0%	0	1.2%	3
Ethical policy	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / helpful staff	3.9%	219	4.4%	5	6.1%	7	2.4%	2	3.6%	1	1.0%	1	1.6%	1	3.9%	2	5.1%	4	5.0%	6	4.3%	6	6.1%	13
Good layout / easy to get around	6.8%	384	5.7%	7	2.8%	3	2.1%	2	7.6%	2	7.1%	10	0.6%	0	1.7%	1	11.2%	8	8.1%	9	3.9%	5	9.4%	20
Good offers	6.3%	355	10.8%	13	5.6%	7	3.5%	3	0.0%	0	11.9%	17	13.6%	11	3.2%	1	3.5%	3	11.9%	13	11.7%	16	12.5%	27
Habit / always used it	5.4%	301	5.4%	6	5.2%	6	6.4%	5	6.8%	2	4.0%	6	8.4%	7	5.0%	2	2.5%	2	3.0%	3	8.1%	11	7.2%	15
Has a cafe	0.8%	43	0.0%	0	1.6%	2	0.0%	0	1.9%	0	0.0%	0	0.0%	0	1.7%	1	1.3%	1	0.0%	0	0.7%	1	1.2%	3
Has a petrol station	1.8%	101	2.8%	3	8.4%	10	2.3%	2	3.9%	1	2.1%	3	0.0%	0	0.0%	0	0.8%	1	2.9%	3	0.0%	0	2.8%	6
Large store	5.2%	290	11.8%	14	4.4%	5	6.0%	5	0.7%	0	9.3%	13	6.5%	5	5.2%	2	7.1%	5	2.9%	3	7.5%	10	2.6%	6
Long opening hours	2.4%	132	4.7%	6	4.5%	5	2.6%	2	1.2%	0	2.8%	4	2.6%	2	0.0%	0	2.2%	2	2.9%	3	2.1%	3	2.6%	6
Low prices / value for money	26.5%	1485	14.4%	17	24.7%	29	41.0%	32	27.9%	6	30.5%	43	20.0%	17	19.5%	8	21.0%	16	26.6%	30	27.8%	38	29.0%	62
Loyalty scheme / reward points	2.5%	139	0.0%	0	0.8%	1	1.5%	1	0.0%	0	4.6%	7	3.7%	3	1.5%	1	1.2%	1	1.6%	2	1.2%	2	6.1%	13
Online shopping is convenient	0.5%	26	1.4%	2	1.4%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.3%	1	0.0%	0	3.1%	4	0.0%	0	0.0%	0
Only one in the area	1.3%	70	0.8%	1	1.3%	2	0.0%	0	1.5%	0	0.0%	0	0.6%	0	0.0%	0	1.3%	1	1.3%	2	3.0%	4	0.0%	0
Parking is free	4.9%	272	1.6%	2	5.9%	7	2.7%	2	2.3%	1	3.5%	5	9.9%	8	2.2%	1	10.6%	8	5.8%	7	9.7%	13	2.2%	5
Parking prices are low	1.0%	59	0.0%	0	1.3%	2	1.8%	1	0.0%	0	3.2%	5	0.0%	0	1.4%	1	2.6%	2	0.0%	0	0.5%	1	3.3%	7
Parking provision is good	4.4%	246	4.6%	5	7.2%	9	1.5%	1	2.6%	1	2.6%	4	7.1%	6	4.7%	2	4.3%	3	7.2%	8	3.5%	5	3.3%	7
Pleasant shopping environment	2.3%	129	1.9%	2	0.0%	0	2.4%	2	0.0%	0	2.2%	3	0.0%	0	0.0%	0	1.3%	1	0.5%	1	0.0%	0	2.2%	5
Preference for retailer	2.6%	146	4.3%	5	2.3%	3	1.7%	1	1.3%	0	8.7%	12	4.2%	4	2.4%	1	1.7%	1	2.9%	3	0.0%	0	1.6%	3
Quality of food goods available	13.8%	772	5.4%	6	10.2%	12	14.7%	12	15.4%	4	13.3%	19	12.1%	10	14.5%	6	11.0%	8	13.1%	15	6.9%	9	12.9%	27
Self-service checkouts	1.3%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.0%	1	0.0%	0	1.5%	1	2.9%	3	0.0%	0	1.2%	3
Quality of non-food goods available	1.8%	102	6.6%	8	0.0%	0	1.5%	1	2.0%	0	3.7%	5	3.9%	3	3.0%	1	2.8%	2	3.1%	4	0.0%	0	0.7%	1
Range of food goods available	17.0%	953	16.1%	19	15.0%	18	10.8%	9	20.2%	5	20.5%	29	15.9%	13	24.6%	10	19.1%	14	10.0%	11	11.8%	16	17.2%	37
Range of non-food goods available	2.0%	114	0.0%	0	3.6%	4	4.7%	4	0.7%	0	2.7%	4	0.0%	0	1.7%	1	0.5%	0	1.0%	1	0.7%	1	1.1%	2
Safe shopping environment	0.9%	51	0.5%	1	1.4%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.6%	2	1.5%	2	0.0%	0
Small / quiet store	1.7%	95	2.6%	3	3.6%	4	8.0%	6	1.3%	0	3.2%	5	0.0%	0	1.4%	1	2.3%	2	2.3%	3	1.2%	2	0.7%	1
Staff discount / work there	1.6%	88	4.4%	5	3.0%	4	0.0%	0	0.7%	0	0.5%	1	2.2%	2	0.0%	0	1.7%	1	3.4%	4	3.3%	4	0.0%	0
Supporting local business	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accepts vouchers	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get a lift there	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Can get everything I need there	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.6%	2
Convenient to other shops / services	0.4%	21	0.0%	0	0.9%	1	0.0%	0	0.7%	0	2.5%	1
Familiar / know where everything is	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Free trolleys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.1%	7	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Has electric charge points	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
New store	0.1%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Offers Click & Collect	0.0%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Offers scan-as-you-shop	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quick service / no queues	0.1%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
(Don't know / nothing)	4.1%	231	11.9%	14	3.7%	4	3.0%	2	5.5%	1	2.9%	4
Weighted base:	5611	118	118	79	23	142	84	40	74	113	135	212
Sample:	5712	101	105	109	99	110	106	94	113	106	108	106

Q04 How do you normally travel to (LOCATION MENTIONED AT Q01)?*Not those who do their main food shopping via the internet at Q01*

Car / van (as driver)	68.2%	3827	68.9%	82	76.6%	91	74.0%	58	88.8%	20	79.6%	113	85.2%	72	74.1%	30	51.9%	38	62.8%	71	69.3%	94	69.0%	147
Car / van (as passenger)	11.9%	670	10.4%	12	7.6%	9	20.1%	16	5.5%	1	7.1%	10	5.7%	5	16.0%	6	16.7%	12	13.0%	15	9.8%	13	9.3%	20
Bus, minibus or coach	6.5%	366	5.9%	7	4.7%	6	3.2%	3	3.5%	1	2.2%	3	2.8%	2	2.5%	1	3.5%	3	7.8%	9	5.2%	7	6.2%	13
Using park & ride facility	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Walk	10.6%	592	9.4%	11	10.2%	12	2.8%	2	1.5%	0	11.1%	16	4.7%	4	6.5%	3	22.8%	17	10.8%	12	12.1%	16	14.1%	30
Taxi	1.3%	76	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	4.2%	5	2.2%	3	0.0%	0
Train	0.2%	11	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.1%	4	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ring & Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tram	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	1.4%	3
(Varies)	0.5%	26	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	5611	118	118	79	23	142	84	40	74	113	135	212												
Sample:	5712	101	105	109	99	110	106	94	113	106	108	106												

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Q05 When you visit (LOCATION MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]																								
<i>Not those who do their main food shopping via the internet at Q01</i>																								
Yes - non-food shopping	12.0%	671	11.6%	14	9.9%	12	10.4%	8	11.5%	3	10.3%	15	9.9%	8	17.3%	7	13.5%	10	7.2%	8	10.7%	14	10.7%	23
Yes - other food shopping	10.1%	568	10.0%	12	8.1%	10	8.9%	7	8.5%	2	11.1%	16	13.3%	11	8.6%	3	17.3%	13	6.4%	7	8.2%	11	13.2%	28
Yes - bars / pubs	1.0%	55	1.6%	2	0.0%	0	0.0%	0	0.7%	0	1.9%	3	3.1%	3	1.7%	1	2.0%	2	1.6%	2	0.0%	0	1.4%	3
Yes - bingo	0.3%	19	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.3%	2	0.0%	0	1.4%	3
Yes - cafés	3.8%	213	4.8%	6	0.8%	1	1.1%	1	2.5%	1	4.1%	6	2.7%	2	0.0%	0	1.7%	1	2.0%	2	0.7%	1	10.0%	21
Yes - cinemas	0.7%	39	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	3
Yes - get petrol	4.3%	242	11.9%	14	1.7%	2	3.2%	3	4.3%	1	2.4%	3	2.1%	2	0.8%	0	5.9%	4	4.2%	5	2.0%	3	3.5%	7
Yes - go to park	1.1%	64	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.8%	2	5.8%	7	0.0%	0	2.8%	6
Yes - gyms / health and fitness	1.5%	85	0.9%	1	1.0%	1	0.0%	0	2.0%	0	0.8%	1	3.7%	3	0.8%	0	2.2%	2	0.0%	0	0.0%	0	1.8%	4
Yes - library	0.8%	46	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.7%	2	0.0%	0	1.7%	1	1.3%	1	1.8%	2	0.5%	1	0.0%	0
Yes - markets	0.9%	52	3.0%	4	1.4%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	1.6%	2	0.0%	0	2.9%	6
Yes - meeting family	2.0%	114	3.0%	4	0.0%	0	3.3%	3	0.7%	0	0.5%	1	2.6%	2	4.2%	2	5.6%	4	0.0%	0	2.7%	4	6.4%	14
Yes - meeting friends	1.5%	86	2.1%	3	1.9%	2	0.6%	0	0.0%	0	0.5%	1	3.7%	3	0.8%	0	1.5%	1	0.5%	1	0.0%	0	4.0%	8
Yes - museums / art gallery	0.3%	15	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Yes - other service (e.g. travel agent, estate agent etc.)	0.4%	23	1.6%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	2	0.5%	1	0.0%	0
Yes - personal service (e.g. hairdressers, beauty salon etc.)	0.8%	47	3.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.7%	4	0.8%	0	0.0%	0	1.3%	2	1.3%	2	2.1%	4
Yes - restaurants	1.5%	82	6.0%	7	0.0%	0	0.0%	0	1.5%	0	0.0%	0	2.1%	2	1.7%	1	1.5%	1	2.4%	3	2.2%	3	1.4%	3
Yes - swimming	0.4%	25	1.6%	2	0.0%	0	0.0%	0	0.7%	0	1.6%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	5
Yes - theatre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Yes - visiting services such as banks and other financial institutions	2.7%	151	4.7%	6	0.0%	0	0.6%	0	2.6%	1	0.5%	1	5.7%	5	3.9%	2	1.2%	1	0.8%	1	1.3%	2	3.6%	8
Yes - work	2.0%	110	3.0%	4	0.0%	0	1.8%	1	0.0%	0	2.3%	3	5.2%	4	1.5%	1	1.6%	1	4.7%	5	5.5%	7	1.4%	3
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - art / craft class	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - dance class	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - football	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - go for a walk / walk the dog	0.3%	15	0.5%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.8%	1	0.0%	0	0.0%	0	2.1%	4
Yes - health service (e.g. doctors, dentist etc.)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - leisure activity	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - school run	0.2%	9	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Yes - snooker / pool club	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visit carehome	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visit cemetery / crematorium	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visit church	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Yes - window shopping / browsing	0.1% 7	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.8% 1	0.0% 0	0.8% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
(No)	67.6% 3792	66.1% 78	85.3% 101	71.5% 57	67.2% 15	70.6% 101	76.0% 64	55.4% 22	57.0% 42	68.6% 78	69.7% 94	56.3% 120
(Don't know)	1.0% 57	0.0% 0	0.9% 1	2.4% 2	0.0% 0	0.9% 1	0.0% 0	4.0% 2	1.7% 1	1.3% 2	4.3% 6	1.4% 3
Weighted base:	5611	118	118	79	23	142	84	40	74	113	135	212
Sample:	5712	101	105	109	99	110	106	94	113	106	108	106

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Weighted:

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	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Q06 When you combine your trip with other activities, where do you normally go?												
<i>Those who combine their main food shopping trip with other activities at Q05 AND Excl. Nulls</i>												
Aldridge Village Centre	2.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	3.2%	46	6.3%	2	7.6%	1	0.0%	0	0.0%	0	0.0%	0
Blackheath Town Centre	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.7%	11	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0
Brierley Hill Town Centre	0.6%	9	0.0%	0	33.7%	5	2.9%	0	0.0%	0	3.4%	1
Bromsgrove Town Centre	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	2.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	2.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	2
Cape Hill Local Centre, Smethwick	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.7%	10	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0
Darlaston Town Centre	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	2.7%	39	18.8%	6	11.6%	2	9.5%	1	0.0%	0	5.8%	2
Erdington Local Centre, Birmingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	1.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	1.6%	24	29.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	2.1%	30	0.0%	0	4.2%	1	0.0%	0	0.0%	0	3.1%	0
Handsworth Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	4.4%	63	0.0%	0	0.0%	0	0.0%	0	9.6%	1	0.0%	0
Kingstanding Local Centre, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.7%	10	0.0%	0	0.0%	0	27.4%	4	6.2%	0	13.5%	5
Lichfield City Centre	1.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	1.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Old Hill Local Centre, Cradley Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.9%	13	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxley Local Centre, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	3
Stirchley Local Centre, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	2.3%	32	0.0%	0	0.0%	0	4.7%	1	31.0%	2	48.2%	16
Stourport-on-Severn Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Tipton Town Centre	0.5%	8	10.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	4.0%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.3%	12
Wednesbury Town Centre	1.0%	15	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	12
Wednesfield Local Centre, Wolverhampton	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	3.7%	54	3.1%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	2
Willenhall Town Centre	1.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	3
Wolverhampton City Centre	4.4%	63	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0
Wombourne Village Centre	0.2%	4	1.9%	1	0.0%	0	0.0%	0	2.4%	0	0.0%	0
Worcester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	2.5%	36	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Bromsgrove												
Cannock Gateway Retail Park, Eastern Way, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.7%	10	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Armstrong Way, Willenhall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	1.3%	19	0.0%	0	0.0%	0	12.9%	2	0.0%	0	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	2.5%	37	0.0%	0	26.8%	4	20.5%	3	7.7%	1	8.9%	3
Mitre Retail Park, Bilston Road, Monmore Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedwood Way Retail Park, Reedwood Way, Walsall	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Selly Oak Shopping Park, Birmingham	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Solihull Retail Park / Sears Retail Park, Shirley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre Retail,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Stafford Street, Wolverhampton												
Ventura Retail Park, Tamworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbey Retail Park, Alvechurch Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bearwood Road, Smethwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridge Cross Road, Burntwood	0.3%	4	0.0%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road South, Northfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.1%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Aldi, Earls Way, Halesowen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Goldthorn Hill, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Brownhills, Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Howard Street, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Maypole Lane, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, New Road, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	1
Aldi, Saltwells Road, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Silverwoods Way, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Springfield Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
All Saints Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane	0.3%	5	8.2%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	1

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South, Tipton												
Asda, George Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Great Barr, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2
Asda, Wednesbury Oak Road, Tipton	0.1%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bilston Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Featherbed Lane, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bargain Buys, Birmingham Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartley Green Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boley Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradshaws Farm Shop, Bleak House Farm/Ironstone Road, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Branston Water Park, Lichfield Road, Branston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Brewood Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Bridgtown Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Chase Hospital, Brunswick Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carters Green Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlecroft Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chaddesley Corbett Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0
Cheslyn Hay Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Co-op, Bradford Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dibdale Road West, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kinver, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0
Co-op, Market Place,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Brewood, Stafford												
Costcutter, Barke Street, Highley, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donnington Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eccleshall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Edgbaston Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Farm Shop, Bognop Road, Essington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchfield Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foley Business Park, Stourport Road, Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Oaks Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Park, Rubery	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haden Hill Local Centre	0.0%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Hamstead Local Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Aldridge, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	12.0%	1	0.0%	0
Langley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Golf & Country Club, Seedy Mill Lane, Rugeley, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ablewell Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Eastern Avenue, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lower High Street, Cradley Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0
Lidl, Madeley Court Way, Madeley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Silver Street, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stalling's Lane, Kingswinford	0.1%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Longbridge Town Centre	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Cope Street, Stafford Riverside, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Marks & Spencer, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Street, Wolverhampton	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Rednal, Birmingham	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mary Stevens Park, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Lime Grove, Smethwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maypole Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Pendeford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Buntsford Park Road, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, Kingswinford	0.3%	4	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0
Morrisons, High Street, Burntwood	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mill Street, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moxley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neptune Industrial Estate, Willenhall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Cross Hospital, Wolverhampton Road, Heath Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newdale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Park Active Living Centre, Coppice Road, Walsall Wood, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkfield Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Penkridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Park, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Dudley Port, Tipton	0.1%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Russells Hall Hospital, Pensnett Road, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0
Sainsbury's Local, Lawnswood Road, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0
Sainsbury's Superstore, Abbey Trading Centre, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Birmingham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Blackheath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Raglan Street, St Marks, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wednesfield, Wolverhampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way,	0.2%	3	0.0%	0	4.2%	1	0.0%	0	0.0%	0	5.8%	2

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Amblecote, Brierley Hill Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandwell District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wardles Lane, Great Wyrley, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spring Hill Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Cross Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studley Garden Store, Henley Road, Mappleborough Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Hotel & Golf Resort, Great Hay Drive, Sutton Heights, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristnall Hall Road, Birmingham, Oldbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Streetly, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Dudley	0.4%	5	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neptune Industrial Estate, Willenhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhall Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Alexandra Street, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Village Gym, Castlegate Park, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weavers Wharf Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Leisure Centre, Moor Street, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windmill Shopping Centre, Cape Hill, Smethwick	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witton Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.3%	4	0.0%	0	0.0%	0	4.3%	0	10.2%	3	0.0%	0
Wombourne Leisure Centre, Ounsdale Road, Wombourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1437	31	14	15	7	34	15	15	23	24	24	80
Sample:	1501	27	13	20	31	28	24	38	31	22	21	38

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Q07 In addition to (LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?												
<i>Excl. Nulls</i>												
Aldi, Audley Avenue, Newport	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bearwood Road, Bearwood	0.5%	20	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bentley Bridge Shopping Park, Wednesfield	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Aldi, Birmingham Road, Great Barr	1.2%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridge Cross Road, Burntwood	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	0.3%	12	0.0%	0	0.0%	0	1.4%	1	9.0%	1	8.4%	8
Aldi, Bristol Road, Selly Oak	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, Moxley, Wednesbury	0.6%	23	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chase Gateway, Victoria Street, Hednesford	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Aldi, Chester Road, New Oscott	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, Lichfield	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Aldi, Cinder Bank, Peartree Lane, Dudley	0.3%	11	3.3%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Aldi, College Road, Kingstanding	0.1%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Brierley Hill	0.3%	12	2.2%	2	6.5%	5	0.8%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.7%	26	0.0%	0	3.8%	3	14.8%	8	4.2%	1	4.4%	4
Aldi, Dudley Road, Lye	0.3%	11	0.0%	0	6.7%	5	0.0%	0	0.0%	0	1.2%	1
Aldi, Earls Way, Halesowen	1.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Aldi, Edgbaston Road, Birmingham	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Goldthorn Hill Road, Wolverhampton	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Grange Central, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, Kidderminster	0.8%	28	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
Aldi, High Street, Brownhills	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Aldi, High Street, Newtown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Howard Street,	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Wolverhampton												
Aldi, Kingsmead Retail Park, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Madeley Court, Parkway, Madeley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, New Road, Stourbridge	0.5%	18	0.0%	0	0.8%	1	0.0%	0	4.1%	1	8.5%	8
Aldi, Priory Road, Dudley	0.3%	10	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Queensville, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2
Aldi, Saltwells Road, Netherton	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saxon Drive, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stourbridge Road, Bridgnorth	0.3%	13	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0
Aldi, The Gateway, Holyhead Road, Snedshill, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Parade, Sutton Coldfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2
Aldi, Wellington Road, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	1.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	1.4%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	2
Asda, Barnes Hill Road, Barnes Hill, Birmingham	1.2%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Asda, Brickhouse Lane, Great Bridge, Tipton	1.0%	36	8.2%	6	2.3%	2	0.0%	0	0.0%	0	1.2%	1
Asda, Daisy Street, North Bilston, Coseley	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, St. Matthews, Walsall	1.2%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hagley Road West, Quinton, Birmingham	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn Street, Sedgley	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Dudley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Kings Heath, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merryhill Centre, Dudley	1.2%	44	0.8%	1	14.4%	10	6.4%	4	1.1%	0	10.5%	10
Asda, Molineux Way, Waterloo Road,	1.2%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Wolverhampton												
Asda, New Road, Kidderminster	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, off Queslet Road, Great Barr, Birmingham	2.0%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill	0.6%	22	0.0%	0	15.2%	11	5.3%	3	4.8%	1	5.6%	5
Asda, Queensway Mall, Halesowen	0.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rumer Hill, Lichfield Road, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Saltwells Road, Cradley Road, Netherton, Dudley	0.1%	5	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington Wood, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ventura Road, Tamworth	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmsley Ash Road, Minworth, Sutton Coldfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Barr, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.4%	15	12.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Heath Town, Wolverhampton	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	1.5%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodhall Street, Bloxwich	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) High Street, Harborne	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Anglesey Street, Hednesford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bassnage Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Baswich Lane, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Co-op, Bearwood Road, Warley Smethwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Boley Park Centre, Ryknild Street, Lichfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bradford Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burton Square, Rising Brook, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cannock Road, Blackford, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Lane, Handsworth Wood	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dibdale Road West, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dudley Road West, Tividale	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franche Road, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Co-op, Gilbert Road, Charford Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Glebe Lane, Norton Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Co-op, Griffiths Drive, Ashmore	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hazelwell Street, Stirchley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Highley, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kingswinford	0.1%	2	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.7%	1
Co-op, High Street, Kinver	0.0%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0
Co-op, High Street, Pattingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Shifnal	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Tettenhall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highfields Road, Chasetown	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hill Top, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hollyhedge Road, Stonecross, Charlemont	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kempthorne Avenue, Bushbury, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lombard Street, Stourport-On-Severn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Brewood																								
Co-op, Market Street, Penkridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mill Street, Low Town, Bridgnorth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Morley Road, Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, New Road, Rubery	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Square Shopping Gate, Bridge Street, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Pershore Road, Cotteridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Quinton Road West, Quinton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, School Road, Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sedgley Road, Woodsetton, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spies Lane, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stafford Road, Oxley, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stubby Lane, Perry Hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sutton Road, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Swan Corner Shopping Precinct, Burntwood Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Tame Road, Brandhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Broadway, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Green, Kings Norton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Thornhill Road, Streetly, Sutton Coldfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trysull Road, Merry Hill, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Turves Green, Northfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Unity Walk, Owen Street, Tipton	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Road, Great Barr	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Wood Road, Aldridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Co-op, Wardles Lane, Great Wyrley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Warstones Road, Penn	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Heath Road, Northfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wolverhampton Road, Codsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wood Lane, Codsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Iceland, (Food Warehouse), Linkway Retail Park, Watling Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Iceland, (Food Warehouse), The Peel Centre, Stafford Street, Wolverhampton	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bearwood Road, Warley, Smethwick	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Birmingham Road, Wolverhampton	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Street, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Churchill Shopping Centre, Dudley	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Dudley Street, Sedgley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hagley Street, Halesowen, Birmingham	0.2%	6	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Cradley Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Iceland, High Street, Harborne, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kings Square, Sandwell Centre, West Bromwich	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Bloxwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Cannock	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Lichfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Iceland, Merry Hill Retail Park, Brierley Hill	0.1%	3	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, Birmingham	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, South Water Square, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Moor Centre,	0.1%	3	0.0%	0	1.3%	1	0.8%	0	0.0%	0	1.2%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Brierley Hill																								
Iceland, The Rye Market, Stourbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Aldridge	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Union Street, Wednesbury	0.4%	14	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	12	0.0%	0	0.0%	0
Iceland, Windmill Shopping Park, Smethwick	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Wulfrun Centre, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ablewell Street, Walsall	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	3	0.9%	1	0.0%	0	0.0%	0
Lidl, Audley Avenue, Newport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Birmingham Road, Bromsgrove	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wolverhampton	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bolebridge Street, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Brettell Lane, Stourbridge	0.3%	11	0.0%	0	4.9%	4	0.0%	0	0.0%	0	4.8%	5	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Castle Street, Hadley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dudley Road, Winson Green, Birmingham	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Eastern Avenue, Lichfield	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Finchfield, Wolverhampton	0.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Friar Park Road, Wednesbury	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	8	0.0%	0	0.0%	0
Lidl, Hagley Road, Halesowen	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Netherton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Bilston	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Horseley Heath, Great Bridge, Tipton	0.4%	15	14.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kingsbury Road, Erdington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Lidl, Lower High Street, Cradley Heath	0.3%	13	0.0%	0	7.0%	5	0.0%	0	0.0%	0	0.0%	0
Lidl, Madeley Court Way, Madeley, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madford Retail Park, Foregate Street, Stafford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Willenhall	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Lidl, Old Walsall Road, Hamstead Industrial Estate, Hamstead	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Parkside House, Oldbury Road, Blackheath	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Silver Street, Kings Heath, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Soho Road, Handsworth, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stallings Lane, Kingswinford	0.5%	20	0.0%	0	0.0%	0	7.0%	4	3.1%	0	2.2%	2
Lidl, Vale Road, Stourport-on-Severn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Penns Lane, Sutton Coldfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Axeltree Way, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Lichfield Road, Mere Green	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Orbital Retail Park, Cannock	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Selly Oak Shopping Park, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Birmingham New Street Railway Station, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Handyman House, St John Street, Bridgnorth	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), High Street, Harborne, Birmingham	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Hilton Park, M6	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
North, Essington, Wolverhampton												
Marks & Spencer (Simply Food), Princes Park, Chester Road North, New Oscott	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Longbridge	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Parade Grace Church Centre, Sutton Coldfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Telford Shopping Centre, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Merryhill Centre, Pedmore Road, Brierley Hill	0.3%	11	1.3%	1	0.0%	0	2.3%	1	6.6%	1	0.0%	0
Marks & Spencer, Ventura Park, Bitterscote, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf, Lower Mill Street, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	1.0%	36	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Morrisons, Blaydon Road, Pendeford	0.9%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Buntsford Park Road, Bromsgrove	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, Kingswinford	0.9%	33	0.0%	0	2.3%	2	26.0%	15	5.1%	1	0.7%	1
Morrisons, Green Street, Kidderminster	0.7%	24	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Morrisons, High Street, Burntwood	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	1.0%	36	8.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, Walsall	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3
Morrisons, Market Street, Rugeley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33										
Morrisons, Middle Piece Way, Willenhall	0.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Morrisons, Mill Street, Cannock	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	17
Morrisons, Newdale, Lawley Drive, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Morrisons, Rubery, Birmingham	1.1%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Morrisons, Spring Hill, Wellington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Morrisons, Wallows Lane, Walsall	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	2.4%	1	3.8%	3	0.0%	0				
Sainsbury's Local, Barley Mow, High Street, Wollaston	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Birmingham Road, Wylde Green, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Sainsbury's Local, Bridgnorth Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Sainsbury's Local, High Street, Pensnett, Dudley	0.1%	4	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0										
Sainsbury's Local, Lawnswood Road, Wordsley, Stourbridge	0.2%	9	0.0%	0	2.3%	2	4.6%	3	3.1%	0	1.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Louise Street, Gornal Wood, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Sainsbury's Local, Stone Cross, Penkridge, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton, Wolverhampton	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bitterscote Drive, Bonehill, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.8%	28	0.0%	0	0.0%	0	0.8%	0	3.3%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Castle Vale Retail Park, Birmingham	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Sainsbury's Superstore, Chell Road, Stafford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Sainsbury's Superstore, Frankley Beeches Road,	1.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Northfield, Birmingham												
Sainsbury's Superstore, Freeth Street, Oldbury	0.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Blackheath	1.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.4%	13	0.0%	0	0.0%	0	8.9%	5	3.1%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Orbital Retail Park, Voyager Drive, Cannock	1.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Raglan Street, St Marks, Wolverhampton	1.2%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wednesfield, Wolverhampton	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Amblecote, Brierley Hill	0.7%	25	0.0%	0	6.7%	5	4.7%	3	12.1%	2	7.9%	8
Sainsbury's Superstore, Telford Forge Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cann Hall Bypass, Bridgnorth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cannock Road, Bushbury	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Hagley Road, Stourbridge	0.2%	6	0.0%	0	0.0%	0	0.8%	0	0.0%	0	5.8%	6
Tesco Express (Esso), Highland Road, Dudley	0.1%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Lichfield Road, Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Walsall Road, Great Wyrley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Tesco Express, Aldridge Tavern, Aldridge, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birmingham Road, Shenstone	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coombs Road, Dudley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Frederick Street, Jewellery Quarter, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Goose Pub, Bromley Lane, Kingswinford	0.1%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Tesco Express, Granville Street, Bathrow, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Edgbaston	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Willenhall	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Tesco Express, High Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Tesco Express, Penn Road, Penn Manor, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Platts Road, Audnam, Stourbridge	0.1%	2	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.7%	1
Tesco Express, Stafford Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, Halesowen	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Arcade, Gornal Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sandwell, Stone Cross, West Bromwich	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Tesco Express, Walsall Road, Sutton Coldfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Bilston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.9%	34	0.0%	0	6.3%	5	1.2%	1	6.3%	1	15.7%	15
Tesco Extra, Foxoak Street,	0.9%	33	1.3%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	3

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Cradley Heath												
Tesco Extra, Littleton Street West, Walsall	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newport Road, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Sandwell Centre, New Square, West Bromwich	1.2%	45	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Dudley	1.0%	37	6.8%	5	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wrekin Retail Park, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Camden Street, Springhill, Birmingham	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Cannock	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	13
Tesco Superstore, Neptune Industrial Estate, Willenhall	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Tesco Superstore, Park Avenue, Madeley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ridgacre Road, Quinton	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Superstore, Victoria Street, Hednesford	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	12
Waitrose, Audley Road, Newport	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Birmingham	1.1%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.8%	30	0.0%	0	0.0%	0	2.6%	1	1.8%	0	0.0%	0
Waitrose, Ryemarket, Stourbridge	0.4%	15	0.0%	0	0.0%	0	0.0%	0	4.2%	1	7.4%	0
Waitrose, St. John Street, Bromsgrove	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonneyland Drive, Lichfield	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Internet / delivery	5.0%	186	9.3%	7	1.5%	1	1.4%	1	3.7%	1	3.9%	4
African Caribbean Food Store, Soho Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Bromsgrove	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Aldi, Bristol Road South, Northfield	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Broad Gauge Way, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Essington Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Maypole Lane, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Sherwood Road, Bromsgrove	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Silverwoods Way, Kidderminster	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Station Drive, Ludlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Trescott Road, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bordesley Green, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Jinnah Road, Redditch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bilston Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Church Street, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Market Street, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Reedswood Retail Park, Reedswood Way	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
B&M, The Merry Hill Centre, Brierley Hill	0.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Cartwrights, High Street, Albrighton, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Spices, High Street, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Co-op, The Square, Alvechurch, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Watson Road, Birmingham	0.1%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Costcutter, Common Road, Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Bescot Retail Park, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Farmfoods, Camp Street, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Farmfoods, Cape Hill, Smethwick	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Heath Town	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Farley Centre, West Bromwich	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Fisher Street, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Green Street, Kidderminster	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Halesowen Road, Halesowen	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brierley Hill	0.1%	3	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brownhills	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Tipton	0.2%	9	7.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, New Road, Rubery	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, The Kingstanding Centre, Kingstanding Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Bristol Road South, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Burntwood Town Shopping Centre, Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Castle Street, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Church Street, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Great Bridge, Tipton	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Rowley Regis	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Wednesfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, King Street, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Heron Foods, Princess Parade, High Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Heron Foods, Raynor Road, Fallings Park,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Wolverhampton												
Heron Foods, Roseville Shopping Centre, Castle Street, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Saddlers Shopping Centre, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Heron Foods, Stafford Street, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Watford Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Bentley Bridge Retail Park, Backhouse Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Church Street, Bilston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Churchill Shopping Centre, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Duchess Parade, High Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, High Street, Harborne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, High Street, Smethwick	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Keyway Retail Park, Willenhall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Phoenix Retail Park, Cannock Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Rookery Parade, Aldridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, The Merry Hill Centre, Brierley Hill	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Town Centre Shopping Scheme, Bloxwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Bescot Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Iceland, (Food Warehouse), Bromsgrove Retail Park, Bromsgrove	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Oldbury Green Retail Park, Oldbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse),	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
											1.5%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Walsall Retail Park, Reedwood Way												
Iceland, Alcester Road South, Maypole, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Grosvenor Centre, Northfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rowley Regis	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Jerome Retail Park, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Iceland, Kingstanding Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Mill Lane, Bromsgrove	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Park Street, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Iceland, Scotts Arms Centre, Walsall Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jack's, New Road, Rubery	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Karim's Supermarket, Heathfield Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Olton Boulevard East, Acocks Green	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bilston Town Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Dudley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, West Bromwich Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Wolverhampton City Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Aldridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bilston Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Birmingham City Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Blackheath Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bridgnorth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33										
Town Centre																						
Local shops, Broad Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brownhills Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Burntwood Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Local shops, Bushbury Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cannock Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Local shops, Catshill Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cheslyn Hay Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cleobury Mortimer Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cotteridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cradley Heath Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dimbles Lane, Lichfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Road, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Halesowen Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Handsworth Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Harborne Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hednesford Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Local shops, Kings Norton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingsmead Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingstanding Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Local shops, Lichfield City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Longbridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Netherton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, One Stop Shopping Park, Perry Barr	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Redditch Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rubery Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shifnal Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Smethwick Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stourbridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Local shops, Streetley Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Walsall Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Local shops, Wednesbury Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	6
Local shops, Wednesfield Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, West Bromwich Town Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Willenhall Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wollaston Village Centre	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mark Honnor Butchers, May Lane, Hollywood, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, One Stop Shopping Park, Perry Barr	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meat And More, High Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hagley Road, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33		
Nisa, Birches Barn Road, Pennfields, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Nisa, Devon Court, Bideford Way, Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Nisa, Festival Court, Pye Green Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bilbrook Road, Codsall, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cresswell Crescent, Bloxwich, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Horseley Road, Tipton	0.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Market Street, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Throne Road, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pat's Butchers, Little Aston Lane, Sutton Coldfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Road Butchers, Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roberts Farm Shop, Kidderminster Road, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Harborne	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stourbridge Road, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Abbey Trading Centre, Redditch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Maypole, Birmingham	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Barton Yard, Hereford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.9%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Northampton Road, Wellingborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Selly	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Oak Shopping Park, Birmingham												
Sainsbury's Superstore, Stratford Road, Shirley, Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhars Supermarket, Wellington Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SC Butchers, Trysull Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharon's Fruit & Veg, High Street, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Simply Local, Curdale Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar (Euro Garage), Wolverhampton Road, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Spar, Russells Hall Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Sutton Coldfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Tesco Express, Hamstead Road, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Paddock Lane, Aldridge, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Redhill Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rowley Village, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Warbler Place, Spennells, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Caxton Gate, New Street, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Aston Lane, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Tesco Superstore, Coleshill Road, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Severn Road, Stourport-on-Severn	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Clean Kilo, Gibb Street, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Tom Browns Fruit, Watford Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Saltway, Droitwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Shopping Centre, Oldbury Road, Smethwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Market Street, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, The Lower Parade, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	3684	76	72	57	15	97	61	24	45	59	85	158
Sample:	3733	64	65	78	66	79	81	58	68	59	64	78

Q08 Which internet / home delivery retailer do you use?*Those who do their main food shopping via the internet at Q07*

Asda	20.0%	37	78.0%	6	0.0%	0	100.0%	1	0.0%	0	30.0%	1	0.0%	0	30.0%	1	100.0%	2	0.0%	0	42.6%	2	0.0%	0
Morrisons	11.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	3
Iceland	13.5%	25	22.1%	2	0.0%	0	0.0%	0	0.0%	0	51.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	3
Sainsbury's	13.8%	26	0.0%	0	100.0%	1	0.0%	0	47.1%	0	0.0%	0	0.0%	0	70.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	34.4%	64	0.0%	0	0.0%	0	0.0%	0	52.9%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	57.5%	3	0.0%	0	0.0%	0
Ocado	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	99.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Able & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon Pantry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Milkman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milk & More	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak House Foods	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverford Organic Farmers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidhu Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	186	7		1		1		1		4		1		2		2		2		5		5		
Sample:	134	5		1		1		2		3		1		3		2		1		3		2		

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Meanscore: [£]																								
Q09 How much does your household normally spend on main food shopping in a week?																								
£1 - £10	0.4%	23	0.0%	0	0.5%	1	0.0%	0	0.7%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	2.0%	2	1.2%	2	1.1%	3
£11 - £20	2.3%	143	3.2%	4	0.5%	1	3.2%	3	3.2%	1	0.5%	1	3.5%	3	2.3%	1	7.3%	6	1.8%	2	0.4%	1	3.7%	9
£21 - £30	5.3%	320	8.0%	10	4.5%	6	2.5%	2	6.0%	1	5.9%	9	3.1%	3	9.2%	4	8.5%	7	2.7%	3	3.6%	5	4.5%	10
£31 - £40	8.2%	496	6.4%	8	12.5%	16	9.5%	8	4.5%	1	4.2%	6	4.3%	4	4.9%	2	6.8%	5	10.5%	12	7.9%	11	3.1%	7
£41 - £50	12.4%	756	7.4%	10	12.1%	15	9.2%	8	8.6%	2	14.4%	21	15.2%	14	15.3%	7	11.3%	9	10.7%	13	8.0%	11	12.6%	29
£51 - £60	9.1%	553	5.3%	7	8.9%	11	9.6%	8	7.6%	2	12.5%	18	10.8%	10	7.4%	3	10.4%	8	11.0%	13	13.3%	19	9.3%	22
£61 - £70	8.7%	530	9.7%	13	5.7%	7	8.8%	7	8.8%	2	13.0%	19	9.1%	8	8.1%	4	8.6%	7	14.7%	17	7.9%	11	9.9%	23
£71 - £80	9.5%	575	5.6%	7	12.9%	16	13.4%	11	9.9%	2	11.3%	17	9.2%	8	3.9%	2	7.0%	6	9.8%	12	10.8%	15	7.5%	17
£81 - £90	4.7%	286	3.0%	4	6.1%	8	5.9%	5	5.5%	1	6.6%	10	3.4%	3	7.4%	3	2.3%	2	5.5%	7	8.2%	11	5.0%	11
£91 - £100	11.4%	691	16.1%	21	11.3%	14	11.0%	9	11.6%	3	9.0%	13	17.2%	15	13.6%	6	9.3%	7	7.7%	9	11.3%	16	12.7%	29
£101 - £110	1.0%	62	0.7%	1	3.2%	4	1.4%	1	2.0%	0	0.8%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	8
£111 - £120	3.0%	179	2.7%	3	4.1%	5	1.5%	1	3.1%	1	2.3%	3	1.4%	1	5.5%	2	3.8%	3	0.5%	1	2.1%	3	5.4%	13
£121 - £130	1.3%	78	1.5%	2	2.1%	3	0.5%	0	2.3%	1	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.8%	1	2.1%	3	2.7%	6
£131 - £140	0.6%	37	0.7%	1	0.9%	1	0.0%	0	1.1%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
£141 - £150	3.0%	184	2.8%	4	1.5%	2	5.5%	5	5.9%	1	3.1%	5	0.9%	1	2.8%	1	5.3%	4	0.7%	1	1.4%	2	6.5%	15
£151 - £160	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
£161 - £170	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£171 - £180	0.4%	24	0.0%	0	0.0%	0	1.7%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £190	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£191 - £200	0.7%	41	3.0%	4	0.0%	0	0.0%	0	4.1%	1	0.0%	0	1.0%	1	1.2%	1	1.4%	1	1.3%	2	0.0%	0	0.0%	0
£201 - £210	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
£211 - £220	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£221 - £230	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£231 - £240	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£241 - £250	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
£251+	0.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	15.7%	955	23.8%	31	10.8%	14	14.3%	12	13.0%	3	13.2%	19	15.3%	14	12.4%	5	14.9%	12	16.2%	19	19.5%	27	10.6%	24
(Refused)	1.5%	89	0.0%	0	2.3%	3	2.0%	2	1.3%	0	0.0%	0	4.2%	4	4.4%	2	1.6%	1	3.9%	5	0.0%	0	1.1%	3
<i>Mean:</i>	<i>74.29</i>	<i>77.52</i>	<i>72.28</i>	<i>75.44</i>	<i>83.81</i>	<i>75.96</i>	<i>70.90</i>	<i>74.40</i>	<i>69.53</i>	<i>66.27</i>	<i>74.21</i>	<i>79.14</i>												
Weighted base:	6076	130	125	83	24	147	89	44	79	118	140	230												
Sample:	6076	110	111	114	102	113	112	102	119	110	111	115												

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Q10 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?												
<i>Excl. Nulls</i>												
Aldi, Audley Avenue, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bearwood Road, Bearwood	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bentley Bridge Shopping Park, Wednesfield	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Aldi, Birmingham Road, Great Barr	1.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridge Cross Road, Burntwood	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Aldi, Bridgnorth Road, Wollaston	0.2%	10	0.0%	0	0.0%	0	14.6%	3	6.2%	6	0.0%	0
Aldi, Bristol Road, Selly Oak	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, Moxley, Wednesbury	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chase Gateway, Victoria Street, Hednesford	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Aldi, Chester Road, New Oscott	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, Lichfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cinder Bank, Peartree Lane, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Brierley Hill	0.2%	8	0.0%	0	5.2%	4	1.8%	1	0.0%	0	0.7%	1
Aldi, Dudley Road, Kingswinford	0.2%	9	0.0%	0	0.0%	0	14.0%	7	1.5%	0	1.2%	1
Aldi, Dudley Road, Lye	0.1%	3	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.7%	1
Aldi, Earls Way, Halesowen	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Edgbaston Road, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Goldthorn Hill Road, Wolverhampton	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Aldi, Grange Central, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, Kidderminster	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Brownhills	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Howard Street, Wolverhampton	0.2%	9	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Aldi, Madeley Court,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Parkway, Madeley												
Aldi, Mercury Drive, Wolverhampton	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, New Road, Stourbridge	0.4%	15	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Priory Road, Dudley	0.3%	10	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwells Road, Netherton	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saxon Drive, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Aldi, Stourbridge Road, Bridgnorth	0.1%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Aldi, The Parade, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wellington Road, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Asda, Barnes Hill Road, Barnes Hill, Birmingham	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane, Great Bridge, Tipton	0.7%	26	17.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Daisy Street, North Bilston, Coseley	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, St. Matthews, Walsall	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	9
Asda, Hagley Road West, Quinton, Birmingham	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn Street, Sedgley	0.8%	32	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Asda, High Street, Dudley	0.4%	16	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Kings Heath, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merryhill Centre, Dudley	0.7%	27	0.8%	1	14.6%	12	2.5%	1	1.4%	0	0.7%	1
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.3%	12	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Asda, New Road, Kidderminster	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.8%	30	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, off Queslet Road, Great Barr, Birmingham	0.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street,	0.2%	8	0.0%	0	2.7%	2	0.9%	0	0.0%	0	3.2%	3

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Brierley Hill																								
Asda, Queensway Mall, Halesowen	0.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rumer Hill, Lichfield Road, Cannock	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	7
Asda, Saltwells Road, Cradley Road, Netherton, Dudley	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston	0.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	8	13.8%	13	0.0%	0
Asda, Ventura Road, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Minworth, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Barr, Birmingham	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.4%	14	14.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Heath Town, Wolverhampton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodhall Street, Bloxwich	0.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) High Street, Cleobury Mortimer	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) High Street, Harborne	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) Kidderminster Road, Bewdley Bridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) Wolverhampton Road, Penkridge	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Albion Parade, Wall Heath	0.1%	3	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bassnag Road, Halesowen	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bearwood Road, Warley Smethwick	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Boley Park Centre, Ryknild Street, Lichfield	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Bradford Street, Shifnal	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Co-op, Brewood Road, Coven	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadway, Fullbrook, Walsall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
Co-op, Burntwood Crossroads, Norton Canes	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cannock Road, Blackford, Cannock	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cannock Road, Burntwood	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cheslyn Hay, Cannock	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Lane, Handsworth Wood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Clarence Road, Four Oaks, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Clayhanger, Brownhills	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Common Lane, Fradley Park Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Co-op, Court Oak Road, Quinborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Curborough Road, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, Dibdale Road West, Dudley	0.4%	14	1.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Dudley Road West, Tividale	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dyas Road, Old Oscott, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Finchfield Road West, Finchfield, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franche Road, Kidderminster	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gibbs Lane, Catshill	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gilbert Road, Charford Bromsgrove	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Glebe Lane, Norton Stourbridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	1.5%	0	6.0%	6
Co-op, Griffiths Drive, Ashmore	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hagley Road West, Quinton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hawthorn Road, Kingstanding	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hazelwell Street,	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Stirchley												
Co-op, High Street, Albrighton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Highley, Bridgnorth	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kingswinford	0.2%	6	0.0%	0	0.0%	0	6.2%	3	0.0%	0	2.0%	2
Co-op, High Street, Kinver	0.2%	7	0.0%	0	0.0%	0	0.0%	0	37.4%	7	0.0%	0
Co-op, High Street, Pattingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Pelsall	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Shifnal	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Tettenhall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Wombourne	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highfields Road, Chasetown	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hill Top, West Bromwich	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hollyhedge Road, Stonecross, Charlemont	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kempthorne Avenue, Bushbury, Wolverhampton	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kingstanding Road, Kingstanding	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lichfield Road, Bloxwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lichfield Road, Shelfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lichfield Road, Walsall Wood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Liskeard Road, Parkhall, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Load Street, Bewdley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lodge Lane, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Whittington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Brewwood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	3
Co-op, Market Street, Penkridge	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.3%	8
Co-op, Mill Street, Low Town, Bridgnorth	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Morley Road, Burntwood	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

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	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Co-op, New Road, Rubery	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Square Shopping Gate, Bridge Street, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Co-op, Oldbury Road, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Overfield Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Pendeford Avenue, Claregate, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Pershore Road, Cotteridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queensway, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Quinton Road West, Quinton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Regent Road, Tividale	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sandringham Place, Stourbridge	0.2%	6	0.0%	0	0.0%	0	0.0%	0	6.4%	6	0.0%	0
Co-op, School Road, Wombourne	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sedgley Road, Woodsetton, Dudley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spies Lane, Halesowen	0.3%	12	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, St. Kenelms Road, Romsley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stafford Road, Huntington, Cannock	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.9%
Co-op, Stafford Road, Oxley, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stirchley, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stoke Road, Bromsgrove	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stubby Lane, Perry Hall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sutton Road, Walsall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Co-op, Swan Corner Shopping Precinct, Burntwood Green	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Tame Road, Brandhall	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Broadway, Stourbridge	0.1%	3	0.0%	0	0.0%	0	0.8%	0	2.4%	2	1.8%	1
Co-op, The Green, Kings Norton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Lichfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Road, New Invention												
Co-op, Thornhill Road, Streetly, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trysull Road, Merry Hill, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Turnberry Road, Bloxwich	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Turves Green, Northfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Unity Walk, Owen Street, Tipton	0.1%	6	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Upper Church Lane, Tipton	0.2%	6	9.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Road, Great Barr	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Wood Road, Aldridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wardles Lane, Great Wyrley	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Warstones Road, Penn	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Heath Road, Northfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wolverhampton Road, Codsall	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Co-op, Wood Lane, Codsall	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Co-op, Worcester Road, Hagley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2
Iceland, (Food Warehouse), Linkway Retail Park, Watling Street, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), The Peel Centre, Stafford Street, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Iceland, Bearwood Road, Warley, Smethwick	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Street, Bilston	0.3%	11	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Churchill Shopping Centre, Dudley	0.1%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hagley Street, Halesowen, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Cradley Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Iceland, High Street, Harborne, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kings Square,	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33				
Sandwell Centre, West Bromwich																
Iceland, Market Place, Bloxwich	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Iceland, Market Place, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Iceland, Market Place, Rugeley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Lichfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Iceland, Merry Hill Retail Park, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Moor Centre, Brierley Hill	0.1%	6	0.0%	0	4.4%	4	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Iceland, The Rye Market, Stourbridge	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	6	4.1%	2	0.0%	0
Iceland, The Square, Aldridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Union Street, Wednesbury	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13
Iceland, Windmill Shopping Park, Smethwick	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Iceland, Wulfrun Centre, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ablewell Street, Walsall	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	5	5.7%	4	0.0%	0
Lidl, Birmingham Road, Bromsgrove	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wolverhampton	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brettell Lane, Stourbridge	0.1%	5	0.0%	0	0.7%	1	0.0%	0	2.2%	0	3.2%	3	0.0%	0	0.0%	0
Lidl, Dudley Road, Winson Green, Birmingham	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Eastern Avenue, Lichfield	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Lidl, Finchfield Hill, Finchfield, Wolverhampton	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Friar Park Road, Wednesbury	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	16
Lidl, Hagley Road, Halesowen	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Netherton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Lidl, High Street, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Horseley Heath, Great Bridge, Tipton	0.2%	7	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lower High Street, Cradley Heath	0.2%	7	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Madeley Court Way, Madeley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Willenhall	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Walsall Road, Hamstead Industrial Estate, Hamstead	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Parkside House, Oldbury Road, Blackheath	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Silver Street, Kings Heath, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Soho Road, Handsworth, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stallings Lane, Kingswinford	0.1%	4	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.7%	1
Marks & Spencer (BP), Hagley Road, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Marks & Spencer (Foodhall), Axeltree Way, Wednesbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Lichfield Road, Mere Green	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Orbital Retail Park, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Selly Oak Shopping Park, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Birmingham New Street Railway Station, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Handyman House, St John Street, Bridgnorth	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Marks & Spencer (Simply Food), High Street, Harborne, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total		Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Marks & Spencer (Simply Food), Princes Park, Chester Road North, New Oscott	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Dudley Street, Wolverhampton	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, High Street, Longbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Parade Grace Church Centre, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Stafford Riverside, Stafford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%
Marks & Spencer, Telford Shopping Centre, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, The Merryhill Centre, Pedmore Road, Brierley Hill	0.3%	10	0.0%	0	3.2%	3	2.5%	1	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Ventura Park, Bitterscote, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Weavers Wharf, Lower Mill Street, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.0%
Morrisons, Anchor Road, Aldridge	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Morrisons, Beacon Street, Lichfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%
Morrisons, Black Country Route, Bilston	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Blaydon Road, Pendeford	0.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Morrisons, Buntsford Park Road, Bromsgrove	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Charterfield Shopping Centre, Kingswinford	0.2%	9	0.0%	0	0.0%	0	6.7%	3	0.0%	0	0.7%	1	0.0%
Morrisons, Green Street, Kidderminster	0.4%	14	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	1.0%
Morrisons, High Street, Burntwood	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Holyhead Road, Wednesbury	0.5%	21	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Lichfield Street, Walsall	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%
Morrisons, Middle Piece Way, Willenhall	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%

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	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33								
Morrisons, Mill Street, Cannock	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	19								
Morrisons, Newdale, Lawley Drive, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Morrisons, Rubery, Birmingham	0.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Morrisons, Wallows Lane, Walsall	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	8.2%	4	6.8%	5	1.0%	1	0.0%	0			
Sainsbury's Local, Barley Mow, High Street, Wollaston	0.3%	12	0.0%	0	0.0%	0	0.0%	4.2%	1	8.0%	8	1.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's Local, Birmingham Road, Wylde Green, Sutton Coldfield	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Boldmere Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bridgnorth Road, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Compton Road, Wolverhampton	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Pensnett, Dudley	0.2%	7	2.3%	2	6.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lawnswood Road, Wordsley, Stourbridge	0.3%	10	0.0%	0	3.2%	3	3.3%	2	0.0%	0	4.7%	5	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Louise Street, Gornal Wood, Dudley	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stone Cross, Penkridge, Stafford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Victoria Square, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Walsall Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton, Wolverhampton	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bitterscote Drive, Bonehill, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.5%	21	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Castle Vale Retail Park, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Sainsbury's Superstore, Chell Road, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road, Northfield, Birmingham	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.7%	28	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Blackheath	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.4%	18	0.0%	0	0.0%	0	1.8%	1	2.2%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Orbital Retail Park, Voyager Drive, Cannock	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Raglan Street, St Marks, Wolverhampton	0.5%	21	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wednesfield, Wolverhampton	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsbury's Superstore, Sandringham Way, Amblecote, Brierley Hill	0.3%	12	0.0%	0	12.2%	10	1.4%	1	0.8%	0	0.0%	0
Sainsbury's Superstore, Telford Forge Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cann Hall Bypass, Bridgnorth	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cannock Road, Bushbury	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Hagley Road, Stourbridge	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Tesco Express (Esso), Highland Road, Dudley	0.2%	7	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso),	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
											2.0%	2

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Lichfield Road, Wednesfield												
Tesco Express (Esso), Lichfield Road, Willenhall	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Walsall Road, Great Wyrley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Aldridge Tavern, Aldridge, Walsall	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Express, Birches Barn Road, Bradmore, Wolverhampton	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birmingham Road, Shenstone	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bridge Road, Cookley	0.2%	6	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Tesco Express, Bristnall Hall Road, Bristnall, Birmingham	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Codsall Road, Claregate, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coombs Road, Dudley Road, Halesowen	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Goose Pub, Bromley Lane, Kingswinford	0.3%	10	0.0%	0	4.4%	4	13.8%	7	0.0%	0	0.0%	0
Tesco Express, Granville Street, Bathrow, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hadley District Centre, Hadley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Edgbaston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Hasbury, Halesowen	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hall Street, Hockley, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Haygate Road, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Willenhall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street,	0.1%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Pensnett												
Tesco Express, Hurst Road, Bilston	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Netherstowe, Netherstowe, Lichfield	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oxhill Road, Handsworth	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Penn Road, Penn Manor, Wolverhampton	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Platts Road, Audnam, Stourbridge	0.3%	11	0.0%	0	0.0%	0	5.3%	3	0.0%	0	3.6%	3
Tesco Express, Stafford Road, Cannock	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, Halesowen	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Arcade, Gornal Dudley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sandwell, Stone Cross, West Bromwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sutton Coldfield	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Wharfside Street, Mailbox, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Bilston	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Crown Centre, Stourbridge	0.2%	10	0.0%	0	0.7%	1	0.0%	0	3.2%	1	4.9%	5
Tesco Extra, Foxoak Street, Cradley Heath	0.6%	22	1.4%	1	1.2%	1	0.0%	0	0.0%	0	0.7%	1
Tesco Extra, Littleton Street West, Walsall	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newport Road, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Sandwell Centre, New Square, West Bromwich	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Dudley	0.3%	12	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Camden Street, Springhill,	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Birmingham																								
Tesco Superstore, Hawks Green District Centre, Cannock	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	19										
Tesco Superstore, Neptune Industrial Estate, Willenhall	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	1.8%	2	1.8%	3						
Tesco Superstore, Park Avenue, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Tesco Superstore, Ridgacre Road, Quinton	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Tesco Superstore, Silver Street, Brownhills, Walsall	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1				
Tesco Superstore, Victoria Street, Hednesford	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	15				
Waitrose (Little), Colmore Row, Jewellery Quarter, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Waitrose, Audley Road, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Waitrose, High Street, Birmingham	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Waitrose, Highgate Centre, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Waitrose, Penn Road, Wolverhampton	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Waitrose, Ryemarket, Stourbridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	0	5.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Waitrose, St. John Street, Bromsgrove	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Waitrose, Stonneyland Drive, Lichfield	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	1	0.0%	0				
Internet / delivery	2.3%	88	2.3%	2	2.0%	2	0.0%	0	1.5%	0	0.0%	0	2.7%	1	1.1%	0	9.8%	5	2.3%	2	3.1%	3	1.5%	3
A&H Supersave, Churchill Road, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0
Aldi, Birmingham Road, Bromsgrove	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road South, Northfield	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Broad Gauge Way, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Essington Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Maypole Lane, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Sherwood Road, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Aldi, Silverwoods Way, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Trescott Road, Redditch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
All in One Supersave, Bushbury Lane, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Parkgate Shopping Centre, Stratford Road, Shirley, Solihull	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Astle Park, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Digbeth, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Ferrie Grove, Brownhills, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Gallagher Retail Park, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
B&M, Market Street, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Reedswood Retail Park, Reedswood Way	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
B&M, The Merry Hill Centre, Brierley Hill	0.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Best One, Rocky Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Farm Shop, Dog Lane, Bewdley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birds Corner Stores, Stourbridge Road, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath Post Office, Halesowen Street, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackwood Butchers, Blackwood Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booze Corner, Lichfield Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BP, Walsall Road, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Codsall, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Road West Post	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Office, Castle Road West, Oldbury												
Chase Farm Shop, Weeford Road, Roughley, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clive Lloyd Butchers, Enville Road, Kingswinford	0.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Coalway News & Booze, Coalway Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bells Lane, Stourbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Co-op, Dad's Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hagley Road, Halesowen	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Racecourse Road, Pershore	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Alvechurch, Birmingham	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barke Street, Highley, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Bentley Road North, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Costcutter, Common Road, Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Hateley Drive, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, High Street, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Costcutter, Long Lane, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Oldbury Road, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Powis Avenue, Tipton	0.0%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, St Mark's Road, Tipton	0.0%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, The Broadstone, Two Gates, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Trinity Centre, Halesowen Road, Cradley Heath	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Westcroft Avenue, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Wood End Road,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Wolverhampton												
Cradley Heath Newsagents, High Street, Cradley Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DEI Convenience, Friezland Lane, Walsall Wood, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DHL Daily Stores, Stephenson Square, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Duleys, Ladbury Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E&S Mears, Walsall Road, Great Wyrley, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edmund Howdle Butchers, High Street, Clayhanger, Brownhills	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Farm Shop, Bognop Road, Essington	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Bescot Retail Park, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Bloxwich Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Farmfoods, Cape Hill, Smethwick	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Heath Town	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Farley Centre, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Halesowen Road, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Tipton	0.1%	4	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, The Kingstanding Centre, Kingstanding Road, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillity Wines & Spirits, Gillity Avenue, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Global Wines, Abbey Road, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayhead Farm Shop, Longwood Lane, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Heron Foods, Bristol Road South, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Burntwood Town Shopping Centre, Burntwood	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Castle Square, Weoley Castle, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Castle Street, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Church Street, Bilston	0.1%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Great Bridge, Tipton	0.0%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Erdington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Wednesfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Market Street, Kingswinford	0.1%	5	0.0%	0	2.0%	2	3.7%	2	0.0%	0	0.0%	0
Heron Foods, Princess Parade, High Street, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Roseville Shopping Centre, Castle Street, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Saddlers Shopping Centre, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Heron Foods, Stafford Street, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, The Swan Centre, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Union Street, Wednesbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Home Bargains, Bentley Bridge Retail Park, Backhouse Lane, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Bristol Road South, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Church Street, Bilston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Churchill Shopping Centre, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Duchess	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Parade, High Street, West Bromwich												
Home Bargains, High Street, Harborne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, High Street, Smethwick	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Hough Retail Park, Lichfield Road, Safford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Jerome Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Home Bargains, Keyway Retail Park, Willenhall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.1%
Home Bargains, One Stop Shopping Park, Walsall Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Ringway Church Street, Market Hall, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Rookery Parade, Aldridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, The Merry Hill Centre, Brierley Hill	0.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Town Centre Shopping Scheme, Bloxwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Wrenkin Retail Park, Arleston, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Wyrley Brook Park, Vine Lane, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Oldbury Green Retail Park, Oldbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Grosvenor Centre, Northfield	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rowley Regis	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kingstanding Road, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Mill Lane, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scotts Arms Centre, Walsall Road,	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Birmingham												
Iqbal & Sons, Long Lane, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J&N Super Foodstore, Blackhalve Lane, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jack's, New Road, Rubery	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Joe's News & Wines, Brooklands Parade, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Karim's Supermarket, Heathfield Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee's Farm Shop, Claverley, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Selly Oak Shopping Park, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Express, Causeway Green Road, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle, Glover Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Express, Ida Road, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Local market, Bilston Town Centre	0.3%	10	0.0%	0	0.0%	0	0.9%	0	0.0%	0	2.7%	1
Local market, Blackheath Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bridgnorth Town Centre	0.1%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Dudley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Ludlow Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Stourbridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Albrighton Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Aldridge Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Alumwell Road, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Local shops, Ashmore Park	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Banfield Road, Darlaston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Local shops, Bartley Green Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bearwood	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Local Centre												
Local shops, Beckbury Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Beechdale Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Local shops, Bentley Bridge Retail & Leisure Park, Wednesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bescot Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bilston Town Centre	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Birmingham City Centre	0.5%	19	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Local shops, Blackheath Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Blakenhall Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bloxwich Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Boldmere Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bournville Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bradmore Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brewwood Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	8.5%	3	0.0%	0
Local shops, Bridgnorth Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brierley Hill Town Centre	0.1%	5	0.0%	0	6.2%	5	0.0%	0	0.0%	0	0.0%	0
Local shops, Brook Road, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Broughton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Local shops, Brownhills Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brownsall Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Burntwood Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.9%
Local shops, Bushbury Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cannock Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.3%
Local shops, Cape Hill Local	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Centre												
Local shops, Castle Vale Retail Park, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Castlecroft Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Catshill Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cheslyn Hay Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Claypit Lane, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cleobury Mortimer Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Codsall Road, Cradley Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Codsall Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Compton Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cotteridge Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Coven Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cradley Heath Town Centre	0.1%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Crankhall Lane, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Local shops, Dimbles Lane, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Road, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Town Centre	0.3%	13	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Fallings Park Local Centre, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Featherstone Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Finchfield Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Franchise Street, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Gornal Local Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Barr Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Bridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Village Centre												
Local shops, Halesowen Town Centre	0.3%	12	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Handsworth Local Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Harborne Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Heath Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hednesford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, High Mount Street, Hednesford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hill Top Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hills Lane, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hollyhead Road, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kidderminster Town Centre	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kings Heath Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kings Norton Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingstanding Local Centre	0.1%	2	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Local shops, Kingswinford Town Centre	0.1%	4	0.0%	0	1.3%	1	4.8%	2	0.0%	0	0.7%	1
Local shops, Kinver Village Centre	0.0%	2	0.0%	0	0.0%	0	0.9%	0	5.4%	1	0.0%	0
Local shops, Lichfield City Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Lichfield Road, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Longbridge Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Lye Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Local shops, Moseley Road, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Netherton Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Newport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Newton Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Local shops, Northfield Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Northfield Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ocker Hill Local Centre, Tipton	0.0%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Old Heath Road Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Old Hill Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oldbury Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oldswinford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Local shops, One Stop Shopping Park, Perry Barr	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Owen Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Parkfield Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pedmore Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Local shops, Pelsall Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pendeford Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Penkridge Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2
Local shops, Penn Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pensnett Local Centre	0.0%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Pershore Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Perton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Proffitt Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pye Green Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Queensway, Bewdley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Quinton Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Redditch Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Town Centre												
Local shops, Rubery Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Salop Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sandwell District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sedgley Local Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sharesill Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shaw Road, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sheffield City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shenstone Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shifnal Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shirley District Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shorth Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Showell Circus Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Small Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Smethwick Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sommerfield Road, Harborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, St Annes Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stafford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Local shops, Station Road, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stourbridge Town Centre	0.2%	10	0.0%	0	0.0%	0	0.9%	0	0.0%	0	5.7%	6
Local shops, Stream Road, Kingswinford	0.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Streetley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sutton Coldfield Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Telford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Local shops, Tipton Town Centre	0.0%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Local shops, Trescott Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Local shops, Upeer Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Local shops, Uttoxeter Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Local shops, Walsall Town Centre	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	4	7.5%	6	0.0%	0	0.0%	0	0.0%	0				
Local shops, Wednesbury Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	7	0.0%	0	0.0%	0		
Local shops, Wednesfield Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Local shops, West Bromwich Town Centre	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Local shops, Wheaton Aston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Willenhall Town Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Windermere Place, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
Local shops, Windmill Lane, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wittington Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wollaston Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton City Centre	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton Road, Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wombourne Village Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Yew Tree Hills, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lodge Supermarket, Lodge Road, West Bromwich	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Madeley Road, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Romford Road, Aveley, South Ockendon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Worcester Road, Bromsgrove	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&K Food & Wines, Bristol Road South, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&M Supermarket, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Road, Smethwick												
Maple Superstore, Maple Drive, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marie's Deli, Griffiths Drive, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, One Stop Shopping Park, Perry Barr	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martin's, Hawkesley End, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marty's Convenience, Newton Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Broadway North, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
McColl's, Willenhall Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meat And More, High Street, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mike Grahams, Market Street, Stourbridge	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Morrisons, Chester Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Covercroft, Droitwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Morrisons, George Road, Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hagley Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitchurch Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Stores, Upper Villiers Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Lane Post Office, Newbury Lane, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nijjar Supermarket, Owen Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Ablewell Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Beacon Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Birches Barn Road, Pennfields, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Blackhalve Lane, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Bromley Lane,	0.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Kingswinford												
Nisa, College Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Deans Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Devon Court, Bideford Way, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.5%
Nisa, Festival Court, Pye Green Road, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.5%
Nisa, Glenthorne Drive, Cheslyn Hay, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Gorsey Lane, Great Wryley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, High Street, Quarry Bank, Dudley, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Lichfield Road, Rushall, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Park Lane, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Nisa, Pottery Road, Warley, Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Spring Lane, Pelsall, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Stanton Road, Great Barr	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Strathdene Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bilbrook Road, Codsall, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bourne Street, Bilston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Buffery Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bushbury Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Collingwood Road, Bushbury, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cresswell Crescent, Bloxwich, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Griffiths Drive, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Hales Lane, Smethwick	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Hill Tavern,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Watsons Green Road, Dudley												
One Stop, Horseley Road, Tipton	0.1%	3	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Jiggins Lane, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Mervyn Place, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Norton East Road, Norton Canes, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Saltwells Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, School Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sharon Way, Hednesford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Spring Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Throne Road, Rowley Regis	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Turners Lane, Withymoore Village	0.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
One Stop, Vicarage Road, West Bromwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Wood End Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Woodland Centre, Wood Lane, Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orchard Hills Bakery, Rookery Lane, Aldridge, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osborne's, Walsall Road, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Dovedale Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Dudley Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Kendrick Road, Moxley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Penn Road, Penn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, Grosvenor Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, Queens Square, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, Walsall Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Premier, Bloxwich Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Clark Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Granville Drive, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Premier, Hales Lane, Uplands	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Hednesford Road, Heath Hayes, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Premier, High Street, Princes End, Tipton	0.0%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Hollington Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Larkhill Road, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Premier, Malvern Avenue, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Premier, Market Street, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Roberts Farm Shop, Kidderminster Road, Stourbridge	0.0%	1	0.0%	0	0.0%	0	1.4%	1	1.7%	0	0.0%	0
S&D Supermarket, Soho Road, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bristol Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Harborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Standfield Centre, Worsley, Manchester	0.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Sainsbury's Local, Stourbridge Road, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sainsbury's Superstore, Abbey Trading Centre, Redditch	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Kings Heath, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Maypole, Birmingham	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Grove Farm Triangle, Leicester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Sainsbury's Superstore, Liverpool Road, Newcastle-under-Lyme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Northampton Road, Wellingborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0
Sainsbury's Superstore, Selly Oak Shopping Park, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sam's Supermarket, Devonshire Road, Smethwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select & Save, Warstones Drive, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select & Save, Woods Lane, Brierley Hill	0.0%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Sharon's Fruit & Veg, Market Street, Kingswinford	0.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Shelfield Petrol Station, Lichfield Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar (Euro Garage), Franche Road, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar (Euro Garage), Wolverhampton Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Spar, Bridgnorth Road, Compton, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Bridgnorth Road, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Broad Street, Bromsgrove	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Drakes Cross Parade, Hollywood, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Halesowen Road, Netherton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Harlescott Lane, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Harvest Road, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Pelsall, Walsall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Hobs Road, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Spar, Lawnswood Road, Wordsley	0.1%	2	0.0%	0	0.0%	0	1.4%	1	2.4%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Northgate, Aldridge, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Queensway, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Redditch Road, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Russells Hall Road, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, School Road, Wheaton Aston, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wardles Lane, Great Wyrley, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Watford Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Worcester Lane, Hagley, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wordsley Green, Stourbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS Sidhu, Steel House Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supersave Discount Store, Johnson Road, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Express (Esso), Bewdley Hill, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Linden Road, Birmingham	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Moss Grove, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Alcester Road, Hollywood, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birmingham Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Boldmere Road, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Sutton Coldfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Comberton Hill, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, East Mews, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hamstead Road, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Tesco Express, Hawthorn Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hewell Road, Barnt Green, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Load Street, Bewdley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Paddock Lane, Aldridge, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Redhill Road, Birmingham	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rowley Village, Rowley Regis	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourport Road, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Warbler Place, Spennells, Kidderminster	0.1%	6	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Caxton Gate, New Street, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Severn Road, Stourport-on-Severn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fruit Tree, Cannock Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tugford News, Tugford Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warley Newstop, Bearwood Road, Smethwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Shopping Centre, Oldbury Road, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteheath Supermarket, Oldbury Road, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Market Place, High Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Market Street, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Oldbury Road, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, St. Georges Parade, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WT Hill & Son, Butts Road,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Walsall												
Weighted base:	3917	71	82	49	20	97	49	31	54	77	97	167
Sample:	3909	61	70	71	84	76	64	72	76	71	72	80

Q11 Which internet / home delivery retailer do you use?

Those who do their top-up shopping via the internet at Q10

Asda	21.4%	19	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.4%	2	0.0%	0	66.8%	2	100.0%	3
Morrisons	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	21.6%	19	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	12.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	16.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	1	100.0%	2	33.2%	1	0.0%	0
Ocado	7.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Able & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon Pantry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Milkman	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	22.4%	1	0.0%	0	0.0%	0	0.0%	0
Milk & More	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak House Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverford Organic Farmers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidhu Supermarket	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	7.0%	6	0.0%	0	0.0%	0	0.0%	0	100.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	88	2		2		0		0		1		0		5		2		3		3				3
Sample:	70	1		1		0		1		0		1		7		1		2		1				1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33				
Q12 In addition to (LOCATION MENTIONED AT Q10), is there anywhere else you regularly use for your household's small scale top-up food shopping?																
<i>Those who do top-up shopping at Q10 AND Excl. Nulls</i>																
Aldi, Bearwood Road, Bearwood	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Aldi, Bentley Bridge Shopping Park, Wednesfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Aldi, Birmingham Road, Great Barr	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Aldi, Bridge Cross Road, Burntwood	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Aldi, Bridgnorth Road, Wollaston	0.5%	8	0.0%	0	0.0%	0	9.4%	1	3.3%	1	0.0%	0				
Aldi, Bristol Road, Selly Oak	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Aldi, Burns Road, Moxley, Wednesbury	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	3.4%	2	0.0%	0
Aldi, Chase Gateway, Victoria Street, Hednesford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3
Aldi, Chester Road, New Oscott	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Aldi, Church Street, Lichfield	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3		
Aldi, Cinder Bank, Peartree Lane, Dudley	0.3%	5	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0				
Aldi, College Road, Kingstanding	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Aldi, Dudley Road, Brierley Hill	0.1%	2	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0				
Aldi, Dudley Road, Kingswinford	0.3%	4	0.0%	0	0.0%	0	10.7%	2	0.0%	0	0.0%	0				
Aldi, Dudley Road, Lye	0.2%	3	0.0%	0	5.8%	1	0.0%	0	0.0%	0	8.2%	2	0.0%	0	0.0%	0
Aldi, Earls Way, Halesowen	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Aldi, Edgbaston Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Aldi, Goldthorn Hill Road, Wolverhampton	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Aldi, Grange Central, Telford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Aldi, Green Street, Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Aldi, High Street, Brownhills	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Aldi, High Street, Newtown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Aldi, Howard Street, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Aldi, Kingsmead Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0		

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Stafford												
Aldi, Madeley Court, Parkway, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, New Road, Stourbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Priory Road, Dudley	0.2%	3	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwells Road, Netherton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stourbridge Road, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Parade, Sutton Coldfield	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6.3%
Aldi, Wolverhampton Road, Oldbury	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	20.9%
Asda, Barnes Hill Road, Barnes Hill, Birmingham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane, Great Bridge, Tipton	1.3%	19	29.5%	8	0.0%	0	0.0%	0	0.0%	0	5.4%	3
Asda, Daisy Street, North Bilston, Coseley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, St. Matthews, Walsall	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.2%	4
Asda, Hagley Road West, Quinton, Birmingham	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn Street, Sedgley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Dudley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Kings Heath, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merryhill Centre, Dudley	0.5%	7	0.0%	0	0.0%	0	2.2%	0	0.0%	0	9.4%	3
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, off Queslet Road, Great Barr, Birmingham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Asda, Pearson Street, Brierley Hill	0.1%	1	0.0%	0	0.0%	0	6.2%	1	2.8%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Asda, Queensway, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rumer Hill, Lichfield Road, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.3%
Asda, St Lawrence Way, Darlaston	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	9.3%
Asda, Ventura Road, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Asda, Walsall Road, Perry Barr, Birmingham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Asda, Wednesbury Oak Road, Tipton	0.4%	6	15.0%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	0.0%
Asda, Wolverhampton Road, Heath Town, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Asda, Wolverhampton Road, Oldbury	0.4%	6	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0.0%
Asda, Woodhall Street, Bloxwich	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Co-op, (Petrol) High Street, Cleobury Mortimer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Co-op, (Petrol) High Street, Harborne	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Co-op, (Petrol) Wolverhampton Road, Penkridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	2
Co-op, Albion Parade, Wall Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Co-op, Anglesey Street, Hednesford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.6%
Co-op, Bassnage Road, Halesowen	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Co-op, Bearwood Road, Warley Smethwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Co-op, Boley Park Centre, Ryknild Street, Lichfield	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Co-op, Bradford Street, Shifnal	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Co-op, Burntwood Crossroads, Norton Canes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Co-op, Cannock Road, Burntwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Co-op, Cheslyn Hay, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Co-op, Church Lane, Handsworth Wood	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Co-op, Clayhanger, Brownhills	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Co-op, Dibdale Road West, Dudley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Finchfield Road West, Finchfield, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franche Road, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gibbs Lane, Catshill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Glebe Lane, Norton Stourbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2
Co-op, Griffiths Drive, Ashmore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hagley Road West, Quinton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hawthorn Road, Kingstanding	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hazelwell Street, Stirchley	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Albrighton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Highley, Bridgnorth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kingswinford	0.1%	2	0.0%	0	0.0%	0	10.7%	2	0.0%	0	0.0%	0
Co-op, High Street, Kinver	0.1%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0
Co-op, High Street, Shifnal	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Tettenhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Wombourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highfields Road, Chasetown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hill Top, West Bromwich	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hollyhedge Road, Stonecross, Charlemont	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kempthorne Avenue, Bushbury, Wolverhampton	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lichfield Road, Shelfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lichfield Road, Walsall Wood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Liskeard Road, Parkhall, Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Load Street, Bewdley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Brewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Co-op, Market Street, Penkridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mill Street, Low Town, Bridgnorth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, New Road, Rubery	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Square Shopping Gate, Bridge Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Co-op, Pendeford Avenue, Claregate, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Pershore Road, Cotteridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Quinton Road West, Quinton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Regent Road, Tividale	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sandringham Place, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1
Co-op, School Road, Wombourne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sedgley Road, Woodsetton, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spies Lane, Halesowen	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stafford Road, Oxley, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stubby Lane, Perry Hall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sutton Road, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Swan Corner Shopping Precinct, Burntwood Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Tame Road, Brandhall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Lichfield Road, New Invention	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Thornhill Road, Streetly, Sutton Coldfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trysull Road, Merry Hill, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Turnberry Road, Bloxwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Unity Walk, Owen Street, Tipton	0.2%	3	9.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Road, Great Barr	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Wood Road,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Aldridge												
Co-op, Wardles Lane, Great Wyrley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Warstones Road, Penn	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Heath Road, Northfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wolverhampton Road, Codsall	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Co-op, Wood Lane, Codsall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Worcester Road, Hagley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1
Iceland, (Food Warehouse), Linkway Retail Park, Watling Street, Cannock	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), The Peel Centre, Stafford Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bearwood Road, Warley, Smethwick	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Birmingham Road, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Street, Bilston	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Churchill Shopping Centre, Dudley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Dudley Street, Sedgley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hagley Street, Halesowen, Birmingham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Cradley Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harborne, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kings Square, Sandwell Centre, West Bromwich	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Bloxwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Cannock	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1
Iceland, Market Street, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Iceland, Merry Hill Retail Park, Brierley Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Iceland, The Rye Market, Stourbridge	0.2%	2	0.0%	0	3.6%	1	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Aldridge	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Union Street, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Iceland, Windmill Shopping Park, Smethwick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Wulfrun Centre, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ablewell Street, Walsall	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Audley Avenue, Newport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Birmingham Road, Bromsgrove	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brettell Lane, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dudley Road, Winson Green, Birmingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Eastern Avenue, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Finchfield, Wolverhampton	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Friar Park Road, Wednesbury	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	7	0.0%	0	0.0%	0
Lidl, Hagley Road, Halesowen	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Netherton	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Bilston	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Horseley Heath, Great Bridge, Tipton	0.1%	2	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lower High Street, Cradley Heath	0.2%	3	0.0%	0	10.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madford Retail Park, Foregate Street, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Willenhall	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Walsall Road, Hamstead Industrial	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Estate, Hamstead												
Lidl, Parkside House, Oldbury Road, Blackheath	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Silver Street, Kings Heath, Birmingham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Soho Road, Handsworth, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stallings Lane, Kingswinford	0.5%	8	0.0%	0	0.0%	0	2.2%	0	0.0%	0	2.1%	1
Lidl, The Quadrant, Redditch Ringway, Redditch	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Beacon Hill, Foley, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Hagley Road, Stourbridge	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	4
Marks & Spencer (Foodhall), Axeltree Way, Wednesbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Lichfield Road, Mere Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Orbital Retail Park, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Selly Oak Shopping Park, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Handyman House, St John Street, Bridgnorth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), High Street, Harborne, Birmingham	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Princes Park, Chester Road North, New Oscott	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Stafford Motorway Services, M6 North, Stone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Marks & Spencer, Dudley Street, Wolverhampton	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Longbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Marks & Spencer, Parade Grace Church Centre, Sutton Coldfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Stafford Riverside, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Telford Shopping Centre, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Merryhill Centre, Pedmore Road, Brierley Hill	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	0	6.6%	2
Marks & Spencer, Ventura Park, Bitterscote, Tamworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf, Lower Mill Street, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	0.6%	9	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Pendeford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Buntsford Park Road, Bromsgrove	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, Kingswinford	0.3%	5	0.0%	0	0.0%	0	15.6%	3	1.7%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Morrisons, High Street, Burntwood	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, Walsall	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Morrisons, Market Street, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mill Street, Cannock	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Sainsbury's Local, Barley Mow, High Street, Wollaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	13.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Boldmere Road, Sutton Coldfield	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bridgnorth Road, Wolverhampton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Compton Road, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lawnswood Road, Wordsley, Stourbridge	0.2%	4	0.0%	0	9.9%	2	3.6%	1	1.7%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Louise Street, Gornal Wood, Dudley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stone Cross, Penkridge, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Walsall Road, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton, Wolverhampton	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bitterscote Drive, Bonehill, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road, Northfield, Birmingham	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.9%	13	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Blackheath	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Orbital Retail Park, Voyager Drive, Cannock	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	7

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Sainsbury's Superstore, Raglan Street, St Marks, Wolverhampton	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedwood Way, Walsall	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Sainsbury's Superstore, Rookery Street, Wednesfield, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsbury's Superstore, Sandringham Way, Amblecote, Brierley Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	7.2%	1
Sainsbury's Superstore, Telford Forge Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Hagley Road, Stourbridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	1	4.6%	1
Tesco Express (Esso), Highland Road, Dudley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Lichfield Road, Wednesfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Lichfield Road, Willenhall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Walsall Road, Great Wyrley	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Aldridge Tavern, Aldridge, Walsall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birches Barn Road, Bradmore, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birmingham Road, Shenstone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bridge Road, Cookley	0.0%	0	0.0%	0	0.0%	0	4.9%	0	0.0%	0	0.0%	0
Tesco Express, Bristnall Hall Road, Bristnall, Birmingham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Codsall Road, Claregate, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Goose Pub, Bromley Lane, Kingswinford	0.1%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Edgbaston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Tesco Express, Hagley Road, Hasbury, Halesowen	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Willenhall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Bridgnorth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Pensnett	0.2%	3	0.0%	0	19.9%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hurst Road, Bilston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Netherstowe, Netherstowe, Lichfield	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Penn Road, Penn Manor, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Platts Road, Audnam, Stourbridge	0.3%	4	0.0%	0	0.0%	0	7.2%	1	10.4%	1	3.3%	1
Tesco Express, Stafford Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, Halesowen	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Arcade, Gornal Dudley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sandwell, Stone Cross, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Bilston	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.3%	5	0.0%	0	0.0%	0	2.2%	0	0.0%	0	8.7%	3
Tesco Extra, Foxoak Street, Cradley Heath	0.5%	8	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Sandwell Centre, New Square, West Bromwich	0.8%	11	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Dudley	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Camden Street, Springhill,	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Birmingham																								
Tesco Superstore, Hawks Green District Centre, Cannock	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3										
Tesco Superstore, Neptune Industrial Estate, Willenhall	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	5.4%	3	0.0%	0								
Tesco Superstore, Park Avenue, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Tesco Superstore, Ridgacre Road, Quinton	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Tesco Superstore, Silver Street, Brownhills, Walsall	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Tesco Superstore, Victoria Street, Hednesford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	6						
Waitrose, Audley Road, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Waitrose, High Street, Birmingham	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Waitrose, Highgate Centre, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Waitrose, Penn Road, Wolverhampton	0.9%	13	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0				
Waitrose, Ryemarket, Stourbridge	0.6%	9	0.0%	0	5.8%	1	0.0%	0	4.9%	0	8.7%	3	6.7%	1	0.0%	0	0.0%	0	0.0%	0				
Waitrose, St. John Street, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Waitrose, Stonneyland Drive, Lichfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.1%	1		
Internet / delivery	2.7%	41	6.4%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	19.6%	4	0.0%	0	2.0%	1	0.0%	0
A&H Supersave, Churchill Road, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	2	0.0%	0	0.0%	0
Aldi, Ellesmere Retail Park, Worsley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Sherwood Road, Bromsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Silverwoods Way, Kidderminster	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
All in One Supersave, Bushbury Lane, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Parkgate Shopping Centre, Stratford Road, Shirley, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Astle Park, West	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Bromwich												
B&M, Bilston Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bristol Road South, Northfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Droitwich Spa Retail Park, Droitwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Ferrie Grove, Brownhills, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, High Street, Stourport-on-Severn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Keyway Retail Park, Willenhall	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	3
B&M, Reedswood Retail Park, Reedswood Way	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2
B&M, The Merry Hill Centre, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Trident Shopping, Centre, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Best One, Willenhall Street, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
BP, Great Bridge Street, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BP, Walsall Road, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradshaws Farm Shop, Wrottesley Park Road, Perton, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Market Hall, High Street, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Codsall, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Road West Post Office, Castle Road West, Oldbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chase Farm Shop, Weeford Road, Roughley, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Road Post Office, City Road, Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Birmingham Road, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dad's Lane, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hagley Road,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Halesowen												
Co-op, The Square, Alvechurch, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wenlock Road, Shrewsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barke Street, Highley, Bridgnorth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Horton Square, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Lister Road, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dehal Meat & Poultry, Dudley Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastgate Store, Eastgate Street, Burntwood	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Farm Shop, Bognop Road, Essington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Bloxwich Road, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Camp Street, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Farmfoods, Cape Hill, Smethwick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Heath Town	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Fisher Street, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Green Street, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Halesowen Road, Halesowen	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Hazelwell Street, Stirchley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brierley Hill	0.0%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Tipton	0.1%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, New Road, Rubery	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, The Kingstanding Centre, Kingstanding Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	
Global Wines, Abbey Road, Smethwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Heron Foods, Burntwood Town Shopping Centre, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Heron Foods, Church Street, Bilston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Heron Foods, Great Bridge, Tipton	0.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Heron Foods, High Street, Erdington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Heron Foods, High Street, Rowley Regis	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Heron Foods, High Street, Wednesfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Heron Foods, Market Street, Kingswinford	0.1%	1	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	
Heron Foods, Raynor Road, Fallings Park, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Heron Foods, Saddlers Shopping Centre, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	
Heron Foods, The Swan Centre, Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	
Home Bargains, Bristol Road South, Birmingham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Home Bargains, Church Street, Bilston	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Home Bargains, High Street, Harborne	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Home Bargains, High Street, Smethwick	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Home Bargains, Phoenix Retail Park, Cannock Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Home Bargains, Ringway Church Street, Market Hall, Cannock	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Home Bargains, Rookery Parade, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Home Bargains, Ryemarket, Stourbridge	0.0%	1	0.0%	0	0.0%	0	2.2%	0	1.7%	0	0.0%	0	
Home Bargains, The Merry Hill Centre, Brierley Hill	0.1%	2	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	
Home Bargains, Town Centre Shopping Scheme, Bloxwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
												3.6%	3

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Iceland, (Food Warehouse), Bescot Retail Park, Walsall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Walsall Retail Park, Reedswood Way	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Birmingham Road, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Kidderminster	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Grosvenor Centre, Northfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Jerome Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kingstanding Road, Birmingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Mill Lane, Bromsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scotts Arms Centre, Walsall Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jay Mini Market, Uplands Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Express, Birmingham Road, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Express, Causeway Green Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bilston Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Blackheath Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bridgnorth Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Cannock Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.6%
Local market, Penkridge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.1%
Local shops, Amblecote Village Centre	0.1%	1	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Bearwood Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bescot Retail	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Park, Walsall												
Local shops, Bilbrook Village Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bilston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Birmingham City Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Blackheath Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bloxwich Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Boldmere Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bridgnorth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brierley Hill Town Centre	0.0%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Brownhills Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Burntwood Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cannock Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cape Hill Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Codsall Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cotteridge Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cradley Heath Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dimbles Lane, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Local shops, Dingle Road, Kingswinford	0.0%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Local shops, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Finchfield Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Gornal Local Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Grafton Road, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Barr Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Local shops, Great Bridge Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Halesowen Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Harborne Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hill Top Local Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Local shops, Hurst Green Road, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kidderminster Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingstanding Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingswinford Town Centre	0.1%	1	0.0%	0	0.0%	0	2.2%	0	0.0%	0	2.1%	1
Local shops, Kinver Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0
Local shops, Lichfield City Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Local shops, Longbridge Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ludlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Lye Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Local shops, Merridale Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Mile Oak Local Centre, Tamworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Northway, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oldbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oldswinford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Local shops, One Stop Shopping Park, Perry Barr	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pelsall Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Penkridge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	1
Local shops, Penn Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pensnett Local Centre	0.1%	1	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Pleck Road,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Walsall												
Local shops, Redditch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rowley Regis Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rubery Village Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shifnal Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Showell Circus Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Smethwick Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stafford Road, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stourbridge Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	0	3.3%	1
Local shops, Stubby Lane, Perry Hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Tettenhall Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, The Merry Hill Centre, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Local shops, Tividale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wall Heath Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Local shops, Walsall Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesbury Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, West Bromwich Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Willenhall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wollaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	0	0.0%	0
Local shops, Wolverhampton City Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton Road, Oldbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wombourne Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodcross Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Local shops, Wylde Green Local Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Langley High Street, Oldbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Howdle's Lane, Brownhills, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Willenhall Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hagley Road, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Ablewell Street, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Birches Barn Road, Pennfields, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Blackhalve Lane, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Deans Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Dimbles Lane, Lichfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Gorseley Lane, Great Wryley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Halesowen Road, Netherton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Lichfield Road, Rushall, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Park Lane, Wednesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Nisa, Tennyson Way, Offmore, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Vicarage Road, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bilbrook Road, Codsall, Wolverhampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Buffery Road, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bushbury Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Griffiths Drive, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Norton East Road, Norton Canes, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.1%
One Stop, School Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Victoria Road, Wednesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Post Office, Broad Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Coalway Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, High Street, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, The Merry Hill Centre, Dudley, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, Union Street, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Premier, Bloxwich Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Copronation Road, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Premier, Hednesford Road, Heath Hayes, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Premier, Market Street, Kingswinford	0.1%	1	0.0%	0	0.0%	0	7.2%	1	0.0%	0	0.0%	0
Premier, Redwood Road, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Raj Food & Wines, Toll End Road, Tipton	0.1%	2	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Harborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stourbridge Road, Bromsgrove	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Abbey Trading Centre, Redditch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Maypole, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Queensway, Weston-Super-Mare	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Selly Oak Shopping Park, Birmingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stratford Road, Shirley, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select & Save, Warstones	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Drive, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select & Save, Windmill Avenue, Rubery, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selfridges Food Hall, Bullring, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Bridgnorth Road, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	0	3.3%	1
Spar, Halesowen Road, Netherton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Pelsall, Walsall	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Lawnswood Road, Wordsley	0.3%	4	0.0%	0	0.0%	0	3.6%	1	0.0%	0	9.0%	3
Spar, Northgate, Aldridge, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Queslett Road, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Russells Hall Road, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, School Road, Wheaton Aston, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Spar, Stafford Street, Brewood	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	2
Spar, Walsall Manor Hospital, Moat Road, Walsall	0.1%	2	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wardles Lane, Great Wyrley, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Watford Road, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wolverhampton Road West, Bentley, Willenhall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2
Spar, Worcester Lane, Hagley, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Spar, Wordsley Green, Stourbridge	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Bewdley Hill, Kidderminster	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Bristol Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Linden Road, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Alcester Road, Hollywood, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Tesco Express, Chester Road, Sutton Coldfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Comberton Hill, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hawthorn Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hewell Road, Bant Green, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Load Street, Bewdley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Old Birmingham Road, Marlbrook, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rowley Village, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Warbler Place, Spennells, Kidderminster	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Aston Lane, Birmingham	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Severn Road, Stourport-on-Severn	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0
TFM Superstore, Brickhouse Lane, Stoke Prior, Bromsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Crusty Cottage Craft Bakery, Gorsy Road, Quinton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whetstone Store, Whetstone Lane, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Market Place, High Street, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1487	26	17	20	10	35	18	13	21	22	51	71
Sample:	1530	22	16	31	39	28	23	30	32	21	38	35

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Q13 Which internet / home delivery retailer do you use?												
<i>Those who do their top-up shopping via the internet at Q12</i>												
Asda	35.2%	16	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	9.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	15.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	23.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Able & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon Pantry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Milkman	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milk & More	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak House Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverford Organic Farmers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidhu Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		47		2		0		0		1		0
Sample:		33		1		0		0		1		0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Meanscore: [£]																								
Q14 How much does your household normally spend on top-up shopping in a week?																								
<i>Those who do top-up shopping at Q10</i>																								
£1 - £10	28.6%	1178	29.3%	22	27.2%	23	13.2%	7	25.7%	5	32.4%	33	19.8%	10	30.2%	10	28.4%	16	29.4%	23	27.9%	30	29.0%	50
£11 - £20	30.8%	1268	30.7%	23	29.8%	26	44.9%	23	22.4%	4	28.3%	29	39.6%	20	24.5%	8	31.9%	18	32.1%	25	36.5%	39	30.6%	53
£21 - £30	13.3%	547	6.9%	5	26.9%	23	6.0%	3	21.3%	4	19.5%	20	20.1%	10	13.5%	4	8.1%	5	12.2%	10	9.7%	10	19.1%	33
£31 - £40	3.7%	154	8.7%	6	4.1%	4	2.4%	1	4.5%	1	0.7%	1	3.6%	2	3.4%	1	1.0%	1	5.3%	4	1.9%	2	6.3%	11
£41 - £50	2.2%	89	6.5%	5	1.1%	1	5.2%	3	7.7%	2	3.8%	4	0.0%	0	2.1%	1	4.5%	3	0.0%	0	1.9%	2	0.0%	0
£51 - £60	0.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	0	0.0%	0	0.0%	0	4.2%	3	0.9%	1	1.5%	3
£61 - £70	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3
£71 - £80	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
£91 - £100	0.5%	20	0.0%	0	0.0%	0	0.0%	0	1.5%	0	3.5%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
£151 - £160	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £170	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£171 - £180	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £190	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£191 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £210	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
£211 - £220	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£221 - £230	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£231 - £240	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£241 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	17.3%	711	15.7%	12	10.1%	9	27.4%	14	14.7%	3	10.4%	11	12.0%	6	18.0%	6	19.6%	11	13.5%	11	20.3%	22	10.6%	18
(Refused)	1.6%	64	2.2%	2	0.7%	1	0.8%	0	2.3%	0	0.0%	0	1.0%	0	7.2%	2	1.6%	1	1.4%	1	0.0%	0	1.5%	3
Mean:	20.02		19.53		19.18		20.08		22.68		22.11		20.98		18.43		24.65		20.37		19.78		20.31	
Weighted base:	4114		74		86		52		20		101		50		32		58		78		106		174	
Sample:	4096		65		73		75		85		80		66		74		83		72		80		83	

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Q15 Which town or city centre is closest to you?												
<i>Excl. Nulls</i>												
Bilston Town Centre	2.2%	131	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	18.1%	1095	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath Town Centre	1.3%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	1.0%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.6%	39	0.0%	0	0.5%	1	0.0%	0	1.3%	0	0.0%	0
Brierley Hill Town Centre	1.5%	91	1.3%	2	53.6%	67	9.2%	8	0.7%	0	0.8%	1
Bromsgrove Town Centre	3.5%	210	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Brownhills Town Centre	1.1%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.6%	38	1.3%	2	1.3%	2	0.0%	0	1.9%	0	0.0%	0
Burton upon Trent Town Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	4.1%	247	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.9%	56	0.7%	1	2.5%	3	0.0%	0	0.0%	0	1.6%	2
Darlaston Town Centre	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	5.6%	341	26.6%	34	15.8%	20	9.7%	8	0.7%	0	2.3%	3
Halesowen Town Centre	3.0%	181	0.0%	0	1.4%	2	0.0%	0	0.0%	0	1.5%	1
Hednesford Town Centre	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	3.3%	201	0.0%	0	1.6%	2	0.0%	0	9.9%	2	1.0%	1
Kingswinford Town Centre	0.9%	54	0.0%	0	2.7%	3	46.1%	38	1.3%	0	3.9%	6
Lichfield City Centre	3.2%	194	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Oldbury Town Centre	1.5%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	1.0%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.7%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.4%	26	1.5%	2	0.0%	0	0.0%	0	0.0%	0	46.4%	20
Stourbridge Town Centre	4.5%	273	0.0%	0	18.4%	23	24.7%	20	79.6%	19	87.3%	128
Stourport-on-Severn Town Centre	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	3.6%	216	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Tamworth Town Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3
Tipton Town Centre	0.8%	47	36.1%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	8.2%	498	0.0%	0	0.0%	0	0.0%	0	0.0%	0	69.6%	55
Wednesbury Town Centre	1.9%	112	6.6%	8	0.0%	0	0.0%	0	0.0%	0	1.9%	1
West Bromwich Town Centre	4.9%	293	13.9%	18	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Willenhall Town Centre	1.4%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	8

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Wolverhampton City Centre	14.0%	844	2.8%	4	0.0%	0	8.1%	7	2.5%	1	0.0%	0	0.0%	0	14.6%	6	0.8%	1	1.3%	2	1.2%	2	0.7%	2
Worcester City Centre	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Local Centre	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilbrook Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushbury Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chasetown Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	6	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Norton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye Local Centre	0.0%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Shopping Centre, Pedmore Road, Brierley Hill	0.1%	7	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandwell District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalybridge Town Centre	0.0%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Wythall Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	6043	129	125	83	24	147	88	44	79	118	139	225
Sample:	6046	109	111	114	102	113	111	101	119	110	110	113

Meanscore: [Number of visits per week]

Q16 How often do you visit (CENTRE MENTIONED AT Q15) for your household's shopping and other town centre uses?*Not those who said 'Don't know' at Q15*

Daily	3.8%	228	8.2%	11	3.2%	4	0.0%	0	3.7%	1	1.0%	1	4.4%	4	0.0%	0	15.9%	12	3.6%	4	6.8%	10	5.8%	13
4-6 days a week	3.5%	214	0.0%	0	2.1%	3	1.1%	1	2.0%	0	4.3%	6	1.4%	1	4.2%	2	9.2%	7	9.3%	11	9.2%	13	1.1%	3
2-3 days a week	14.8%	891	5.6%	7	14.6%	18	16.2%	13	16.3%	4	22.3%	33	18.7%	16	7.7%	3	21.0%	17	18.1%	21	23.9%	33	23.6%	53
One day a week	19.7%	1191	24.5%	32	28.1%	35	22.7%	19	24.7%	6	33.1%	49	34.6%	30	27.1%	12	25.6%	20	22.4%	26	26.1%	36	26.5%	60
Every two weeks	11.3%	683	10.2%	13	8.6%	11	15.2%	13	11.2%	3	18.6%	27	14.4%	13	7.0%	3	9.3%	7	14.6%	17	7.2%	10	11.1%	25
Monthly	13.7%	825	11.0%	14	11.0%	14	13.1%	11	17.1%	4	6.6%	10	10.0%	9	11.7%	5	4.4%	3	10.3%	12	11.8%	16	9.5%	21
Once every two months	6.0%	360	6.5%	8	5.2%	7	4.2%	3	5.2%	1	1.0%	1	3.1%	3	8.4%	4	2.4%	2	3.5%	4	4.6%	6	4.0%	9
Three-four times a year	5.2%	317	5.2%	7	2.2%	3	7.7%	6	2.8%	1	2.0%	3	0.0%	0	7.0%	3	1.4%	1	4.0%	5	1.4%	2	3.1%	7
Twice a year	3.5%	209	3.7%	5	3.0%	4	2.3%	2	0.7%	0	2.6%	4	1.5%	1	4.2%	2	0.4%	0	2.0%	2	1.2%	2	0.0%	0
Once a year	1.7%	103	0.5%	1	2.1%	3	1.1%	1	2.0%	0	0.0%	0	0.9%	1	4.2%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Less often	4.1%	249	0.0%	0	1.0%	1	2.4%	2	4.1%	1	3.7%	5	3.8%	3	0.8%	0	2.1%	2	2.1%	2	4.0%	6	6.8%	15
Never	11.3%	683	20.8%	27	14.4%	18	13.4%	11	8.2%	2	4.3%	6	6.7%	6	13.9%	6	5.1%	4	8.7%	10	3.6%	5	8.4%	19
(Don't know)	0.3%	21	1.7%	2	3.8%	5	0.5%	0	0.0%	0	0.0%	0	0.5%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	1.1%	68	2.0%	3	0.8%	1	0.0%	0	2.1%	1	0.5%	1	0.0%	0	3.1%	1	2.7%	2	1.3%	2	0.0%	0	0.0%	0
Mean:	1.13	1.10	1.11	0.82	1.15	1.29	1.30	0.79	2.48	1.53	1.88	1.41												
Weighted base:	6043	129	125	83	24	147	88	44	79	118	139	225												
Sample:	6046	109	111	114	102	113	111	101	119	110	110	113												

Q17 Do you use (CENTRE MENTIONED AT Q15) for most of your household's shopping and town centre uses?*Not those who said 'Never' at Q16 or 'Don't know' at Q15*

Yes	58.1%	3122	44.8%	46	54.8%	59	49.0%	35	61.7%	13	73.4%	103	78.6%	64	60.6%	23	72.2%	54	77.5%	83	60.3%	81	64.0%	134
No	41.9%	2251	55.2%	57	45.2%	48	51.0%	36	38.3%	8	26.6%	37	21.4%	17	39.4%	15	27.8%	21	22.5%	24	39.7%	53	36.0%	75
Weighted base:	5373	103	107	71	22	140	82	38	75	107	134	209												
Sample:	5333	86	96	99	92	107	105	87	111	97	106	104												

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Q18 What do you like about (CENTRE MENTIONED AT Q15) ? [MR]																								
<i>Not those who said 'Don't know' at Q15</i>																								
Attractive environment / nice place	6.8%	410	5.3%	7	3.6%	4	13.6%	11	2.0%	0	17.1%	25	7.7%	7	6.7%	3	3.7%	3	6.0%	7	3.9%	5	4.6%	10
Close to friends or relatives	1.7%	102	2.8%	4	0.5%	1	1.5%	1	0.0%	0	0.5%	1	1.1%	1	1.2%	1	1.9%	1	4.3%	5	4.4%	6	3.8%	8
Close to home	29.2%	1767	33.6%	43	34.1%	43	37.3%	31	34.0%	8	43.9%	65	45.8%	40	15.3%	7	46.6%	37	35.8%	42	43.5%	60	44.1%	99
Close to work	2.5%	153	1.3%	2	3.5%	4	0.0%	0	0.0%	0	2.7%	4	8.4%	7	1.4%	1	2.2%	2	7.6%	9	1.2%	2	3.2%	7
Compact	3.4%	208	1.5%	2	0.9%	1	3.6%	3	2.5%	1	8.6%	13	3.8%	3	3.4%	1	0.7%	1	5.7%	7	10.4%	14	4.1%	9
Easy to get to by bike	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	5.5%	333	5.9%	8	3.7%	5	1.1%	1	0.0%	0	1.0%	1	2.0%	2	3.7%	2	2.2%	2	3.0%	4	2.7%	4	4.1%	9
Easy to get to by car	5.9%	359	6.1%	8	5.4%	7	2.8%	2	1.8%	0	7.9%	12	10.7%	9	8.3%	4	7.6%	6	6.0%	7	7.4%	10	7.7%	17
Easy to park	4.2%	253	4.6%	6	6.0%	7	2.5%	2	13.6%	3	5.3%	8	7.5%	7	8.5%	4	4.5%	4	7.0%	8	9.1%	13	5.6%	13
Good facilities in general	4.8%	292	1.3%	2	1.3%	2	3.9%	3	5.1%	1	1.0%	1	4.9%	4	0.8%	0	6.5%	5	7.8%	9	4.1%	6	4.0%	9
Good food stores	3.0%	179	2.0%	3	0.0%	0	2.2%	2	2.0%	0	10.4%	15	5.9%	5	1.2%	1	7.0%	6	5.0%	6	2.7%	4	1.1%	3
Good pubs, cafés or restaurants	4.3%	261	1.3%	2	0.5%	1	2.0%	2	2.0%	0	0.0%	0	5.6%	5	2.2%	1	3.9%	3	3.2%	4	3.0%	4	3.6%	8
Good range of non-food shops	9.5%	572	2.1%	3	5.5%	7	3.3%	3	8.1%	2	9.9%	15	3.7%	3	7.2%	3	6.2%	5	9.1%	11	7.2%	10	6.6%	15
Good range of independent shops	3.4%	205	1.3%	2	3.7%	5	9.1%	8	8.3%	2	6.0%	9	2.0%	2	0.8%	0	5.9%	5	3.6%	4	4.6%	6	2.4%	5
Good range of 'high street' retailers/ multiples	6.6%	396	6.5%	8	0.9%	1	2.0%	2	3.5%	1	5.5%	8	0.0%	0	2.3%	1	5.3%	4	6.6%	8	5.5%	8	3.3%	7
Affordable shops	4.9%	293	1.5%	2	3.7%	5	6.5%	5	2.6%	1	4.7%	7	1.5%	1	0.0%	0	11.2%	9	8.9%	10	10.0%	14	7.4%	17
High quality shops	4.2%	251	2.9%	4	1.3%	2	3.4%	3	0.0%	0	13.8%	20	2.8%	2	0.8%	0	2.6%	2	3.2%	4	1.9%	3	1.3%	3
The street market	3.6%	215	5.7%	7	2.5%	3	6.3%	5	0.0%	0	1.3%	2	0.0%	0	0.0%	0	4.0%	3	0.0%	0	6.8%	9	3.6%	8
Makes a change from other places	1.7%	105	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	5	1.4%	2	1.8%	4
Quiet / not too busy	2.4%	142	6.1%	8	4.2%	5	6.6%	5	0.0%	0	2.1%	3	3.5%	3	3.3%	1	2.8%	2	2.3%	3	3.2%	4	4.2%	10
Safe and secure	2.8%	168	2.0%	3	1.8%	2	4.4%	4	0.0%	0	8.0%	12	4.8%	4	0.8%	0	4.1%	3	2.8%	3	2.0%	3	0.4%	1
Traditional / historical	2.6%	154	3.5%	5	5.8%	7	6.2%	5	2.5%	1	4.6%	7	4.5%	4	1.4%	1	0.7%	1	4.8%	6	3.7%	5	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Big town centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I need there	0.4%	21	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.8%	1	0.5%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Easy to get to by public transport in general	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by train	0.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiar / know where everything is	0.8%	50	0.0%	0	1.4%	2	0.9%	1	2.0%	0	0.5%	1	0.0%	0	1.4%	1	1.4%	1	0.0%	0	1.3%	2	1.1%	3
Free parking	0.3%	17	0.0%	0	0.8%	1	1.1%	1	1.8%	0	0.8%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good banking / financial facilities	0.5%	32	0.0%	0	3.0%	4	0.0%	0	0.7%	0	1.3%	2	0.5%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	3
Good cinema	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good cultural facilities (e.g. theatres, museums, galleries etc.)	0.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Good disabled access	0.0%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Good events / festivals	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Good library	0.1%	6	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good nightlife	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good personal services (e.g. hairdressers, beauty salon etc.)	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good seating	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habit / always gone there	0.1%	8	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
It's where my football team is from	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like the shopping centre there	0.2%	15	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like to support local shops	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
My favourite store is there	0.3%	20	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Nice and busy	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice atmosphere / friendly people	0.8%	48	0.0%	0	0.5%	1	0.5%	0	0.7%	0	1.0%	1
Nice church / cathedral	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Nice parks / green areas	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Offers undercover shopping	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Pedestrianised	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
(Don't know)	2.0%	119	5.5%	7	6.0%	8	1.6%	1	0.0%	0	1.0%	1
(Nothing / very little)	30.6%	1851	38.7%	50	29.8%	37	26.8%	22	37.2%	9	14.0%	21
Weighted base:	6043	129	125	83	24	147	88	44	79	118	139	225
Sample:	6046	109	111	114	102	113	111	101	119	110	110	113

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Q19 What could be improved about (CENTRE MENTIONED AT Q15) that would make you visit it more often? [MR]																								
<i>Not those who said 'Don't know' at Q15</i>																								
Better access by road	3.4%	204	3.7%	5	0.5%	1	2.4%	2	6.0%	1	6.0%	9	2.3%	2	0.8%	0	2.9%	2	2.4%	3	0.0%	0	1.5%	3
Better public transport	3.6%	220	3.4%	4	2.7%	3	2.5%	2	3.0%	1	0.5%	1	0.5%	0	1.5%	1	4.5%	4	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.7%	40	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.2%	1	2.4%	2	1.5%	2	0.0%	0	1.3%	3
Cleaner streets	8.7%	526	8.0%	10	9.7%	12	3.7%	3	0.0%	0	3.9%	6	8.4%	7	0.8%	0	16.2%	13	15.2%	18	11.8%	16	9.0%	20
Facilities which would assist you if shopping with children	2.2%	133	5.5%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.5%	2	0.0%	0	4.8%	4	5.8%	7	0.0%	0	1.1%	3
Free car parking	14.0%	844	5.2%	7	9.1%	11	18.6%	15	10.5%	2	32.1%	47	15.7%	14	5.6%	2	18.3%	14	8.9%	10	12.0%	17	6.2%	14
More / better town centre events	3.0%	184	8.8%	11	2.9%	4	1.7%	1	0.0%	0	0.9%	1	1.9%	2	1.4%	1	9.6%	8	3.0%	4	5.1%	7	6.3%	14
More / better comparison retailers (i.e. non-food shops)	8.0%	484	10.2%	13	6.0%	7	7.5%	6	6.8%	2	4.2%	6	10.4%	9	4.6%	2	17.3%	14	6.3%	7	8.6%	12	18.2%	41
More / better value or affordable shops	4.2%	253	6.5%	8	3.8%	5	3.7%	3	0.0%	0	6.1%	9	2.5%	2	3.4%	1	7.7%	6	10.4%	12	3.7%	5	8.2%	18
More / better entertainment	2.8%	172	6.5%	8	0.0%	0	0.0%	0	1.1%	0	3.8%	6	2.4%	2	2.1%	1	8.9%	7	2.8%	3	0.7%	1	8.9%	20
More / better places for eating out (e.g. cafes and restaurants)	5.1%	306	5.3%	7	1.3%	2	2.3%	2	3.4%	1	3.4%	5	9.5%	8	2.1%	1	9.4%	7	6.8%	8	4.5%	6	5.1%	11
More / better food shops	5.9%	356	11.4%	15	7.4%	9	8.3%	7	2.4%	1	7.8%	12	7.0%	6	0.0%	0	6.5%	5	5.6%	7	4.6%	6	9.2%	21
More / better parking	9.9%	599	7.5%	10	11.5%	14	19.7%	16	16.6%	4	14.1%	21	15.8%	14	11.8%	5	6.1%	5	7.5%	9	3.8%	5	4.8%	11
More / better pedestrianised streets	1.7%	103	1.5%	2	1.4%	2	0.0%	0	0.0%	0	5.1%	8	2.5%	2	0.8%	0	1.2%	1	4.1%	5	1.4%	2	0.7%	2
More / better public conveniences	2.9%	177	5.6%	7	0.9%	1	5.8%	5	1.9%	0	6.1%	9	1.0%	1	1.2%	1	3.6%	3	2.9%	3	0.8%	1	5.9%	13
More / better seats / flower displays	2.4%	144	3.0%	4	2.3%	3	0.9%	1	0.0%	0	5.0%	7	3.2%	3	0.0%	0	5.3%	4	3.7%	4	4.1%	6	5.7%	13
More / better services	2.2%	134	6.5%	8	3.7%	5	1.0%	1	0.0%	0	5.1%	8	0.9%	1	0.0%	0	3.6%	3	2.8%	3	1.7%	2	2.5%	6
More advertising	1.0%	57	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5	1.3%	2	0.7%	1	1.3%	3
More national multiple shops / High Street shops	27.5%	1662	25.4%	33	38.3%	48	15.9%	13	13.6%	3	14.1%	21	26.1%	23	29.1%	13	32.3%	25	31.0%	37	22.8%	32	44.7%	101
More independent shops	21.7%	1310	20.5%	27	28.6%	36	13.0%	11	18.4%	4	13.6%	20	21.7%	19	20.5%	9	23.0%	18	21.2%	25	23.3%	32	26.0%	58
Street markets - physical improvements	3.4%	204	4.3%	6	2.4%	3	4.6%	4	0.0%	0	4.5%	7	2.0%	2	0.0%	0	10.5%	8	11.4%	13	3.8%	5	5.6%	13
Street markets - better range and quality of offer	5.1%	311	7.8%	10	3.4%	4	6.4%	5	1.9%	0	4.8%	7	3.3%	3	2.9%	1	14.3%	11	8.1%	10	8.3%	11	8.8%	20
Protection from the weather (e.g. covered shopping mall)	1.5%	91	4.3%	6	0.0%	0	0.0%	0	0.0%	0	2.9%	4	1.0%	1	3.4%	1	3.6%	3	3.8%	5	1.4%	2	1.3%	3
Shops / services open on Sundays	1.7%	106	8.4%	11	1.6%	2	1.7%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	4.8%	4	7.1%	8	1.4%	2	4.2%	9
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better bus station	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.7%	1	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Better indoor market	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better nightlife	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better pavements	0.1%	7	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0
Better security / safety / more police	2.7%	163	0.7%	1	2.1%	3	2.7%	2	0.0%	0	0.5%	1
Better Wi-Fi signal	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Cheaper public transport	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less bookmakers	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Less building works	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less busy / crowded	0.3%	18	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Less cafes	0.1%	9	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.5%	1
Less charity shops	0.9%	52	0.8%	1	0.0%	0	5.1%	4	3.2%	1	0.0%	0
Less drunks / druggies	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	2.7%	166	2.4%	3	3.1%	4	2.0%	2	0.7%	0	2.9%	4
Less hairdressers / barbers	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Less homeless / beggars	1.4%	82	0.7%	1	0.0%	0	0.0%	0	2.0%	0	0.0%	0
Less pollution	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less restaurants	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Less roadworks	0.2%	11	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Less takeways	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.4%	23	0.0%	0	0.0%	0	1.0%	1	0.7%	0	1.0%	1
Lower business rates	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Maintain the historical buildings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it more attractive / revamp it	2.8%	172	5.2%	7	4.5%	6	3.4%	3	1.3%	0	0.8%	1
More / better cultural facilities (e.g. theatres, museums, galleries etc.)	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better disabled parking	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
More / better leisure facilities	0.2%	13	1.5%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0
More / better places for drinking (e.g. pubs and bars)	0.1%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
More banking / financial facilities	0.3%	20	0.0%	0	1.7%	2	2.3%	2	0.0%	0	0.0%	0
More cash points	0.0%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
More compact	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
More cycle routes	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More litter bins	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parks / green areas	0.1%	5	1.5%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Nicer / friendlier atmosphere	0.3%	17	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
No smoking areas	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open my favourite store	0.6%	33	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
there												
Shops open for longer	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop cyclists cycling in pedestrian areas / on pavements	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop the congestion charge	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop the horse fair	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop the market(s)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street markets - open more days	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.9%	299	8.4%	11	6.6%	8	7.1%	6	2.1%	1	5.4%	8
(Nothing)	22.0%	1331	22.7%	29	18.1%	23	17.8%	15	35.7%	8	22.9%	34
Weighted base:	6043	129	125	83	24	147	88	44	79	118	139	225
Sample:	6046	109	111	114	102	113	111	101	119	110	110	113

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Q20 Why don't you visit (CENTRE MENTIONED AT Q15) for your household's shopping and town centre uses? [MR]																								
<i>Those who said 'Never' at Q16</i>																								
Poor range of shops	23.4%	160	30.7%	8	50.3%	9	41.0%	5	0.0%	0	17.9%	1	22.3%	1	11.1%	1	31.0%	1	55.5%	6	20.0%	1	53.0%	10
Poor parking provision	10.9%	74	4.0%	1	0.0%	0	27.6%	3	24.2%	0	0.0%	0	22.3%	1	8.9%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0
Expensive	4.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0
Poor facilities in general	4.4%	30	12.3%	3	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0
Traffic congestion	6.3%	43	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not easy to get to by bike	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not easy to get to by car	5.6%	38	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	13.0%	1	15.6%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Not easy to get to by bus	2.3%	15	0.0%	0	0.0%	0	10.8%	1	0.0%	0	0.0%	0	0.0%	0	15.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities in general	2.7%	19	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	7.9%	1
Poor range of food stores	5.7%	39	3.6%	1	5.4%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	1	20.0%	1	13.5%	3
Poor range of pubs, cafés or restaurants	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of non-food shops	7.8%	53	3.6%	1	5.4%	1	19.8%	2	8.6%	0	11.1%	1	26.2%	2	5.6%	0	0.0%	0	5.3%	1	20.0%	1	31.6%	6
Poor range of independent shops	4.0%	28	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	20.0%	1	15.9%	3
Poor range of 'high street' retailers/ multiples	5.4%	37	3.6%	1	5.4%	1	12.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	7.9%	1
Poor quality shops	7.0%	48	8.4%	2	11.4%	2	6.3%	1	17.2%	0	17.9%	1	22.3%	1	20.9%	1	0.0%	0	0.0%	0	20.0%	1	7.9%	1
Lack of street market	0.6%	4	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0
Feels unsafe	12.8%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	1	5.6%	0	8.6%	0	5.3%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have enough seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my bank / poor range of banks	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my favourite store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't like carrying shopping too far	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't like town centres	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't really like shopping	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive parking	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive to get there by bus	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family / friends live elsewhere so visit there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health / mobility reasons	8.0%	54	4.4%	1	3.3%	1	0.0%	0	8.6%	0	0.0%	0	0.0%	0	5.6%	0	0.0%	0	29.6%	3	0.0%	0	0.0%	0
I work in a store / centre so shop there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I work there, so prefer not to visit it in my leisure time	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I'm too busy	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just don't like it	0.8%	5	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just prefer to use other places	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Like to spread out where I visit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
No reason to go there	2.6%	18	7.2%	2	3.3%	1	0.0%	0	8.6%	0	30.7%	2	8.1%	0	5.6%	0	43.3%	2	0.0%	0	0.0%	0	0.0%	0
Not that familiar with the place	0.5%	4	7.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other places are easier to get to	1.7%	12	0.0%	0	0.0%	0	12.7%	1	0.0%	0	0.0%	0	8.1%	0	0.0%	0	8.6%	0	0.0%	0	0.0%	0	0.0%	0
Poor atmosphere / unfriendly	0.7%	5	0.0%	0	0.0%	0	0.0%	0	15.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor cultural facilities (e.g. theatres, museums, galleries etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor disabled access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor layout	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer not to drive unless I have to	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer online shopping	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer retail parks / shopping malls	0.7%	5	0.0%	0	9.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer to use local shops / supermarkets	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
There's nothing there	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too big	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	2.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away	2.4%	16	0.0%	0	0.0%	0	0.0%	0	8.6%	0	17.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	2
Too far from work	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	2
Too many drunks / druggies	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many homeless / beggars	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many road works	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment / rundown	3.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	14.1%	96	20.9%	6	24.5%	4	20.5%	2	8.6%	0	22.3%	1	0.0%	0	11.1%	1	8.6%	0	9.6%	1	60.1%	3	13.5%	3
Weighted base:	683		27		18		11		2		6		6		6		4		10		5		19	
Sample:	721		24		15		15		10		6		6		14		8		13		4		10	

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Q21 Why don't you visit (CENTRE MENTIONED AT Q15) for most of your household's shopping and town centre uses? [MR]																								
<i>Those who said 'No' at Q17</i>																								
Poor range of shops	27.3%	615	31.3%	18	48.5%	23	34.1%	12	20.0%	2	24.8%	9	31.7%	6	37.0%	6	46.8%	10	25.4%	6	30.7%	16	45.1%	34
Poor parking provision	11.2%	251	5.0%	3	7.4%	4	11.0%	4	12.4%	1	14.9%	6	18.0%	3	11.9%	2	9.7%	2	0.0%	0	7.6%	4	5.9%	4
Expensive	7.4%	167	3.6%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4
Poor facilities in general	5.0%	112	10.7%	6	3.4%	2	5.8%	2	0.0%	0	0.0%	0	11.5%	2	3.7%	1	17.5%	4	0.0%	0	7.5%	4	11.3%	8
Traffic congestion	7.4%	167	3.4%	2	0.0%	0	4.1%	1	5.2%	0	0.0%	0	17.5%	3	3.7%	1	7.3%	2	2.3%	1	3.8%	2	0.0%	0
Not easy to get to by bike	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not easy to get to by car	4.3%	97	0.0%	0	0.0%	0	3.3%	1	3.2%	0	11.4%	4	9.3%	2	2.3%	0	14.6%	3	2.3%	1	0.0%	0	0.0%	0
Not easy to get to by bus	2.5%	57	0.0%	0	0.0%	0	0.0%	0	5.2%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0
Poor facilities in general	3.2%	72	3.4%	2	8.9%	4	3.3%	1	9.7%	1	0.0%	0	8.7%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	3	9.1%	7
Poor range of food stores	8.5%	190	10.6%	6	14.8%	7	11.8%	4	0.0%	0	6.9%	3	15.8%	3	3.7%	1	7.6%	2	0.0%	0	0.0%	0	9.5%	7
Poor range of pubs, cafés or restaurants	2.0%	46	2.9%	2	3.4%	2	3.3%	1	3.2%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	3	3.4%	3
Poor range of non-food shops	8.8%	197	10.6%	6	7.3%	4	10.3%	4	18.0%	2	5.3%	2	11.5%	2	2.3%	0	7.3%	2	6.3%	2	14.5%	8	13.1%	10
Poor range of independent shops	7.1%	159	11.8%	7	9.3%	4	6.7%	2	0.0%	0	0.0%	0	9.3%	2	7.8%	1	10.8%	2	6.2%	2	7.0%	4	12.3%	9
Poor range of 'high street' retailers/ multiples	8.2%	185	13.9%	8	0.0%	0	14.0%	5	5.2%	0	1.9%	1	18.6%	3	5.9%	1	15.4%	3	10.3%	2	13.3%	7	19.8%	15
Poor quality shops	7.1%	160	15.6%	9	8.7%	4	4.5%	2	5.2%	0	12.3%	5	21.9%	4	4.6%	1	7.3%	2	0.0%	0	4.9%	3	13.3%	10
Lack of street market	2.0%	46	2.1%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	9.2%	2	0.0%	0	9.7%	5	7.3%	6
Feels unsafe	7.8%	176	1.0%	1	2.2%	1	2.2%	1	0.0%	0	0.0%	0	13.1%	2	0.0%	0	7.3%	2	9.6%	2	11.6%	6	3.4%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have enough seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my bank / poor range of banks	0.1%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my favourite store	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3	2.7%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Don't like carrying shopping too far	0.5%	10	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't like town centres	0.2%	5	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't really like shopping	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Expensive parking	2.3%	52	1.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	4.3%	1	9.9%	2	3.2%	2	0.0%	0
Expensive to get there by bus	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family / friends live elsewhere so visit there	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health / mobility reasons	1.1%	25	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.3%	0	1.7%	0	2.3%	1	0.0%	0	0.0%	0
I work in a store / centre so shop there	0.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I work there, so prefer not to visit it in my leisure time	0.1%	3	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I'm too busy	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just don't like it	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just prefer to use other places	2.3%	52	1.0%	1	3.4%	2	5.8%	2	0.0%	0	1.9%	1	4.4%	1	5.9%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Like to spread out where I visit	0.3%	7	0.0%	0	0.0%	0	0.0%	0	5.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No reason to go there	1.4%	32	0.0%	0	0.0%	0	5.5%	2	4.0%	0	1.9%	1	8.8%	2	8.7%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Not that familiar with the place	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other places are easier to get to	2.2%	49	3.8%	2	0.0%	0	1.2%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Poor atmosphere / unfriendly	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Poor cultural facilities (e.g. theatres, museums, galleries etc.)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor disabled access	0.5%	12	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	1.9%	1	0.0%	0
Poor layout	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Poor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer not to drive unless I have to	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer online shopping	1.3%	29	3.4%	2	4.0%	2	3.9%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Prefer retail parks / shopping malls	0.8%	18	1.7%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	2	4.4%	1	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer to use local shops / supermarkets	2.2%	50	0.0%	0	2.0%	1	0.0%	0	2.0%	0	6.5%	2	0.0%	0	2.3%	0	3.3%	1	0.0%	0	6.4%	3	0.0%	0
There's nothing there	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too big	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	1.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Too far away	4.9%	110	2.9%	2	5.7%	3	2.2%	1	0.0%	0	3.4%	1	2.7%	0	4.1%	1	7.0%	1	6.2%	2	3.2%	2	0.0%	0
Too far from work	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many drunks / druggies	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many homeless / beggars	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	4	0.0%	0	0.0%	0
Too many pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many road works	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment / rundown	2.1%	48	1.7%	1	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.0%	1
(Don't know)	10.4%	233	13.7%	8	12.4%	6	10.3%	4	29.5%	2	17.7%	7	9.3%	2	11.4%	2	1.7%	0	19.2%	5	13.3%	7	22.7%	17
Weighted base:		2251		57		48		36		8		37		17		15		21		24		53		75
Sample:		2164		47		42		54		36		32		21		36		33		23		38		38

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Q21X Why don't you visit (CENTRE MENTIONED AT Q15) for your household's shopping and town centre uses? (all respondents who don't visit) [MR]																								
<i>Those who said 'Never' at Q16 or 'No' at Q17</i>																								
Poor range of shops	26.4%	774	31.1%	26	49.0%	33	35.7%	17	16.2%	2	23.8%	10	29.4%	7	29.5%	6	44.2%	11	34.4%	12	29.8%	17	46.7%	44
Poor parking provision	11.1%	326	4.7%	4	5.4%	4	14.9%	7	14.6%	2	12.7%	6	19.1%	4	11.0%	2	8.1%	2	0.0%	0	8.6%	5	4.7%	4
Expensive	6.8%	200	2.4%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	4.3%	4
Poor facilities in general	4.8%	142	11.2%	9	4.0%	3	4.4%	2	0.0%	0	0.0%	0	8.6%	2	2.6%	1	14.7%	4	0.0%	0	8.6%	5	9.0%	8
Traffic congestion	7.2%	210	2.3%	2	0.0%	0	4.0%	2	4.2%	0	0.0%	0	13.1%	3	7.1%	1	6.1%	2	1.6%	1	3.5%	2	0.0%	0
Not easy to get to by bike	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not easy to get to by car	4.6%	136	0.0%	0	0.9%	1	2.5%	1	2.6%	0	9.7%	4	10.2%	2	6.2%	1	12.2%	3	3.2%	1	0.0%	0	0.0%	0
Not easy to get to by bus	2.5%	72	0.0%	0	0.0%	0	2.5%	1	4.2%	0	4.5%	2	0.0%	0	4.5%	1	0.0%	0	5.1%	2	0.0%	0	0.0%	0
Poor facilities in general	3.2%	93	2.3%	2	7.9%	5	2.5%	1	7.8%	1	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	6.9%	4	8.9%	8
Poor range of food stores	7.8%	229	8.3%	7	12.2%	8	10.5%	5	0.0%	0	5.9%	3	11.8%	3	2.6%	1	6.4%	2	4.1%	1	1.7%	1	10.3%	10
Poor range of pubs, cafés or restaurants	1.8%	53	2.0%	2	2.5%	2	2.5%	1	2.6%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	3	2.7%	3
Poor range of non-food shops	8.5%	251	8.3%	7	6.8%	4	12.5%	6	16.3%	2	6.2%	3	15.2%	4	3.2%	1	6.1%	2	6.0%	2	15.0%	9	16.8%	16
Poor range of independent shops	6.4%	186	8.0%	7	8.2%	5	5.1%	2	0.0%	0	0.0%	0	6.9%	2	5.5%	1	9.1%	2	6.0%	2	8.1%	5	13.0%	12
Poor range of 'high street' retailers/ multiples	7.6%	222	10.6%	9	1.5%	1	13.7%	7	4.2%	0	1.6%	1	13.9%	3	4.2%	1	12.9%	3	7.2%	2	13.9%	8	17.5%	16
Poor quality shops	7.1%	208	13.3%	11	9.4%	6	4.9%	2	7.5%	1	13.1%	6	22.0%	5	9.3%	2	6.1%	2	0.0%	0	6.2%	4	12.2%	11
Lack of street market	1.7%	50	1.4%	1	1.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	7.7%	2	0.0%	0	10.6%	6	5.9%	6
Feels unsafe	9.0%	263	0.7%	1	1.6%	1	1.7%	1	0.0%	0	0.0%	0	15.4%	4	1.6%	0	7.5%	2	8.3%	3	10.6%	6	2.7%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have enough seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my bank / poor range of banks	0.1%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my favourite store	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3	2.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Don't like carrying shopping too far	0.3%	10	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't like town centres	0.3%	8	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't really like shopping	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Expensive parking	2.0%	59	1.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	3.6%	1	6.9%	2	2.9%	2	0.0%	0
Expensive to get there by bus	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family / friends live elsewhere so visit there	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health / mobility reasons	2.7%	81	2.1%	2	0.9%	1	0.0%	0	1.6%	0	1.6%	1	0.0%	0	3.2%	1	1.4%	0	14.8%	5	0.0%	0	0.0%	0
I work in a store / centre so shop there	0.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I work there, so prefer not to visit it in my leisure time	0.1%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I'm too busy	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just don't like it	0.7%	20	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just prefer to use other places	1.8%	54	0.7%	1	2.5%	2	4.4%	2	0.0%	0	1.6%	1	3.3%	1	4.2%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Like to spread out where I visit	0.2%	7	0.0%	0	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No reason to go there	1.7%	49	2.3%	2	0.9%	1	4.2%	2	4.9%	1	6.1%	3	8.6%	2	7.8%	2	7.0%	2	0.0%	0	0.0%	0	3.2%	3
Not that familiar with the place	0.2%	6	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other places are easier to get to	2.1%	61	2.6%	2	0.0%	0	3.9%	2	1.6%	0	0.0%	0	2.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	2.6%	2
Poor atmosphere / unfriendly	0.7%	19	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Poor cultural facilities (e.g. theatres, museums, galleries etc.)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor disabled access	0.5%	13	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.7%	1	0.0%	0
Poor layout	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Poor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer not to drive unless I have to	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer online shopping	1.2%	34	2.3%	2	2.9%	2	3.0%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Prefer retail parks / shopping malls	0.8%	23	1.1%	1	2.5%	2	0.0%	0	0.0%	0	4.5%	2	3.3%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer to use local shops / supermarkets	1.9%	56	0.0%	0	1.5%	1	0.0%	0	1.6%	0	5.6%	2	0.0%	0	1.6%	0	2.8%	1	0.0%	0	5.9%	3	0.0%	0
There's nothing there	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too big	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	1.7%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Too far away	4.3%	127	2.0%	2	4.1%	3	1.7%	1	1.6%	0	5.6%	2	2.0%	0	2.9%	1	5.9%	1	4.4%	2	2.9%	2	1.8%	2
Too far from work	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Too many drunks / druggies	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many homeless / beggars	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	4	0.0%	0	0.0%	0
Too many pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many road works	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment / rundown	2.3%	68	1.1%	1	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.6%	1
(Don't know)	11.2%	328	16.0%	13	15.7%	10	12.7%	6	25.6%	3	18.3%	8	6.9%	2	11.3%	2	2.8%	1	12.0%	4	17.3%	10	20.8%	20
Weighted base:		2934		84		66		48		10		44		23		21		25		34		58		94
Sample:		2885		71		57		69		46		38		27		50		41		36		42		48

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Q22 Where do you normally do most of your household's shopping for men's, women's, children's and baby clothing and footwear? NOTE we mean fashion items - NOT sports clothing and footwear												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	8	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Birmingham City Centre	12.1%	673	7.6%	9	0.9%	1	2.3%	2	2.8%	1	0.0%	0
Blackheath Town Centre	0.1%	7	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.5%	26	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.5%	1
Brierley Hill Town Centre	0.2%	11	1.4%	2	2.1%	2	3.6%	3	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.2%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Cape Hill Local Centre, Smethwick	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	6	0.0%	0	0.0%	0	1.7%	1	1.2%	0	0.0%	0
Cradley Heath Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.7%	39	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	5	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	0.5%	25	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Handsworth Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.2%	69	0.0%	0	0.0%	0	0.0%	0	5.6%	1	1.0%	1
Kingstanding Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.1%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Lichfield City Centre	1.1%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Redditch Town Centre	1.1%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Shifnal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.2%	11	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.8%	47	0.0%	0	0.5%	0	0.7%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.7%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Stourbridge Town Centre	0.5%	29	0.0%	0	1.5%	1	4.1%	17	10.2%	8	0.0%	0
Stourport-on-Severn Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Sutton Coldfield Town Centre	1.0%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tamworth Town Centre	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Telford Town Centre	1.9%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	7
Tipton Town Centre	0.0%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	3.9%	216	1.8%	2	0.0%	0	0.0%	0	0.0%	0	24.6%	17
Wednesbury Town Centre	0.2%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	4.4%	246	16.8%	19	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Willenhall Town Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Wolverhampton City Centre	6.4%	353	1.0%	1	0.5%	0	1.3%	0	10.7%	4	1.9%	2
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.5%	30	0.0%	0	0.0%	0	0.7%	0	1.5%	1	0.0%	0
Battery Retail Park, Selly Oak	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	1.4%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Bescot Retail Park, Bescot Crescent, Walsall	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Bilston Road Retail Park, Bilston Road, Monmore Green	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	1.0%	54	1.7%	2	0.0%	0	0.0%	0	0.0%	0	8.5%	6
Gallagher Retail Park, Junction 9, Wednesbury	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Jolly Sailor Retail Park, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.7%	37	0.0%	0	0.0%	0	0.7%	0	1.6%	1	2.8%	2

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Linkway Retail Park, Watling Street, Cannock	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Madford Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Merry Hill RETAIL PARK, Brierley Hill	3.7%	207	3.1%	4	10.2%	11	20.1%	16	8.6%	2	4.9%	7	4.5%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.5%	1
Merry Hill SHOPPING CENTRE, Brierley Hill	14.6%	810	23.0%	26	64.1%	71	57.3%	46	35.9%	8	61.4%	85	56.1%	45	0.0%	0	2.5%	2	3.1%	3	9.2%	11	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	2.3%	2	0.0%	0	0.0%	0	5.2%	10
Reedswood Way Retail Park, Reedswood Way, Walsall	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.1%	5	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springvale Way Retail Park, Springvale Way, Bilston	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Telford Bridge Retail Park, Telford	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	1.5%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0	3.8%	8
Wrekin Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Solihull Retail Park, Chalford Way, Shirley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Spring Vale Retail Park, Bilston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Chester Road,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
New Oscott, Sutton Coldfield												
Wickes, West Street, off Stafford Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery Abbey Retail Park, Alvechurch Highway, Redditch	25.4%	1411	23.1%	26	15.4%	17	10.5%	8	29.6%	7	15.8%	22
Arrow Park Local Centre Asda, Avon Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane South, Tipton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Asda, Crown Wharf Shopping Park, Wolverhampton Street, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, Walsall	0.2%	12	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Asda, High Holborn, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Asda, Wednesbury Oak Road, Tipton	0.1%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet Centre, Pingle Drive, Bicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldmere Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Bradford City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christchurch Town Centre	0.0%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Clarks Village Outlet, Farm Road, Street	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Cotteridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dumfries Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgbaston Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fashion Factory, Hollies Park Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden Village, Bridgnorth Road, Shipley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester City Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Village Centre	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Heart Of The Country Shopping Centre, A38, South Swinfen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley Heath Village Centre	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Ilkley Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Shopping Park, Walford House, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Norton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds United FC, Elland Road, Leeds	0.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Local Centre	0.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	3	0.0%	0	0.5%	1	0.0%	0	1.7%	2	0.0%	0
Manchester City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Tunnel Drive, Redditch	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meols Cop Retail Park, Meols Cop Road, Southport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Middlesbrough Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moseley Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Muchwenlock Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newlife Superstore, Hemlock Way, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.0%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Pattingham Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Perry Barr Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plymouth City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Snow Hill, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Prior Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Tesco Extra, Foxoak Street,	0.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Cradley Heath												
Tesco Extra, New Square, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warstones Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Bridgnorth Road, Shipley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.5%	27	1.4%	2	0.5%	1	0.0%	0	1.5%	0	0.0%	0
Weighted base:	5552	115	110	81	22	139	81	41	68	101	125	203
Sample:	5601	98	99	111	97	106	102	95	104	98	100	104

Q23 How do you normally travel to (LOCATION MENTIONED AT Q22)?

Not those who said 'Internet / delivery' or 'Abroad' or '(Don't know / varies)' or '(Don't do this type of shopping)' at Q22

Car / van (as driver)	59.8%	2461	58.9%	51	75.6%	70	71.9%	52	85.8%	13	79.5%	93	83.9%	56	78.6%	21	52.8%	26	49.5%	41	61.5%	53	65.1%	95
Car / van (as passenger)	9.5%	391	8.0%	7	3.7%	3	11.1%	8	4.0%	1	7.3%	9	7.9%	5	8.8%	2	8.9%	4	9.9%	8	12.1%	10	9.7%	14
Bus, minibus or coach	17.2%	709	16.6%	14	8.5%	8	12.0%	9	6.2%	1	8.7%	10	3.6%	2	10.1%	3	9.4%	5	15.9%	13	13.9%	12	7.0%	10
Using park & ride facility	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.2%	8	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	4.2%	174	0.0%	0	8.7%	8	0.6%	0	1.1%	0	4.5%	5	0.0%	0	0.0%	0	17.8%	9	7.4%	6	4.0%	3	9.3%	14
Taxi	1.1%	46	5.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	4.6%	2	3.6%	3	1.2%	1	0.0%	0
Train	6.4%	262	10.7%	9	1.8%	2	2.5%	2	1.7%	0	0.0%	0	2.7%	2	1.3%	0	4.4%	2	5.9%	5	6.2%	5	8.9%	13
Bicycle	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.1%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Ring & Ride	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tram	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.6%	26	0.0%	0	0.7%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	5.0%	4	0.0%	0	0.0%	0
Weighted base:	4114	87	93	72	16	117	67	26	49	83	86	146												
Sample:	4299	76	84	97	67	87	87	65	79	81	68	74												

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Q24 Where do you normally do most of your household's shopping for CDs, vinyl, DVDs, Blurays, etc.) (Excluding gaming)?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Birmingham City Centre	6.4%	183	3.0%	2	0.0%	0	1.6%	1	0.0%	0	4.1%	1
Blackheath Town Centre	0.1%	3	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.3%	8	0.0%	0	4.0%	3	0.0%	0	3.5%	0	0.0%	0
Bromsgrove Town Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	0.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Dudley Town Centre	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Great Bridge Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Northfield Local Centre, Birmingham	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	1.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Stirchley Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.5%	14	0.0%	0	0.0%	0	1.8%	1	7.3%	1	7.1%	6
Stourport-on-Severn Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Centre												
Sutton Coldfield Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	1.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2 17.2%
Wednesbury Town Centre	0.2%	5	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	1.4%	40	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	4.2%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1 0.0%
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0
Worcester City Centre	0.3%	9	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Battery Retail Park, Selly Oak	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1 0.0%
Gallagher Retail Park, Junction 9, Wednesbury	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1 13.0%
Jerome Retail Park, Bridgeman Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1 0.0%
Linkway Retail Park, Watling Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	1.4%	41	2.6%	2	3.2%	2	5.5%	2	3.1%	0	2.2%	2 3.5%
Merry Hill SHOPPING CENTRE, Brierley Hill	8.3%	238	8.7%	6	40.5%	27	32.0%	14	23.7%	2	28.8%	26 36.6%
One Stop Retail Park, Walsall Road, Perry Barr	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0 0.0%
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Road, Wolverhampton												
Telford Forge Shopping Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Green Street, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Wickes, West Street, off Stafford Road, Wolverhampton	0.1%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	59.9%	1717	70.9%	45	48.9%	33	56.1%	24	55.0%	5	58.0%	52
Asda, Avon Road, Cannock	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane South, Tipton	0.3%	7	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill	0.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2
Asda, Walsall Road, Perry Barr	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.1%	3	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlegate Way, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Codsall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meole Brace Retail Park, Hereford Road, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, Kingswinford	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sherwood Road, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Spring Hill, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Nuneaton Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	0	1.3%	1
Tesco Extra, Foxoak Street, Cradley Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Tesco Extra, New Square, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ridgacre Road, Quinton, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	2864		64	68	43	9	90	37	17	32	44	63
Sample:	2524		49	56	51	35	62	43	33	46	40	45

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Q25 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	3	0.0%	0	1.6%	2	1.3%	1	4.6%	1	0.0%	0
Bearwood Local Centre, Smethwick	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.8%	36	2.1%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Birmingham City Centre	3.8%	173	4.2%	4	0.0%	0	1.0%	1	0.0%	0	1.1%	1
Blackheath Town Centre	0.2%	7	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.4%	17	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Brierley Hill Town Centre	0.2%	8	0.0%	0	3.4%	3	0.6%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Dudley Town Centre	0.5%	21	0.0%	0	1.0%	1	0.0%	0	0.6%	1	0.0%	0
Great Barr Local Centre, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	0.8%	36	0.0%	0	0.0%	0	0.0%	0	6.6%	1	1.6%	2
Kingstanding Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.1%	5	0.0%	0	0.0%	0	6.6%	4	1.0%	0	0.0%	0
Lichfield City Centre	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill Local Centre, Cradley Heath	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.3%	14	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Shrewsbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.4%	17	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Stafford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1
Stirchley Local Centre, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.5%	21	0.0%	0	0.6%	1	1.8%	1	5.6%	1	5.7%	6
Stourport-on-Severn Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.0%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	1.4%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	0.4%	19	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	1.5%	70	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	2.5%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1
Wombourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	2.1%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	1.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Gateway Retail Park, Eastern Way, Cannock	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	1.9%	88	0.0%	0	0.0%	0	0.6%	0	19.2%	3	0.0%	0
Crown Wharf Shopping Park, Walsall	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elgar Retail Park, Blackpole Road, Worcester	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Gallagher Retail Park,	8.8%	401	26.7%	25	0.0%	0	0.0%	0	0.0%	0	1.9%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Junction 9, Wednesbury												
Jerome Retail Park, Bridgeman Street, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock	1.3%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	5
Madford Retail Park, Stafford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	3
Merry Hill RETAIL PARK, Brierley Hill	6.9%	314	3.8%	3	27.4%	26	31.5%	22	24.1%	4	22.7%	26
Merry Hill SHOPPING CENTRE, Brierley Hill	3.7%	168	4.2%	4	27.2%	26	17.7%	12	9.5%	2	20.4%	23
Oldbury Green Retail Park, Oldbury Ringway	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
One Stop Retail Park, Walsall Road, Perry Barr	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	1.3%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	1.5%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Way Retail Park, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	1.3%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull GATE Retail Park, Marshall Lake Road, Solihull	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springvale Way Retail Park, Springvale Way, Bilston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	4.5%	206	1.7%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.4%	17	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	1.2%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	4

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Wrekin Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
B&Q, Axletree Way, Park Lane, Wednesbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.6%	1	0.0%	0	0.0%	0						
B&Q, Cardinal Point Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0						
B&Q, Mucklow Hill, Halesowen	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
B&Q, Solihull Retail Park, Chalford Way, Shirley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
B&Q, Spring Vale Retail Park, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Homebase, Kings Heath, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Homebase, St Johns Retail Park, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
IKEA, Park Lane, Wednesbury	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Internet / delivery	37.0%	1679	45.6%	42	34.6%	33	37.1%	25	25.6%	4	45.8%	52	31.0%	21	38.0%	10	36.1%	23	25.3%	22	25.8%	31	37.4%	69
Abbey Retail Park, Alvechurch Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bearwood Road, Bearwood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Shopping Park, Classic Drive, Coventry	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Freeth Street, Oldbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Raglan Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane South, Tipton	0.2%	9	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Crown Wharf Shopping Park, Wolverhampton Street, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.4%	2	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street,	0.0%	1	0.0%	0	0.6%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Brierley Hill												
Asda, Queensway Mall, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Asda, Wednesbury Oak Road, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodall Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bilston Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradmore Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Capital Appliance Centre, Macrome Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale Retail Park, Chester Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centrum East Retail Park, Burton upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadsmoor Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Co-op, Hazelwell Street, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Watson Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.0%	1
Derby City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Shopping Park, Walford House, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Walsall Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minehead Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Walsall												
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Retail Park, Watling Street, Bridgtown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Chell Road, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snow Hill, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Tesco Extra, Foxoak Street, Cradley Heath	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Extra, New Square, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Drive, Sutton Coldfield												
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.2%	8	2.7%	3	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Walsall Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Wood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warstones Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Retail Park, Ings Road, Wakefield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Wythall Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Weighted base:	4542		92		97		68		17		113	
Sample:	4397		77		82		92		73		81	
									68		26	
									63		85	
									93		80	
											118	
												185
												93

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Weighted:

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	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Q26 Where do you normally do most of your household's shopping for books (incl. encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Birmingham City Centre	5.5%	234	6.0%	5	0.0%	0	0.0%	0	1.2%	1	1.1%	1
Blackheath Town Centre	0.3%	14	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.5%	23	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.2%	7	0.0%	0	6.6%	6	1.5%	1	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	2.0%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2
Cape Hill Local Centre, Smethwick	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.2%	7	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Droitwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	1.1%	47	4.8%	4	3.7%	3	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.2%	7	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	1.3%	55	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.2%	1
Harborne Local Centre, Birmingham	0.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.5%	63	0.0%	0	0.0%	0	2.8%	1	0.0%	0	2.4%	2
Kingstanding Local Centre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.1%	4	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.6%	1
Lichfield City Centre	1.9%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	1.2%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Quinton Local Centre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Redditch Town Centre	1.2%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Sedgley Local Centre, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.7%	7
Stourbridge Town Centre	1.0%	42	0.0%	0	3.3%	3	3.4%	2	17.8%	3	18.9%	21
Sutton Coldfield Town Centre	1.8%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	3
Tipton Town Centre	0.1%	3	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	3.7%	157	1.2%	1	0.0%	0	0.0%	0	0.0%	0	39.5%	22
Wednesbury Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	2.3%	99	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Wolverhampton City Centre	5.5%	232	0.7%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	2
Wombourne Village Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Worcester City Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.2%	10	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Crown Wharf Shopping Park, Walsall	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Gallagher Retail Park, Junction 9, Wednesbury	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Armstrong Way,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1

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Weighted:

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	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Willenhall												
Linkway Retail Park, Watling Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	1.8%	78	3.1%	3	5.9%	5	9.6%	6	6.7%	1	7.2%	8
Merry Hill SHOPPING CENTRE, Brierley Hill	6.8%	290	10.2%	8	30.4%	27	36.4%	21	23.8%	4	28.4%	31
Oak Retail Park, Dudley Road, Brierley Hill	0.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Reedswood Way Retail Park, Reedswood Way, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Solihull Retail Park / Sears Retail Park, Shirley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Green Street, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Pitcairn Drive, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	40.2%	1707	44.5%	36	44.4%	39	42.2%	25	43.5%	8	41.6%	46
Albrighton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Howard Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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Alvechurch Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane South, Tipton	0.3%	13	5.2%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Asda, Daisy Street, Bilston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, Walsall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hagley Road West, Quinton, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn, Dudley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Kings Heath, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, New Road, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill	0.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Saltwells Road, Cradley Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Minworth, Sutton Coldfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Barr	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.1%	4	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodall Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashmore Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Aston District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilbrook Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham Airport, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpole Local Cntrre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boston Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Cheslyn Hay Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall & Wergs Garden Centre, Wergs Hall Road, Codsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Codsall Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franche Road, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotteridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coven Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchfield Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wyrley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamstead Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Shopping Park, Walford House, Redditch	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Norton Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Lidl, Friar Park Road, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Industrial Estate, Rose Hill, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Local Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0

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Morrisons, Charterfield Shopping Centre, Kingswinford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Morrisons, Lichfield Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Morrisons, Middle Piece Way, Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Spring Hill, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Neptune Industrial Estate, Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Netherton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Invention Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Office Outlet, Rocky Lane, Aston Cross, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oswestry Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkfield Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2
Penn Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushall Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Birmingham												
Sainsbury's Superstore, Reedswood Way, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Brierley Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streetley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, New Square, West Bromwich	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.2%	9	3.6%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Tesco Superstore, Victoria Street, Hednesford, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Torquay Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trago Mills, Two Waters Foot, Liskeard	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Gornal Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wall Heath Local Centre	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Weoley Castle Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Heath Local Centre, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wood Lane, Bartley Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	18	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Weighted base:	4247	80	88	58	18	110	71	31	56	69	94	167
Sample:	4123	67	75	80	74	85	88	70	81	67	72	81

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Q27 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.0%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	1.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Birmingham City Centre	4.0%	154	3.7%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Blackheath Town Centre	0.4%	15	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.3%	10	0.0%	0	9.9%	8	1.5%	1	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.4%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Cape Hill Local Centre, Smethwick	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer Town Centre	0.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.2%	8	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.8%	30	4.1%	3	2.4%	2	0.9%	0	0.0%	0	0.0%	0
Erdington Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Halesowen Town Centre	0.7%	25	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.2%	45	0.0%	0	1.4%	1	2.4%	1	4.8%	1	3.0%	3
Kingstanding Local Centre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.1%	4	0.0%	0	2.1%	2	4.2%	2	0.0%	0	0.0%	0
Lichfield City Centre	1.4%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	4
Lye Local Centre, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Newport Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	1.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	1.2%	48	2.4%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.9%	35	0.0%	0	1.2%	1	2.5%	1	6.2%	1	19.5%	19
Sutton Coldfield Town Centre	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	2
Walsall Town Centre	3.4%	129	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	0.4%	14	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	2.8%	107	10.2%	8	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Willenhall Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	3.7%	141	0.0%	0	0.0%	0	3.0%	1	2.1%	0	0.0%	0
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Battery Retail Park, Selly Oak	0.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	2.8%	108	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Bilston Road Retail Park, Bilston Road, Monmore Green	0.6%	24	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Gateway Retail Park, Eastern Way, Cannock	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardinal Point Retail Park,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Tamworth																								
Crossley Park, Carpet Trades Way, Kidderminster	1.7%	64	1.2%	1	0.0%	0	1.5%	1	8.0%	1	1.2%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	1.3%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	7.8%	6	3.0%	3	3.1%	6
Gallagher Retail Park, Junction 9, Wednesbury	1.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	4	5.0%	4	10.1%	10	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Armstrong Way, Willenhall	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	1.0%	1	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.7%	3
Madford Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	2.5%	98	1.9%	2	7.3%	6	9.7%	5	8.5%	1	10.2%	10	5.0%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.5%	1
Merry Hill SHOPPING CENTRE, Brierley Hill	7.4%	286	9.8%	8	44.4%	35	38.5%	18	28.1%	4	33.5%	33	32.2%	18	0.0%	0	0.0%	0	1.2%	1	3.4%	3	0.0%	0
Mitre Retail Park, Bilston Road, Monmore Green	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	2.0%	76	9.4%	8	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	2.4%	1	0.0%	0	0.0%	0	4.0%	7
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedwood Way Retail Park, Reedwood Way, Walsall	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	5	1.7%	2	0.0%	0
Roman Way Retail Park, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Selly Oak Shopping Park, Birmingham	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springvale Way Retail Park, Springvale Way, Bilston	0.1%	3	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
St Johns Retail Park, Dudley Road, Wolverhampton	0.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Telford Bridge Retail Park, Telford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Telford Forge Shopping Park, Telford	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	2			
The Fort Shopping Park, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
The Peel Centre Retail, Stafford Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Ventura Retail Park, Tamworth	1.2%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	3.3%	6				
Wrekin Retail Park, Telford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Wyrley Brook Retail Park, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
B&Q, Solihull Retail Park, Chalford Way, Shirley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
B&Q, Wyrley Brook Retail Park, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Homebase, Chester Road, New Oscott, Sutton Coldfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
IKEA, Park Lane, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Internet / delivery	33.5%	1289	39.7%	32	23.0%	18	30.6%	15	38.7%	5	27.7%	27	25.4%	15	33.8%	8	28.0%	14	16.1%	11	45.1%	45	35.3%	63
Abbey Retail Park, Alvechurch Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Aldi, Bristol Road South, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Aldi, Church Street, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Aldi, Dudley Road, Kingswinford	0.0%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Aldi, Earls Way, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Aldi, Green Street, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Aldi, Mercury Drive, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Aldi, Queensville, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Aldi, Walsall Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Aldi, Wolverhampton Road, Oldbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Asda, Avon Road, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	3				
Asda, Barnes Hill, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												

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Weighted:

	Total	Zone 23		Zone 24		Zone 25		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33		
Asda, Brickhouse Lane South, Tipton	0.2%	9	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.0%	0
Asda, Daisy Street, Bilston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Walmley Ash Road, Minworth, Sutton Coldfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.1%	4	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aston Villa FC, Villa Park, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bilston Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barons Court Trading Estate, Walsall Road, Walsall Wood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldmere Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale Retail Park, Chester Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chasetown Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall & Wergs Garden Centre, Wergs Hall Road, Codsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Codsall Village Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
County Sports, Worcester Road, Hagley, Stourbridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Saxon Cross House, Watling Street, Gailey	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dolittles Pet & Aquatic Centre, Bridgnorth Road, Shipley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstall Hill Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Green Street, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Frederick Road, Kidderminster	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Road Retail Park, Hagley Road West, Quinton, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Holloway Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hopwood Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horseley Heath Local Centre	0.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds United FC, Elland Road, Leeds	0.0%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Lichfield Retail Park, Vulcan Road	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Aston Golf Club, Roman Road, Streetly, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Industrial Estate, Rose Hill, Willenhall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Longbridge Local Centre	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33										
Morrisons, Lichfield Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	1	0.0%	0
National Exhibition Centre, Marston Green, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neptune Industrial Estate, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pacific Nurseries, Chester Road, Streetly, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Penrith Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Beeches Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Foldgate Lane, Ludlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port Solent Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roberts Farm Shop, Kidderminster Road, Stourbridge, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Sainsbury's Superstore, Reedswood Way, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snow Hill, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.1%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Camden Street, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Tesco Superstore, Ridgacre Road, Quinton, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Superstore, Victoria Street, Hednesford, Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Tettenhall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TFM Superstore, Stableford, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Big Pet Store, Hereward Rise, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Park, Suffrage	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Street, Smethwick												
Walsall Wood Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weavers Wharf, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Garden Centre, Worcester Road, Wychbold	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.1%	2	0.0%	0	0.0%	0	1.3%	0	1.2%	1	1.5%	1
Wychbold Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Bridgnorth Road, Shipley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	6	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	3851	81	79	48	13	99	57	24	49	71	99	178
Sample:	3415	64	65	57	52	70	67	53	67	60	73	83

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Q28 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	3	0.0%	0	0.0%	0	0.8%	0	2.2%	0	1.8%	2
Bearwood Local Centre, Smethwick	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	1.4%	54	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Birmingham City Centre	4.1%	154	4.6%	4	0.0%	0	2.1%	1	1.1%	0	0.0%	0
Blackheath Town Centre	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.5%	17	0.0%	0	10.1%	8	3.5%	2	3.1%	0	0.7%	1
Bromsgrove Town Centre	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Brownhills Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.6%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.3%	11	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.7%	1
Darlaston Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	2.0%	76	8.4%	7	4.3%	4	4.0%	2	2.2%	0	0.0%	0
Erdington Local Centre, Birmingham	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	5	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Handsworth Local Centre, Birmingham	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	2.7%	103	0.0%	0	0.0%	0	0.0%	0	16.4%	2	1.4%	1
Kingstanding Local Centre, Birmingham	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.3%	10	0.0%	0	1.3%	1	5.9%	3	0.0%	0	3.3%	3
Lichfield City Centre	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye Local Centre, Stourbridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Northfield Local Centre, Birmingham	1.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Shifnal Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.6%	21	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Stirchley Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.6%	23	0.0%	0	0.0%	0	3.8%	2	5.0%	1	11.6%	12
Stourport-on-Severn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Tipton Town Centre	0.1%	4	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	2.0%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	10
Wednesbury Town Centre	1.2%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	1.2%	47	5.7%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Willenhall Town Centre	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4
Wolverhampton City Centre	3.2%	121	0.0%	0	0.0%	0	0.8%	0	0.0%	0	2.5%	1
Wombourne Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Worcester City Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.9%	34	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Bescot Retail Park, Bescot Crescent, Walsall	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Bilston Road Retail Park, Bilston Road, Monmore Green	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Gateway Retail Park, Eastern Way, Cannock	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Cardinal Point Retail Park, Tamworth	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Crossley Park, Carpet Trades Way, Kidderminster	1.1%	42	0.0%	0	0.7%	1	2.1%	1	13.9%	2	1.1%	1
Crown Wharf Shopping Park, Walsall	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elgar Retail Park, Blackpole Road, Worcester	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	6.7%	254	16.2%	13	0.0%	0	0.0%	0	0.0%	0	15.0%	7
Greyfriars Way Retail Park, Stafford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2
Jerome Retail Park, Bridgeman Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.5%	18	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Keyway Retail Park, Armstrong Way, Willenhall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	3
Merry Hill RETAIL PARK, Brierley Hill	6.0%	227	2.5%	2	26.7%	22	33.1%	19	15.1%	2	23.9%	25
Merry Hill SHOPPING CENTRE, Brierley Hill	3.9%	147	0.0%	0	25.7%	21	12.4%	7	7.9%	1	29.9%	31
Mitre Retail Park, Bilston Road, Monmore Green	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Oldbury Green Retail Park, Oldbury Ringway	0.9%	34	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	2.3%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	4
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	2
Reedswood Way Retail Park, Reedswood Way, Walsall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Roman Way Retail Park, Cannock	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Selly Oak Shopping Park, Birmingham	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull GATE Retail Park,	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Marshall Lake Road, Solihull												
Solihull Retail Park / Sears Retail Park, Shirley	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springvale Way Retail Park, Springvale Way, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	1.9%	70	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Telford Forge Shopping Park, Telford	0.3%	12	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Ventura Retail Park, Tamworth	1.5%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Axletree Way, Park Lane, Wednesbury	0.3%	12	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	0.1%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Spring Vale Retail Park, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Birchley Lane, Oldbury	0.9%	33	2.6%	2	0.0%	0	0.0%	0	0.0%	0	5.1%	3
Homebase, Chester Road, New Oscott, Sutton Coldfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Oldbury Green Retail Park, Warley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, St Johns Retail Park, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury	5.4%	205	5.4%	4	1.2%	1	8.4%	5	3.6%	1	3.0%	3
Leekes, Great Bridge Road, Bilston	0.5%	20	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Hollies Park Road, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Prospect Road, off Mucklow Hill, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Internet / delivery	22.0%	830	31.6%	25	27.6%	23	18.1%	10	15.7%	2	18.4%	19
Acocks Green Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alan Ward Furniture, Ennerdale Road, Shrewsbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alcester Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Asda, Brickhouse Lane South, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bilston Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Dunlop Way, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bill Samson, Nimmings Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birchley Industrial Estate, Birchfield Lane, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishopswood Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldmere Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradeley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradmore Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Britannia Enterprise Park, Europa Way, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broad Street DIY, Worcester Road, Bromsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookhill Works/Windsor Road, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnt Tree & Birmingham New Road, Dudley, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caldmore Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Castle Vale Retail Park, Chester Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Cedars Business Centre, Avon Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheadle Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claregate Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claverley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coney Industrial Estate, Birmingham New Road, Tipton	0.1%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookes Furniture, Goosemoore Lane, Erdington	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33						
Coseley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Cousins Furniture Store, Hall Street, Dudley	0.1%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Coven Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Coventry City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Crewe Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
DFS, John Kempe Way, Camp Hill Middleway, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
DFS, Watling Street, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.6%	1	0.9%	1
Dormston Trading Estate, Burton Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Dudley Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Dunelm, Bilston Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Dunstall Hill Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Easter Park, Worcester Road, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Edgbaston Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Exchange Industrial Estate, Watling Street, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Finchfield Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Finstall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Gornal Local Centre	0.1%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0						
Granada Trading Estate, Park Street, Oldbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Great Bridge Road, Bilston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Heath Hill Industrial Estate, Heath Hill, Dawley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Highgate Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Hill Top Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
IKEA, Croft Road, Coventry	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Imperial Retail Park, Eastern Avenue, Lichfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0						
Lane Head Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Lichfield Retail Park, Vulcan Road	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Longacres Industrial Estate, Rose Hill, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Longbridge Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Mere Green Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Minehead Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Morrisons, Charterfield Shopping Centre,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Kingswinford												
New Oscott Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Canes, Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakengates Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldswinford Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Oxford Street Industrial Park, Vulcan Road, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pacific Nurseries, Chester Road, Streetly, Aldridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Park Lane Trading Estate, Park Lane, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkfield Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenside Retail Park, Erdington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snow Hill, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sparkbrook Local Centre	0.0%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Springfield Industrial Estate, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Cross Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sundorne Retail Park, Arlington Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hough Retail Park, Lichfield Road, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
The Range, Walsall Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trysull Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyseley District Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Gornal Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wall Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.8%	0	4.3%	1	0.0%	0
Walsall Carpets, Green Lane, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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Walsall Wood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Garden Centre, Kidderminster Road South, Hagley, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Wellington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Business Park, Trent Valley Road, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Wollaston Village Centre	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Wordsley Village Centre	0.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Wulfrun Trading Estate, Stafford Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Retail Park, London Road, High Wycombe	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Newport Road, Albrighton, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	9	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	3769	78	83	57	15	103	51	24	49	70	98	159
Sample:	3627	62	69	76	63	77	63	52	68	66	76	79

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	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Q29 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Bearwood Local Centre, Smethwick	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.8%	38	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Birmingham City Centre	1.0%	45	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Blackheath Town Centre	0.3%	13	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Bridgnorth Town Centre	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.4%	18	2.6%	3	6.7%	7	2.5%	1	2.4%	0	3.0%	3
Bromsgrove Town Centre	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.2%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Cape Hill Local Centre, Smethwick	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.2%	9	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.6%	28	3.6%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Erdington Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.2%	10	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	0.9%	43	0.0%	0	3.3%	3	2.4%	1	0.0%	0	1.7%	2
Harborne Local Centre, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.1%	49	0.0%	0	0.0%	0	0.0%	0	10.3%	2	1.0%	1
Kingstanding Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.0%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Lichfield City Centre	1.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye Local Centre, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	0	4.7%	3
Northfield Local Centre, Birmingham	0.9%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Oldbury Town Centre	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Oxley Local Centre, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Quinton Local Centre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Redditch Town Centre	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Rugeley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Sedgley Local Centre, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Shifnal Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Shrewsbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Smethwick Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Solihull Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Stafford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0										
Stirchley Local Centre, Birmingham	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Stourbridge Town Centre	0.8%	37	0.0%	0	1.7%	2	3.2%	2	5.0%	1	18.7%	22	14.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	1.5%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.3%	14	17.8%	16	3.3%	4	0.0%	0
Wednesbury Town Centre	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.7%	2	5.8%	7	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	1.0%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Willenhall Town Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Wolverhampton City Centre	1.9%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	2.4%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Bromsgrove	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Cannock Gateway Retail Park, Eastern Way, Cannock	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4
Cardinal Point Retail Park, Tamworth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.2%	10	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.2%	9	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.0%	2	0.0%	0	0.0%	0
Elgar Retail Park, Blackpole Road, Worcester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	3.2%	148	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	15.9%	14	26.1%	32	0.9%	2
Jerome Retail Park, Bridgeman Street, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	3.3%	3	0.0%	0	0.0%	0
Keyway Retail Park, Armstrong Way, Willenhall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	6
Madford Retail Park, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	1.2%	57	0.0%	0	9.1%	9	5.3%	3	4.1%	1	9.7%	11	2.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	1.0%	46	0.0%	0	6.2%	6	4.1%	2	0.0%	0	14.6%	17	8.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill	0.7%	33	0.0%	0	9.7%	10	14.0%	8	2.9%	1	6.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	1.3%	59	2.3%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.9%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.9%	1	0.0%	0	0.0%	0	7.0%	13
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5	0.0%	0	0.0%	0
Roman Way Retail Park, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Selly Oak Shopping Park, Birmingham	0.9%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull GATE Retail Park, Marshall Lake Road, Solihull	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Springvale Way Retail Park, Springvale Way, Bilston	0.5%	21	0.0%	0	0.0%	0	1.2%	1	1.6%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	1.5%	70	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre Retail, Stafford Street, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Ventura Retail Park, Tamworth	0.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3
Wrekin Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
B&Q, Axletree Way, Park Lane, Wednesbury	8.2%	381	22.4%	22	0.0%	0	0.7%	0	0.0%	0	0.0%	0
B&Q, Cardinal Point Retail Park, Tamworth	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Green Street, Kidderminster	3.7%	174	0.0%	0	3.8%	4	13.7%	8	40.2%	8	14.4%	17
B&Q, Hough Retail Park, Stafford	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.3%	9
B&Q, Jinnah Road, Redditch	0.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	10.4%	485	0.0%	0	27.8%	28	20.8%	12	3.3%	1	12.6%	15
B&Q, Solihull Retail Park, Chalford Way, Shirley	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Spring Vale Retail Park, Bilston	6.8%	319	16.4%	16	2.5%	3	10.5%	6	1.6%	0	0.0%	0
B&Q, Telford Bridge Retail Park, Telford	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
B&Q, Wyrley Brook Retail Park, Cannock	4.2%	197	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Dunelm, Birchley Lane, Oldbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Brook Retail	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Park, Bromsgrove												
Homebase, Chester Road, New Oscott, Sutton Coldfield	1.9%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Kings Heath, Birmingham	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Oldbury Green Retail Park, Warley	1.7%	80	15.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Orbital Retail Park, Cannock	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Spennells Valley Road, Kidderminster	0.3%	12	0.0%	0	1.9%	2	0.0%	0	2.6%	1	0.0%	0
Homebase, St Johns Retail Park, Wolverhampton	1.3%	62	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Homebase, Wrekin Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury	0.3%	15	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Pitcairn Drive, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aldridge Road, Perry Barr	0.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Ash Tree Road, Stirchley	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Hollies Park Road, Cannock	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Holyhead Road, Handsworth	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Prospect Road, off Mucklow Hill, Halesowen	0.3%	15	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, West Street, off Stafford Road, Wolverhampton	1.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	8.7%	408	15.9%	16	14.6%	15	7.1%	4	1.7%	0	12.2%	14
A5 Trade Center, Watling Street, Four Crosses, Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridge Cross Road, Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane	0.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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South, Tipton												
Asda, George Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashmore Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashwood Nurseries, Ashwood Lower Lane, Kinver, Kingswinford	0.1%	5	0.0%	0	0.0%	0	1.3%	1	3.5%	1	0.0%	0
Aston Cross Industrial Estate, Aston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bilston Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Ferrie Grove, Brownhills, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Dunlop Way, Birmingham	0.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
B&Q, Spring Lane, Malvern	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Wellington Road, Derby, Burton-on-Trent	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Barnett Hill by Cherry Lane, Worcester Road, Clent, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	0	1.0%	1
Barnt Green Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartley Green Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beechcroft Nurseries & Garden Centre, Madeley Road, Belbroughton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bolton Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Bradmore Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Britannia Enterprise Park, Europa Way, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Broad Street DIY, Worcester Road, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carters Green Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carvers Building Supplies, Little's Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Castle Nurseries, Birmingham Road, Studley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clent Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall & Wergs Garden Centre, Wergs Hall Road, Codsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Centre	0.1%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Coltham Road, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trysull Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coseley Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crankhall Lane, Wednesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curborough Hall Farm Countryside Centre, Watery Lane, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Watling Street, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.3%
Dimmingsdale Bridge Garden Centre, Ebstree Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Birmingham Road, Shenstone, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Nuneaton Road, Atherstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Saxon Cross House, Watling Street, Gailey	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enterprise Trading Estate, Pedmore Road, Brierley Hill	0.1%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Frankley Industrial Estate, Tay Road, Rubery	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden Village, Bridgnorth Road, Shipley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grangewood Garden Centre, Bonehill Road, Mile Oak, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grasmere Garden Centre & Aquatics, Lichfield Road, Brownhills, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Halls Garden Centre, Chester Road, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Heath Hill Industrial Estate, Heath Hill, Dawley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highdown Nursey, Sugar Loaf Lane, Kinver	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Hirons Garden Centre, Wellington Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hodgehill Garden Centre, Birmingham Road, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollybush Garden Centre and Aquaria, Warstone Road, Shareshill	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Local Centre, Hollywood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ionic Park, Birmingham New Road, Dudley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Shopping Park, Walford House, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswood Road Nurseries, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Langley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lazy Hill Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lealans Garden Centre, Bridgnorth Road, Shipley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stalling's Lane, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Industrial Estate, Rose Hill, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mappleborough Green Garden Centre, A435, Mappleborough Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maypole Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Park Garden Centre, Stafford Road, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mica Hardware & DIY, Waterloo Road, Smethwick	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minworth Industrial Park, Minworth, Sutton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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Coldfield												
Minworth Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mucklow Hill Trading Estate, Halesowen	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neptune Industrial Estate, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Netherton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Oscott Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newlife Superstore, Hemlock Way, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Newtown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oreton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pacific Nurseries, Chester Road, Streetly, Aldridge	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.1%	4	0.0%	0	1.6%	2	0.0%	0	0.0%	0	3.5%	1
Penn Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Beeches Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pillaton Garden Centre, Penkridge, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Piper Nurseries & Garden Centre, Watling Street, Penkridge, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Plugs 2 Plants, Wallows Road, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ringway Industrial Estate, Eastern Avenue, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushall Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandiacre Farm Shop, Himley Lane, Himley, Dudley	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Screwfix, Birmingham Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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West Bromwich												
Screwfix, Globe Street, Wednesbury	0.1%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hewell Road, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Marston Road, Wolverhampton	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Prospect Drive, Lichfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Sovereign Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Walkmill Lane, Bridgtown, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Walsall Road, Walsall Wood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selco Builders Warehouse, Chester Road, Off Tyburn Island, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shareshill Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shortheath Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Singletons Nurseries, Birmingham Road, Lydiate Ash, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snow Hill, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalybridge Town Centre	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Stourport Marina, Sandy Lane, Stourport-on-Severn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streetley Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.0%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
TFM Superstore, Brickhouse Lane, Stoke Prior, Bromsgrove	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
TFM Superstore, Northgate, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
The Elms Day Nursery, Edgbaston Park Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Walsall Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Stourbridge Estate,	0.1%	3	0.0%	0	1.0%	1	0.0%	0	2.4%	0	0.6%	1

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Stourbridge												
Toolstation, Ash Tree Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Bridgeman Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Lichfield Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Untouchables, Cross Street North, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Gornal Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Nurseries, Erdington Road, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Garden Centre, Sutton Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Garden Centre, Kidderminster Road South, Hagley, Stourbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.2%	1
Webbs Garden Centre, Worcester Road, Wychbold	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wentworth Garden Rooms, Rounds Green Road, Oldbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Somerset Garden Centre, Mart Road, Minehead	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Oak Park, Dudley Road, Brierley Hill	0.1%	4	0.0%	0	1.6%	2	0.7%	0	0.0%	0	0.0%	0
Wickes, Redditch Ringway, Redditch	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St George's, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Vulcan Road, Lichfield	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Walmley Ash Road, Minworth, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WM Wheat & Son Garden Centre, Chester Road, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Wordsley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Wulfrun Trading Estate, Stafford Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Wyevale Garden Centre, Bridgnorth Road, Shipley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Wyevale Garden Centre, Maple Road, Birmingham	0.1% 6	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Wyevale Garden Centre, Wolseley Bridge, Stafford	0.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.5% 1
Wylde Green Local Centre	0.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Abroad	0.3% 14	1.7% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	2.0% 2	0.0% 0	0.0% 0
Weighted base:	4665	99	102	59	19	115	72	35	61	88	121	189
Sample:	4601	82	87	80	83	86	87	82	90	82	96	96

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Q30 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	1.1%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.0%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	1.4%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Birmingham City Centre	4.0%	205	1.9%	2	0.0%	0	1.6%	1	1.4%	0	0.6%	0
Blackheath Town Centre	0.9%	48	1.6%	2	3.4%	4	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	1.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	1.1%	54	0.9%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Brierley Hill Town Centre	0.4%	22	1.6%	2	15.6%	16	2.1%	2	2.1%	0	0.0%	0
Bromsgrove Town Centre	1.2%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	2.3%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2
Cape Hill Local Centre, Smethwick	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	4	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.4%	23	0.0%	0	3.0%	3	0.6%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	2.1%	108	4.6%	5	3.1%	3	2.9%	2	0.0%	0	0.0%	0
Erdington Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.7%	34	12.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	1.8%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Handsworth Local Centre, Birmingham	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	2.0%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	2.3%	118	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.5%	1
Kingstanding Local Centre, Birmingham	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.8%	41	0.0%	0	0.6%	1	36.3%	28	2.1%	0	3.7%	5
Lichfield City Centre	2.1%	109	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
											15.2%	10
											0.0%	0
											0.0%	0
											0.8%	2

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Lye Local Centre, Stourbridge	0.1%	4	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	1.4%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill Local Centre, Cradley Heath	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.9%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxley Local Centre, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Sedgley Local Centre, Dudley	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.1%	9
Stirchley Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	2.1%	110	0.0%	0	4.3%	4	4.7%	4	18.6%	4	47.7%	62
Stourport-on-Severn Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Sutton Coldfield Town Centre	1.1%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Tipton Town Centre	0.3%	15	12.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	4.2%	219	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	1.1%	59	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Wednesfield Local Centre, Wolverhampton	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	2.9%	152	5.8%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Willenhall Town Centre	0.9%	49	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Wolverhampton City Centre	5.8%	297	0.6%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Wombourne Village Centre	0.5%	27	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Worcester City Centre	0.1%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	2.1%	111	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Bromsgrove Retail Park,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Birmingham Road, Bromsgrove																								
Cannock Gateway Retail Park, Eastern Way, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1										
Crossley Park, Carpet Trades Way, Kidderminster	0.3%	18	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0										
Crown Wharf Shopping Park, Walsall	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	1.5%	3				
Elgar Retail Park, Blackpole Road, Worcester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Gallagher Retail Park, Junction 9, Wednesbury	0.8%	39	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.2%	1	14.5%	18	0.0%	0				
Jerome Retail Park, Bridgeman Street, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0				
Jolly Sailor Retail Park, Tamworth	0.1%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Keyway Retail Park, Armstrong Way, Willenhall	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.8%	1	0.0%	0		
Linkway Retail Park, Watling Street, Cannock	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3		
Merry Hill RETAIL PARK, Brierley Hill	0.9%	45	0.0%	0	5.9%	6	7.3%	6	3.5%	1	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Merry Hill SHOPPING CENTRE, Brierley Hill	5.7%	292	4.8%	5	43.2%	45	22.6%	17	18.4%	4	32.2%	42	26.5%	21	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill	0.2%	8	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Oldbury Green Retail Park, Oldbury Ringway	0.1%	6	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
One Stop Retail Park, Walsall Road, Perry Barr	1.0%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0		
Orbital Retail Park, Voyager Drive, Cannock	1.2%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	1.8%	1	0.0%	0	0.0%	0	12.5%	25
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.9%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Queens Shopping Park, Stafford	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	1.9%	2	0.0%	0	1.3%	3
Reedwood Way Retail Park, Reedwood Way, Walsall	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	7	0.0%	0	0.0%	0		
Selly Oak Shopping Park, Birmingham	0.8%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Solihull Retail Park / Sears Retail Park, Shirley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
St Johns Retail Park, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre Retail, Stafford Street, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Axletree Way, Park Lane, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Homebase, Oldbury Green Retail Park, Warley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Spennells Valley Road, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	11.2%	578	19.1%	20	7.4%	8	8.4%	6	8.7%	2	6.4%	8
Abbey Retail Park, Alvechurch Highway, Redditch	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alcester Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Birmingham	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridge Cross Road, Burntwood	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Aldi, Bristol Road South, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.1%	6	0.0%	0	1.6%	2	3.2%	2	0.0%	0	0.0%	0
Aldi, Green Street, Kidderminster	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Howard Street,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Wolverhampton												
Aldi, Maypole Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Station Drive, Ludlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stourbridge Road, Bridgnorth	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
All Saints Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvechurch Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill, Birmingham	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane South, Tipton	0.6%	31	12.0%	12	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Asda, George Street, Walsall	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Asda, Hagley Road West, Quinton, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Parkgate Shopping Centre, Stratford Road, Shirley, Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill	0.1%	4	0.9%	1	1.6%	2	1.0%	1	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Asda, Queensway, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Asda, Rumer Hill, Lichfield Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Saltwells Road, Cradley Road, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Asda, Walmley Ash Road, Minworth, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.2%	9	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodall Street, Walsall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashmore Park Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartley Green Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilbrook Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldmere Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boley Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradeley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradmore Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brandhall Lane, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	8.4%	3	0.0%	0
Bridgtown Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol Road, Selly Oak	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushbury Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caldmore Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carters Green Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlecroft Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catshill Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadsmoor Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.2%
Cheslyn Hay Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claverley Village Centre	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Codsall Village Centre	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franche Road, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hazelwell Street, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trysull Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coseley Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotteridge Local Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coven Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	
Edgbaston Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Essington Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fallings Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Farmfoods, High Street, Tipton	0.0%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Featherstone Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Finchfield Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fordhouses Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Four Oaks Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gornal Local Centre	0.1%	8	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Great Wyrley Village Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hagley Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	
Hamstead Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Heath Hayes Local Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.3%	3
High Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Highley Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hill Top Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hollywood Local Centre, Hollywood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kingfisher Shopping Park, Walford House, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kings Heath Local Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kings Norton Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kinver Village Centre	0.1%	4	0.0%	0	0.0%	0	18.4%	4	0.0%	0	0.0%	0	
Ladywood Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Leek Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Blackhalve Lane, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Finchfield Hill, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Halesowen Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, New Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Old Walsall Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Stalling's Lane, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	
Lion Farm Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Longbridge Local Centre	0.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lower Gornal Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ludlow Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Madeley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Manchester City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mere Green Local Centre	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Anchor Road, Aldridge, Walsall	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Beacon Street,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Lichfield												
Morrisons, Black Country Route, Bilston	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Wolverhampton	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, Kingswinford	0.1%	5	0.0%	0	0.0%	0	4.5%	3	0.8%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.1%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Morrisons, Hagley Road, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	0.1%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Market Street, Rugeley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.2%	10	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	1
Morrisons, Mill Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sherwood Road, Bromsgrove	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Spring Hill, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moseley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moxley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neptune Industrial Estate, Willenhall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Invention Local Centre	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldswinford Local Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkfield Local Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkhall Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pattingham Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Penn Village Centre	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Retail Park, Cannock Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quarry Bank Village Centre	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushall Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Birmingham	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.1%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Rowley Regis	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Sainsbury's Superstore, Inglewhite Road, Longridge, Preston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Sainsbury's Superstore, Sandringham Way, Brierley Hill	0.1%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotlands Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelfield Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shortheath Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Cross Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streetley Local Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristnall Hall Road, Birmingham, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.9%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.3%	16	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, New Square, West Bromwich	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newport Road, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.4%	20	6.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Camden Street, Birmingham	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	7
Tesco Superstore, Power	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Q31 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses)?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.9%	29	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Birmingham City Centre	13.9%	459	8.5%	7	3.8%	3	8.6%	5	10.8%	2	3.3%	3
Blackheath Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.8%	25	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Brierley Hill Town Centre	0.1%	4	0.0%	0	4.2%	3	0.0%	0	3.3%	0	0.0%	0
Bromsgrove Town Centre	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Brownhills Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.3%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Cape Hill Local Centre, Smethwick	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.7%	24	4.2%	3	2.1%	2	0.0%	0	0.7%	1	0.0%	0
Erdington Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.3%	44	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.3%	9	0.0%	0	0.0%	0	9.0%	5	0.0%	0	2.6%	3
Lichfield City Centre	1.7%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	1.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Shrewsbury Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.5%	17	0.0%	0	0.0%	0	0.8%	0	5.2%	1	0.0%	0
Stafford Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	1.0%	32	0.0%	0	2.1%	2	0.0%	0	4.6%	1	19.7%	20
Stourport-on-Severn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	1.1%	38	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Walsall Town Centre	3.9%	128	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Wednesbury Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	3.0%	100	11.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	6.8%	224	0.8%	1	0.0%	0	0.8%	0	0.0%	0	5.6%	1
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Bescot Retail Park, Bescot Crescent, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Bilston Road Retail Park, Bilston Road, Monmore Green	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Cannock Gateway Retail Park, Eastern Way, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Crossley Park, Carpet Trades Way, Kidderminster	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Gallagher Retail Park, Junction 9, Wednesbury	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	10
Greyfriars Way Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.3%	9	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Armstrong Way, Willenhall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	2.9%	95	4.0%	3	10.7%	9	9.6%	5	9.8%	1	8.3%	9
Merry Hill SHOPPING CENTRE, Brierley Hill	11.8%	390	19.7%	15	56.6%	45	40.2%	22	31.2%	4	39.5%	41
Mitre Retail Park, Bilston Road, Monmore Green	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Reedswood Way Retail Park, Reedswood Way, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
The Fort Shopping Park, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Telford Bridge Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Dunelm, Birchley Lane, Oldbury	0.5%	16	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Chester Road, New Oscott, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane,	0.7%	23	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Wednesbury																								
Internet / delivery	28.6%	948	34.1%	27	17.2%	14	29.8%	16	16.3%	2	23.3%	24	20.3%	11	22.5%	5	34.6%	15	17.6%	12	36.2%	27	43.2%	59
Abbey Retail Park, Alvechurch Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Freeth Street, Oldbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Raglan Street, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane South, Tipton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.1%	4	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet Centre, Pingle Drive, Bicester	0.1%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Bilston Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Lichfield Street, Burton upon Trent	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport, Longford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Shopping Park, Walford House, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leek Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stalling's Lane,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Kingswinford												
Longacres Industrial Estate, Rose Hill, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Spring Hill, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Sainsbury's Superstore, Alcester Road South, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coombs Road, Dudley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, New Square, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Holyhead Road, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
The Range, Walsall Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trentham Estate, Stone Road, Stoke-on-Trent	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.1%
Waitrose, Stonneyland Drive, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weavers Wharf, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weoley Castle Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Abroad	1.9%	64	5.8%	5	0.0%	0	0.0%	0	2.2%	0	0.0%	0
Weighted base:	3317	79	80	55	14	103	55	23	45	69	75	137
Sample:	3065	63	65	70	54	77	64	49	58	60	54	68

Q32 Do you or your household visit the following leisure attractions? [MR/PR]

Bingo / casino / bookmaker	7.5%	454	11.3%	15	11.7%	15	6.9%	6	3.0%	1	2.3%	3	3.1%	3	3.7%	2	12.4%	10	7.8%	9	16.3%	23	6.8%	16
Cinema	54.7%	3321	58.4%	76	48.7%	61	57.4%	47	48.7%	12	60.6%	89	55.1%	49	43.6%	19	57.4%	45	41.8%	49	54.7%	76	66.7%	154
Gym / health club / sports facility	21.1%	1284	28.9%	38	12.6%	16	19.3%	16	23.2%	6	25.5%	38	25.9%	23	21.8%	10	26.3%	21	15.0%	18	21.5%	30	20.3%	47
Theatre / concert / music venue	37.9%	2305	33.5%	44	20.4%	26	47.7%	39	44.2%	10	32.3%	47	31.5%	28	40.1%	18	35.9%	28	19.6%	23	27.5%	38	33.3%	77
Museum / gallery or place of historical / cultural interest	26.6%	1617	19.9%	26	15.6%	19	35.8%	30	27.7%	7	28.4%	42	25.0%	22	24.5%	11	31.3%	25	14.8%	17	23.4%	33	18.2%	42
Pub / bar / nightclub	51.1%	3105	51.0%	66	46.8%	59	55.7%	46	54.2%	13	56.6%	83	58.8%	52	45.9%	20	44.2%	35	38.8%	46	50.8%	71	47.2%	109
Restaurant / café / eating out	69.8%	4243	58.6%	76	59.2%	74	76.7%	63	77.4%	18	77.6%	114	74.6%	66	63.9%	28	68.6%	54	58.9%	69	67.4%	94	78.0%	180
Family entertainment (e.g. tenpin bowling, skating rink)	23.0%	1396	28.1%	37	16.2%	20	18.0%	15	10.7%	3	21.2%	31	21.7%	19	11.5%	5	23.7%	19	17.2%	20	29.7%	41	29.1%	67
Other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishing	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horse riding	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Place of worship / religious meeting	0.1%	5	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walking	0.1%	8	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	1.3%	2	0.0%	0	0.0%	0
Don't visit ANY leisure activities	11.2%	681	12.8%	17	22.2%	28	7.4%	6	10.8%	3	8.3%	12	8.7%	8	13.5%	6	16.2%	13	18.9%	22	14.1%	20	11.0%	25
Weighted base:	6076	130	125	83	24	147	89	44	79	118	140	230												
Sample:	6076	110	111	114	102	113	112	102	119	110	111	115												

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

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	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Q33 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?																								
<i>Those that said 'Bingo / casino / bookmaker' at Q32 AND Excl. Nulls</i>																								
BJ's Bingo, Mackadown Lane, Birmingham	1.8%	8	13.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	2	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo (Gala), Bushbury Lane, Wolverhampton	5.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.3%	2	0.0%	0	0.0%	0
Buzz Bingo (Gala), Kingsbury Road, Birmingham	3.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo (Gala), Lichfield Road, Wolverhampton	4.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo (Gala), Park Lane, Wednesbury	4.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.5%	3	11.8%	1	17.2%	4	0.0%	0
Buzz Bingo (Gala), Park Way, Rubery, Rednal	4.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo (Gala), Spinning School Lane, Tamworth	0.8%	4	13.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	1	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo (Gala), Streetly Road, Erdington, Birmingham	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Bingo, Barnes Hill, Birmingham	6.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Bingo, Chase Gateway, Hednesford	4.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	94.1%	15
Luda, Park Street, Walsall	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	1	0.0%	0	0.0%	0	0.0%	0
Mecca, Acocks Green, Birmingham	0.5%	2	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Dudley Street, Wednesbury	5.9%	25	57.5%	8	0.0%	0	0.0%	0	0.0%	0	21.0%	1	0.0%	0	0.0%	0	0.0%	0	20.3%	2	42.3%	9	0.0%	0
Mecca, Halesowen Street, Oldbury	12.2%	52	8.4%	1	11.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	2	0.0%	0
Mecca, High Street, Brierley Hill	9.1%	38	0.0%	0	77.9%	11	64.7%	4	0.0%	0	79.0%	3	65.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Kettlehouse Road, Birmingham	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Southwater Square, Telford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Springvale Way Retail Park, Bilston	6.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipleys Bingo Club, New Road, Kidderminster	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvechurch Village Hall,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Bear Hill, Alvechurch, Birmingham												
Ashmore Park Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartley Green Social Club, Field Lane, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betfred, Alcaster Road South, Maypole, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betfred, Dudley Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betfred, High Street, Rowley Regis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betfred, High Street, Tipton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilbrook Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston & District Labour Club, Wellington Road, Bilston	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Community Centre, Prouds Lane, Bilston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	1.9%	8	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0
Blackheath Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brockmoor Community Centre, Pensnett Road, Brierley Hill	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Community Centre, Chester Road North, Brownhills, Walsall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo, Jerome Retail Park, Midland Road, Walsall	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	23.8%
Casino 36, Temple Street, City Centre, Wolverhampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Casino, Castle Hill, Dudley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chapel Ash Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christ Church, Blakenhall Heath	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Club Dudley Social Club, Waterloo Street, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Hall, Wolverhampton Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Codsall												
Coral, Bradford Street, Shifnal	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coral, Bradford Street, Walsall	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coral, Cannock Road, Cannock	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5.9%
Cotteridge Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
Dudley Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fiveways Leisure Complex, Broad Street, Birmingham	1.4%	6	0.0%	0	0.0%	0	13.8%	1	0.0%	0	0.0%	0
Genting International Casino, Resort World, Marston Green, Birmingham	0.5%	2	0.0%	0	0.0%	0	76.4%	1	0.0%	0	0.0%	0
Great Barr Community Hub, Vicarage Rise, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grosvenor Casino, Bentley Mill Way, Walsall	0.2%	1	0.0%	0	0.0%	0	13.8%	1	0.0%	0	0.0%	0
Haling Dene Centre, Cannock Road, Penkridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%	0
Hanchurch Village Hall, Whitmore Road, Tittensor, Newcastle-under-Lyme	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth Wood Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawkins Sports & Social Club, Coppice Lane, Cannock	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	23.7%	0	0.0%	0	0.0%	0
Ladbrokes, High Street, Wolverhampton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litchfield Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low Hill Community Centre, Kempthorne Avenue, Wolverhampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Gornal Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Garrick Parade, Lord Street, Southport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MegaBet, High Road, Willenhall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre,	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Birmingham												
Ogley Hay Working Mens Club, Ogley Road, Brownhills, Walsall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Social Club, Norton Road, Pelsall, Walsall	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Working Mens Club, School Street, Sedgley, Dudley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury Casino, High Street, West Bromwich	0.6%	3	0.0%	0	4.1%	1	0.0%	0	0.0%	0	9.3%	2
Shipleys Luxury Bingo, Alcester Street, Redditch	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Labour Club & Institute, Coopers Lane, Smethwick	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	34.7%	1	0.0%	0
Stourport-on-Severn Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hangar, Pountney Street, Wolverhampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	73.4%	1	0.0%	0
The Pavillion Club, Stafford Road, Wolverhampton	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Royal British Legion, Summerhill, Kingswinford	0.1%	0	0.0%	0	0.0%	0	7.7%	0	0.0%	0	0.0%	0
Walsall Town Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
Wednesbury Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	2
Wednesfield Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitby Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
William Hill, Bloxwich Road, Walsall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
William Hill, High Street, Rowley Regis	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
William Hill, High Street, West Bromwich	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
William Hill, Kingstanding Road, Birmingham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
William Hill, Walsall Road, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witton Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	2
Wombourne Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Weighted base:	424	14	15	6	1	3	3	1	9	7	22	16
Sample:	390	11	12	7	2	3	4	2	11	5	14	8

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Q34 Where do you or members of your household normally go to the cinema?																								
<i>Those that said 'Cinema' at Q32 AND Excl. Nulls</i>																								
Cineworld, Bentley Bridge Leisure Park, Wolverhampton	12.9%	420	6.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	4	18.4%	8	7.1%	4	7.2%	5	29.5%	45
Cineworld, Fiveways Entertainment Centre, Birmingham	5.9%	192	6.9%	5	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	5	0.0%	0	1.7%	3
Cineworld, Middle Way Park, Burton upon Trent	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Cineworld, Telford Shopping Centre, Telford	1.5%	50	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	17.3%	3	0.0%	0	0.0%	0	0.0%	0	5.0%	8
Cineworld, Touchwood Shopping Centre, Solihull	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Palace Picture House, Cannock	1.4%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	1.3%	1	0.0%	0	0.0%	0	20.4%	31
Empire, Birmingham Great Park	12.5%	406	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	26.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire, Sutton Coldfield	2.0%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Everyman, Mailbox, Birmingham	1.2%	40	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	1.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Light House, Wolverhampton	1.5%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.8%	0	1.8%	1	1.3%	1	0.0%	0
Odeon, Bolebridge Street, Tamworth	2.8%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	5	0.0%	0	0.0%	0	7.6%	11
Odeon, Broadway Plaza, Birmingham	3.3%	109	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Odeon, Foregate Street, Worcester	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Odeon, Forge Gate, Telford	1.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Merry Hill, Brierley Hill, Dudley	9.1%	294	7.1%	5	72.2%	44	46.1%	22	51.0%	6	67.9%	60	40.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, New Square, West Bromwich	5.9%	192	20.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	46.1%	35	0.0%	0
Odeon, New Street, Birmingham	2.6%	84	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Waterfront Way, Stafford	1.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.9%	7	0.0%	0	0.0%	0	0.0%	0	12.9%	20
Red Carpet Cinema, Barton-Under-Needwood	0.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Reel Cinema, Kidderminster	1.9%	61	0.0%	0	3.2%	2	0.0%	0	4.1%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reel Cinema, Quinton	2.0%	66	0.0%	0	3.2%	2	0.0%	0	2.7%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase, Bentley Mill Way, Walsall	4.0%	131	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	5.9%	3	22.3%	11	23.9%	18	8.6%	13
Showcase, Castlegate Way, Dudley	12.0%	390	55.7%	42	21.4%	13	53.9%	26	31.6%	4	26.7%	24	23.3%	11	0.0%	0	0.0%	0	0.0%	0	11.4%	9	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33										
The Electric Cinema, Birmingham	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
The Light Cinema, Walsall	7.3%	236	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.3%	19	49.9%	25	7.4%	6	10.6%	16				
Vue, Friar Street, Worcester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Vue, Kingfisher Shopping Centre, Redditch	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Vue, Star City, Watson Road, Birmingham	3.5%	115	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	4.7%	2	9.2%	5	0.0%	0	1.0%	1
Abroad	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.0%	1
Aldridge Cinema, Noddy Park Road, Aldridge, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Youth Theatre, Noddy Park Road, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Theatre, Wulfruna Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Artrix, Slideslow Drive, Bromsgrove	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Jubilee Hall, Bargate Street, Brewood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Broadway Plaza, Ladywood Middleway, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Festival Leisure Park, Basildon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Old Potts Way, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Resorts World, Pendigo Way, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Assembly Rooms, Mill Street, Ludlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Majestic Cinema, Whitburn Street, Bridgnorth	0.6%	19	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Midlands Arts Centre, Cannon Hill Park, Queen's Ride, Birmingham	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Number 8 Arts Centre, High Street, Pershore	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Market Hall, The Square, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Village Hall, Aston Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St George's Hall, Load Street, Bewdley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Hall, Crown Lane, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Weighted base:	3252	75	61	47	11	88	47	18	44	49	76	151
Sample:	2817	57	51	60	42	61	55	40	60	43	56	72

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Q35 Where do you or members of your household normally go to use a gym / healthclub / sports facility?												
<i>Those that said 'Gym / health club / sports facility' at Q32 AND Excl. Nulls</i>												
Aldridge Village Centre	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	3.3%	40	0.0%	0	0.0%	0	0.0%	0	10.8%	2	0.0%	0
Blackheath Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	2
Bloxwich Town Centre	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	1.8%	22	0.0%	0	38.2%	6	9.5%	1	0.0%	0	15.2%	5
Bromsgrove Town Centre	2.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	3
Brownhills Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	2.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Darlaston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0
Dudley Town Centre	1.6%	19	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.2%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	1.8%	22	0.0%	0	6.1%	1	0.0%	0	5.8%	0	0.0%	0
Handsworth Local Centre, Birmingham	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	1.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1
Kidderminster Town Centre	1.9%	23	0.0%	0	0.0%	0	0.0%	0	18.7%	1	0.0%	0
Kingstanding Local Centre, Birmingham	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.3%	4	0.0%	0	0.0%	0	19.5%	3	8.8%	0	0.0%	0
Lichfield City Centre	2.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill Local Centre, Cradley Heath	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxley Local Centre, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre,	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Birmingham												
Redditch Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	2.7%	33	0.0%	0	16.6%	3	0.0%	0	18.0%	1	45.2%	16
Stourport-on-Severn Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.8%	10	28.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	3.2%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.5%	8
Wednesbury Town Centre	1.9%	22	12.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	1.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2
Wolverhampton City Centre	3.8%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	1
Wombourne Village Centre	1.4%	17	0.0%	0	0.0%	0	17.9%	3	0.0%	0	0.0%	0
Worcester City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	1.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	3
Merry Hill RETAIL PARK, Brierley Hill	0.1%	1	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1
Oldbury Green Retail Park, Oldbury Ringway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
The Fort Shopping Park, Birmingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.0%	12	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
24/7 Fitness, Foley Grove, Kidderminster	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
24/7 Fitness, Hagley Road, Birmingham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
24/7 Fitness, Hallens Drive, Wednesbury	0.4%	5	14.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbey Stadium, Birmingham Road, Redditch	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Action Heart, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altered Images, Worcester Road, Bromsgrove	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anytime Fitness, Queensway, Halesowen	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bannatyne Health, Bonehill Road, Bitterscote, Tamworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeches Pool & Fitness Centre, Beeches Road, Birmingham	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better Gym, Lichfield Road, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better Gym, Lichfield Road, Walsall Wood, Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Better Gym, Wyrley Brook Park, Vine Lane, Cannock	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Hospital, Dudley Road, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Country Barbell, Talbot Street, Stourbridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blakenhall Community and Healthy Living Centre, Bromley Street, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Active Living, High Street, Walsall	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	2
Brewood Jubilee Hall, Bargate Street, Brewood, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Plaza, Ladywood Middleway, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Sport & Leisure Centre, School Drive,	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Bromsgrove												
Brownhills Activity Centre, Pelsall Road, Brownhills, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Leisure Centre, High Street, Burntwood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chase Leisure Centre and Golf Course, Stafford Road, Cannock	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Leisure Centre, Saredon Road, Cheslyn Hay, Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Classic Physiques Gym, Garratts Lane, Cradley Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claverley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cocks Moors Woods Leisure Centre, Alcester Road South, Kings Heath	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Leisure Centre, Elliotts Lane, Codsall, Wolverhampton	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crystal Leisure Centre, Bell Street, Stourbridge	0.2%	3	0.0%	0	0.0%	0	3.0%	0	0.0%	0	5.2%	2
David Lloyd, Birmingham Road, Shenstone, Lichfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, One Lichfield South Wall Island, Birmingham Road, Shenstone, Lichfield	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Pensnett Road, Dudley, Brierley Hill	0.5%	6	0.0%	0	12.3%	2	4.8%	1	9.0%	0	0.0%	0
David Lloyd, Shady Lane, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Slideslow Drive, Bromsgrove	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daytona Tamworth, Robeys Lane, Tamworth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doug Ellis Sports Centre, Wellhead Lane, Birmingham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Sports Centre, Wellington Road, Dudley	0.4%	5	0.0%	0	6.9%	1	9.6%	1	0.0%	0	0.0%	0
DW Fitness First, Weavers	0.4%	5	0.0%	0	0.0%	0	0.0%	0	8.8%	0	0.0%	0

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Wharf, Black Horse Lane, Kidderminster												
Easy Gym, Corporation Street, Birmingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgbaston Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everlast Fitness Club, Bristol Road South, Birmingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairlawns Hotel and Spa, Little Aston Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Firewalker Fitness and Martial Arts, Salisbury Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fortnocks Ultimate Health & Fitness Centre, Stalling's Lane, Kingswinford	0.2%	3	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0
Foundry Gym, Cooper Street, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foundry Gym, Pool Street, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friary Grange Leisure Centre, Eastern Avenue, Lichfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym & Slim, Union Drive, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym Unity, Tye Road, Fradley Park, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gymophobics, Orbital Plaza, Bridge Street, Cannock	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gymophobics, Rookery Lane, Aldridge, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haden Hill Leisure Centre, Barrs Road, Cradley Heath	0.7%	8	0.0%	0	3.8%	1	0.0%	0	0.0%	0	3.2%	1
Hagley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
Halesowen Leisure Centre, Great Cornbow, Halesowen	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halo Bridgnorth Endowed Leisure Centre, North Gate, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth Wellbeing Centre, Holly Road, Birmingham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Pool & Fitness Centre, Lordswood Road, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harry Mitchell Leisure Centre, Broomfield,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Smethwick												
Harvington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haughton Hall Hotel & Leisure Club, Haughton Lane, Shifnal	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathbrook Fitness, Swindon Road, Wall Heath, Kingswinford	0.2%	2	0.0%	0	0.0%	0	4.8%	1	5.8%	0	2.0%	1
Holiday Inn, Chapel Lane, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Gyms, Phoenix Retail Park, Stafford Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Edward VI Sports Centre, King's Hill Road, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0
Klassics Heath & Leisure, Kidderminster Road, Kingswinford	0.1%	1	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0
Langley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Lodge, Common Road, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Swimming Centre, Vicarage Road, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Le Club Merry Hill, Level Street, Brierley Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamore Park, Blakenall Lane, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liberty Leisure Centre, Saxon Way, Stoke Road, Wychbold, Droitwich Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Fitness, Stockwell Avenue, Brierley Hill	0.1%	1	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0
Longbridge Town Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mary Stevens Park, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Mercure Hotel, Habberley Road, Kidderminster	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mercure Hotel, Penn Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0
Mere Green Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Cross Hospital, Wolverhampton Road, Heath Town,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Wolverhampton												
Newport Swimming Pool, Victoria Park, Newport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, Ashbrook Drive, Rubery, Birmingham	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, Broadway Plaza, Ladywood Middleway, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, East Cannock Road, Cannock	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, Telford Forge Retail Park, Colliers Way, Telford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, Wolverhampton Business Park, Broadlands	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Park Active Living Centre, Coppice Road, Walsall Wood, Walsall	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Community Centre, Station Road, Pelsall, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Leisure Centre, Cannock Road, Penkridge, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portway Lifestyle Centre, Newbury Lane, Oldbury	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pulse Wednesbury, Friar Park Road, Wednesbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pump Gyms, High Street, Ryemarket, Stourbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Astle Retail Park, Cronehills Linkway, West Bromwich	1.2%	14	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Bentley Bridge Retail Park, Bentley Bridge Way, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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PureGym, Birmingham Road, Wolverhampton	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Central Square, Brodie House, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Dudley Port, Tipton	0.5%	6	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Imperial Retail Park, Lichfield	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1
PureGym, Kingfisher Square, Redditch	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Level Street, Brierley Hill	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
PureGym, Park Street, Walsall	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1
PureGym, Snow Hill Plaza, Street. Chads Queensway, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Victoria Street, Hednesford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1
PureGym, Windmill Shopping Centre, Cape Hill, Smethwick	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinborne Community Centre, Ridgacre Road, Quinton, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RAF Cosford, Albrighton, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richard Dunn Sports Centre, Rooley Avenue, Bradford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Russells Hall Hospital, Pensnett Road, Dudley	0.2%	3	0.0%	0	3.8%	1	5.4%	1	0.0%	0	0.0%	0
Ryland Centre, New Road, Bromsgrove	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone Village Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Golf Club, Decker Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Gym, Bentley Mill Way, Walsall	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	4
Smethwick Swimming Centre, Thimblemill Road, Smethwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snap Fitness, Hagley Road, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1

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Snap Fitness, Milestone Way, Burntwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoneleigh Performance Fitness Centre, Stoneleigh Park, Stoneleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonnall Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhall Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0
The Chase Golf Health Club & Spa, Pottal Pool Road, Huntington, Penkridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1
The Edgbaston Priory Club, Sir Harrys Road, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Alexandra Street, Wolverhampton	0.5%	6	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
The Gym, Broadway, Ladywood Middleway, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Hagley Road West, Halesowen	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Kingsbury Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Parkgate Shopping Centre, Stratford Road, Shirley, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, The Parade, Sutton Coldfield, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Wrottesley Park Road, Perton, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Health Factory, Market Street, Kingswinford	0.1%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
The Morris Centre Club, Queen Elizabeth Hospital, Birmingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Leisure Centre, Alexandra Road, Tipton	0.6%	7	18.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Sports Academy, Wednesbury Oak Road, Tipton	0.1%	2	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ultimate Fitness, Doulton Trading Estate, Doulton Road, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
University of Birminham Sports & Fitness, Bristol	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vibe Hut, Dawley Brook Road, Stourbridge, Kingswinford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Gym, Castlegate Park, Birmingham, Dudley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Gym, The Green Business Park, Dog Kennel Lane, Shirley	0.3%	4	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Hotel, Castlegate Drive, Dudley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Village Hotel, Tempus Drive, Walsall	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, Blythe Valley Park, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1	0.0%	0	0.0%	0	0.0%	0
Walsall Gala Swimming and Fitness Centre, Tower Street, Walsall	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	4	0.0%	0
Wednesbury Leisure Centre, High Bullen, Wednesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Leisure Centre, Moor Street, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Hall, Langton Crescent, Whittington, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Lawn Tennis & Squash Club, Newbridge Crescent, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Swimming & Fitness Centre, Planetary Road, Wolverhampton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Leisure Centre, Ounsdale Road, Wombourne, Wolverhampton	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Workoutz Fitness Club, Borough Court, Grammar School Lane, Halesowen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV Active Aldersley, Aldersley Road, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
WV Active Bilston-Bert Williams, Nettlefolds Way, Bilston	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV Active Central, Bath Avenue, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyre Forest Leisure Centre, Stourport Road, Kidderminster	0.9%	11	0.0%	0	0.0%	0	10.3%	1	0.0%	0	0.0%	0
Xercise4Less, Crystal House Business Park, Smethwick	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Xercise4Less, High Street, Brierley Hill	0.3%	3	0.0%	0	6.1%	1	0.0%	0	0.0%	0	6.5%	2
YMCA Gym, Carter's Green, West Bromwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1205	32	16	15	5	36	21	10	20	18	29	44
Sample:	1050	23	15	19	19	29	23	20	23	12	22	22

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Q36 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?																								
<i>Those that said 'Theatre / concert / music venue' at Q32 AND Excl. Nulls</i>																								
Arena Theatre, Wolverhampton	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Artrix Theatre, Bromsgrove	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Birmingham Hippodrome, Birmingham	19.0%	395	21.7%	8	31.1%	8	12.0%	4	22.2%	2	12.4%	6	13.2%	4	0.0%	0	11.9%	3	10.3%	2	36.2%	13	13.2%	9
Birmingham Repertory Theatre, Birmingham	1.2%	25	0.0%	0	0.0%	0	3.4%	1	0.0%	0	2.7%	1	0.0%	0	3.4%	1	4.3%	1	2.6%	1	0.0%	0	2.1%	1
Birmingham Town Hall, Birmingham	1.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	4.8%	1	0.0%	0	8.6%	2	4.1%	1	0.0%	0	0.0%	0
Brierley Hill Civic Hall, Brierley Hill	0.1%	2	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Hall, Dudley	0.2%	5	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Garrick Theatre, Lichfield	3.6%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	3	2.6%	1	0.0%	0	4.4%	3
Light House, Wolverhampton	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Alexandra Theatre, Birmingham	3.5%	73	7.2%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	2	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Oakengates Theatre (The Place), Telford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	5
Oldbury Rep, Barlow Theatre, Oldbury	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prince of Wales Theatre, Cannock	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	2	2.5%	1	0.0%	0	0.0%	0	8.8%	6
Royal Shakespeare Theatre, Stratford-upon-Avon	1.0%	20	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Gatehouse Theatre, Eastgate Street, Stafford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	12.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Playhouse, Stratford-upon-Avon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swan Theatre, Stratford upon Avon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Crescent Theatre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Other Place, Stratford-upon-Avon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Robin 2, Mount Pleasant, Bilston	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
The Rose Theatre, Kidderminster	0.9%	19	0.0%	0	0.0%	0	1.2%	0	1.7%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre on the Steps, Bridgnorth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Grand Theatre, Wolverhampton	17.3%	360	22.7%	8	15.4%	4	26.7%	10	29.3%	3	9.7%	5	1.7%	0	18.5%	3	3.1%	1	32.2%	7	17.4%	6	11.1%	8

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

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	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Bilston Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Birmingham City Centre	30.4%	631	26.2%	9	33.0%	8	30.3%	11	24.8%	2	47.3%	22	42.7%	12	24.1%	4	35.1%	8	14.9%	3	22.9%	8	19.9%	14
Brierley Hill Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Cannock Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	4.0%	82	7.0%	3	0.0%	0	2.2%	1	0.0%	0	12.6%	6	5.4%	2	2.1%	0	5.0%	1	8.2%	2	2.8%	1	10.7%	8
Cradley Heath Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Oldbury Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	3	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.2%	3	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	2	0.0%	0
Wolverhampton City Centre	4.0%	83	1.7%	1	14.1%	4	13.0%	5	4.6%	0	4.0%	2	0.0%	0	10.3%	2	4.1%	1	5.1%	1	2.8%	1	6.3%	4
Worcester City Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0
Arena Birmingham, King Edwards Road, Birmingham	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Beacon Centre, Wolverhampton Road, Dudley, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	1	0.0%	0
Blackpool Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	1	0.0%	0
Bristol City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Gate, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Theatre, Church Street, Blackpool	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Theatre, St Leonardgate, Lancaster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holiday Resort Unity, Coast Road, Brean, Sands, Burnham-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33													
Malvern Theatre, Grange Road, Malvern	0.6%	12	0.0%	0	0.0%	0	0.0%	0	11.3%	1	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Manchester City Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Merry Hill Centre, Dudley, Brierley Hill	0.0%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Molineux Stadium, Waterloo Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
NEC, North Avenue, Marston Green, Birmingham	1.3%	27	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	6.5%	5			
Nottingham City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
O2 Academy, Horse Fair, Birmingham	0.6%	11	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	
O2 Institute, Digbeth, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Principality Stadium, Westgate Street, Cardiff	0.1%	2	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Regent Theatre, Piccadilly, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Resorts World Arena, Perimeter Road, Birmingham	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	8.3%	2	0.0%	0	0.0%	0	0.0%
Royal Birmingham Conservatoire, Jennens Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sidmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Helens Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%
Stirchley District Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stoke-on-Trent City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stratford-Upon-Avon Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Symphony Hall, Broad Street, Birmingham	0.9%	18	0.0%	0	0.0%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Alexandra, Suffolk Street, Queensway, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Big Comfy Bookshop, Far Gosford Street, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Grange Playhouse, Broadway North, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Pavilion Club, Stafford Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Theatre 7, Frankwell Quay, Shrewsbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thimblemill Library, Thimblemill Road,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Smethwick												
Topsham Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Villa Park, Trinity Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-Super-Mare Town Centre	0.0%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Civic Hall, North Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	2075	36	25	36	10	47	28	16	22	21	36	71
Sample:	2197	32	25	53	42	40	44	36	33	27	31	38

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	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Q37 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?												
<i>Those that said 'Museum / gallery or place of historical / cultural interest' at Q32 AND Excl. Nulls</i>												
Ancient High House, Stafford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aston Hall, Birmingham	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2
Bantock House Museum, Wolverhampton	1.3%	16	9.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham Back to Backs Houses, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham Museum & Art Gallery, Birmingham	15.2%	187	18.1%	4	19.7%	3	7.7%	1	17.0%	1	10.4%	3
Black Country Living Museum, Dudley	7.0%	86	22.3%	5	21.7%	4	12.3%	2	0.0%	0	16.5%	5
Blakesley Hall, Yardley, Birmingham	0.7%	9	0.0%	0	0.0%	0	0.0%	0	10.6%	0	0.0%	0
Dudley Museum & Art Gallery, Dudley	0.6%	8	0.0%	0	3.6%	1	2.8%	0	3.9%	0	0.0%	0
Forge Mill Needle Museum, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lapworth Museum of Geology, Birmingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museum of Cannock Chase, Hednesford, Cannock	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak House Museum, West Bromwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Air Force Museum, Shifnal	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Samuel Johnson Birthplace Museum, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soho House Museum, Birmingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staffordshire Regiment Museum, Whittington Barracks, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Museum Collection Centre, Nechells, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Pen Museum, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thinktank Birmingham Science Museum, Birmingham	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Walsall Leather Museum, Walsall	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Museum, Central Library, Walsall	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	2

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Bilston Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Birmingham City Centre	38.4%	472	35.9%	8	30.1%	5	35.1%	6	42.2%	2	31.4%	9	44.0%	8	43.0%	3	34.2%	6	15.7%	3	49.4%	13	0.0%	0
Blackheath Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	9.0%	111	2.8%	1	11.7%	2	9.5%	1	18.6%	1	10.4%	3	21.5%	4	18.3%	1	8.2%	2	0.0%	0	0.0%	0	25.8%	6
Droitwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.6%	7	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	1.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	8.9%	1	19.1%	5	12.5%	3	0.0%	0
West Bromwich Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	2	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	5.7%	70	0.0%	0	3.6%	1	2.8%	0	0.0%	0	10.0%	3	0.0%	0	10.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	5.2%	64	0.0%	0	0.0%	0	17.1%	3	7.7%	0	8.1%	2	11.8%	2	5.4%	0	3.0%	1	11.0%	2	6.2%	2	3.9%	1
Aberystwyth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anson Engine Museum, Anson Road, Poynton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.6%	8	0.0%	0	3.6%	1	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blakney Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.2%	2	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camarthen Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Verney Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastbourne Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgbaston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giant's Causeway National Truse, Causeway Road, Bushmills	0.2%	2	9.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Gloucester City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester Warwickshire Steam Railway, The Railway Station, Toddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanbury Hall, Hanbury	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikon Gallery, Oozells Square, Brindleyplace, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkwall Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laurel and Hardy Museum, The Roxy, Brogden Street, Ulverston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1
Manchester City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester Museum, University of Manchester, Oxford Road, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor House Museum, Hall Green Road, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museum of Lincolnshire Life, Burton Road, Lincoln	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Space Centre, Exploration Drive, Leicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Natural History Museum, Cromwell Road, South Kensington, London	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6.2%
Northe Fort, Barrack Road, Weymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7.0%
Oxford City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Red House Glass Cone Museum, High Street, Stourbridge	0.1%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Sandsfoot Castle, Weymouth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scottish National Portrait Gallery, Queen Street, Edinburgh	0.1%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Soldiers of Gloucestershire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Museum, Commercial Road, Gloucester												
Stoke-on-Trent City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Hall, Heelis, Kemble Drive, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Beatles Story, Britannia Vaults, Albert Dock, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Ironbridge Gorge Museum, Coach Road, Coalbrookdale, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The New Art Gallery, Gallery Square, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	8.6%	1	0.0%	0
Torquay Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-under-Lizard Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wightwick Manor, Wightwick Bank, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Art Gallery, Lichfield Street, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0
World Museum, William Brown Street, Liverpool	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1229	21	17	16	4	30	19	6	19	16	26	24
Sample:	1270	18	17	23	16	26	29	13	27	17	22	12

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Q38 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to when visiting pubs / bars / nightclubs?												
<i>Those that said 'Pub / bar / nightclub' at Q32 AND Excl. Nulls</i>												
Aldridge Village Centre	1.1%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	1.1%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	17.9%	470	28.0%	16	10.4%	6	5.5%	2	4.5%	1	8.5%	6
Blackheath Town Centre	0.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	1.1%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	1.7%	45	0.0%	0	2.0%	1	1.3%	0	5.0%	1	0.0%	0
Brierley Hill Town Centre	1.0%	27	0.0%	0	31.7%	17	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	1.9%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Brownhills Town Centre	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	3.0%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Cape Hill Local Centre, Smethwick	0.1%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0
Cleobury Mortimer Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.6%	16	1.7%	1	1.1%	1	1.3%	0	0.0%	0	1.0%	1
Darlaston Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	2.6%	68	11.6%	7	7.4%	4	0.0%	0	0.0%	0	1.8%	1
Erdington Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Great Barr Local Centre, Birmingham	0.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	1.9%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Handsworth Local Centre, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	3.0%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	2.3%	62	0.0%	0	3.6%	2	0.0%	0	5.2%	1	0.0%	0
Kingswinford Town Centre	1.4%	38	0.0%	0	9.4%	5	70.7%	25	2.2%	0	4.6%	3
Lichfield City Centre	4.0%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye Local Centre, Stourbridge	0.3%	7	0.0%	0	1.1%	1	0.0%	0	0.0%	0	6.5%	3

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Newport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	1.2%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxley Local Centre, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	1.1%	28	1.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.7%	18	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Stafford Town Centre	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	4
Stirchley Local Centre, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	3.6%	94	1.7%	1	9.7%	5	15.6%	5	9.5%	1	58.8%	43
Stourport-on-Severn Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	2.8%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.7%	19	31.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	4.0%	106	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Wednesbury Town Centre	1.4%	38	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	2.1%	55	8.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	1.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	3
Wolverhampton City Centre	7.8%	206	3.4%	2	0.0%	0	0.0%	0	1.0%	1	3.0%	1
Wombourne Village Centre	0.9%	25	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Worcester City Centre	0.6%	15	0.0%	0	0.0%	0	2.0%	1	1.4%	0	1.6%	1
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill SHOPPING	0.8%	21	0.0%	0	3.9%	2	0.0%	0	0.0%	0	4.0%	2

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
CENTRE, Brierley Hill												
One Stop Retail Park, Walsall Road, Perry Barr	0.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.5%	14	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Albrighton Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvechurch Village Centre	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alveley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aston Fields Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0
Barnt Green Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartley Green Village Centre	0.2%	4	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Berkswell Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.5%	13	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Bishopswood Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
Black Lake Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bobbington Village Centre	0.1%	1	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0
Boldmere Local Centre	0.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boley Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourneville Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradmore Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Village Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Road, Compton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Sea Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burwarton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlegate Leisure Park, Castlegate Way, Dudley	0.3%	9	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catshill Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caunsall Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chaddesley Corbett Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chapel Ash Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claverley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clent Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Codsall Town Centre	0.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookley Village Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23		Zone 24		Zone 25		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		Zone 31		Zone 32		Zone 33	
Coseley Local Centre	0.2%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coven Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Donnington Valley Golf Club, Snelsmore Common, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Edgbaston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Essington Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Far Forest Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Featherstone Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Finchfield Local Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Foley Road West, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fordhouses Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gailey Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gentleshaw Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Gornal Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Wyrley Local Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hagley Road West, Smethwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hagley Village Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	10.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Half Penny Farm, Joseph Street, Oldbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hamstead Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Heath Hayes Local Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%
Hereford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Higley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Himley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hollywood Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Holyhead Road, Wednesbury	0.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hopwood Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hull City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Huntington Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%
Ironbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kemberton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kings Heath Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kings Norton Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kinver Village Centre	0.3%	8	0.0%	0	1.8%	1	0.0%	0	48.6%	6	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lancaster City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Langley Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lapworth Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ledbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lichfield Road, Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Little Aston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Llandudno Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	1	0.0%
Longbridge Town Centre	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Longton Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Gornal Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Malvern Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maypole Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mercury Drive, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	0.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moseley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.1%	4	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
New Invention Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Canes Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Oldswinford Local Centre	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0
Oswestry Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Park Road, Dudley	0.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pattingham Village Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.4%	6
Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.6%	16	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quarry Bank Village Centre	0.1%	3	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0
Romsley Village Centre	0.4%	10	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Rowley Regis Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Seisdon Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Local Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Park Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shareshill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield City Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelfield Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shortheath Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skegness Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Stoke Prior Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stottesdon Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourton Village Centre	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streetley Local Centre	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Road, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Tettenhall Village Centre	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tividale Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tong Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trysull Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trysull Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wall Heath Local Centre	0.1%	2	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Walsall Wood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheaton Aston Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	2
Wollaston Village Centre	0.1%	2	0.0%	0	1.8%	1	0.0%	0	2.2%	0	1.6%	1
Wolverley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley Village Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	8.5%	6	0.0%	0
Worfield Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	2634		57	53	35	12	73	44	18	28	41	60
Sample:	2533		45	46	44	47	53	56	40	40	36	47

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Q39 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?												
<i>Those that said 'Restaurant / café / eating out' at Q32 AND Excl. Nulls</i>												
Aldridge Village Centre	1.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	1.2%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Birmingham City Centre	20.4%	688	26.0%	18	11.8%	7	7.3%	3	9.1%	1	11.6%	11
Blackheath Town Centre	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Bridgnorth Town Centre	1.5%	50	1.4%	1	0.0%	0	0.9%	0	3.9%	1	0.7%	1
Brierley Hill Town Centre	0.6%	21	5.2%	4	19.5%	12	0.0%	0	6.1%	1	1.2%	1
Bromsgrove Town Centre	1.7%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Brownhills Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	3.3%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	2
Cape Hill Local Centre, Smethwick	0.2%	5	0.0%	0	3.3%	2	0.0%	0	0.0%	0	2.4%	2
Central London	0.1%	5	1.4%	1	0.0%	0	1.7%	1	1.8%	0	0.0%	0
Cleobury Mortimer Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	2.2%	75	14.5%	10	4.5%	3	0.0%	0	1.1%	0	1.4%	1
Erdington Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Great Barr Local Centre, Birmingham	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	1.6%	53	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Handsworth Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	3.5%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	2.4%	82	0.0%	0	3.3%	2	3.5%	2	5.8%	1	0.7%	1
Kingstanding Local Centre, Birmingham	0.1%	4	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Kingswinford Town Centre	1.6%	53	1.6%	1	14.3%	8	54.6%	26	1.8%	0	5.9%	6
Lichfield City Centre	5.4%	181	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye Local Centre,	0.3%	10	0.0%	0	3.3%	2	1.7%	1	1.1%	0	1.5%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Stourbridge												
Newport Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill Local Centre, Cradley Heath	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxley Local Centre, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.5%	18	2.3%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Smethwick Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.8%	26	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	10
Stirchley Local Centre, Birmingham	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Stourbridge Town Centre	2.7%	91	0.0%	0	13.1%	8	8.5%	4	15.9%	2	46.5%	44
Stourport-on-Severn Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	3.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Tipton Town Centre	0.2%	8	8.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	3.7%	125	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	1.1%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	3.0%	102	14.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3
Wolverhampton City Centre	6.7%	227	0.9%	1	0.0%	0	0.9%	0	4.1%	1	2.0%	2
Wombourne Village Centre	0.7%	25	0.9%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	1.1%	36	0.0%	0	1.0%	1	1.5%	1	0.0%	0	1.2%	1
Battery Retail Park, Selly Oak	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	1.9%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Bescot	0.2%	5	2.8%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1

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Weighted:

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	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Crescent, Walsall												
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Gateway Retail Park, Eastern Way, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.5%	16	1.4%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Gallagher Retail Park, Junction 9, Wednesbury	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Linkway Retail Park, Watling Street, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	0.7%	24	1.4%	1	1.6%	1	0.9%	0	0.0%	0	2.1%	2
Merry Hill SHOPPING CENTRE, Brierley Hill	2.1%	70	2.4%	2	12.6%	7	6.0%	3	0.0%	0	12.2%	12
Oldbury Green Retail Park, Oldbury Ringway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springvale Way Retail Park, Springvale Way, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Abergavanne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton Trussell Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Albrighton Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alcester Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alum Rock Local Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvechurch Village Centre	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alveley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aston Fields Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baginton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Barnet Green Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartley Green Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Belbroughton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Bentley Road North, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Bewdley Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billbrook Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham Road, Shenstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham Road, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Lake Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bobbington Village Centre	0.1%	2	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0
Boldmere Local Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boley Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourneville Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradmore Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Village Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	15.8%	4	0.0%	0
Bridgnorth Road, Shatterford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushbury Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Calf Heath Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Cannock Chase District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlecroft Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlegate Leisure Park, Castlegate Way, Dudley	1.0%	34	11.0%	8	1.6%	1	4.6%	2	2.0%	0	0.0%	0
Chapel Ash Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chasetown Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester Road, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheylesmore Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claverley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Clent Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	0
Coalport Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Town Centre	0.5%	17	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Compton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Compton Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Conwy Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookley Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coseley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotteridge Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coven Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dickens Heath Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgbaston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enville Village Centre	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Essington Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Far Forest Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchfield Local Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordhouses Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gentleshaw Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldthorn Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Park, Rubery	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wyrley Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Road West, Smethwick	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Hagley Road, Edgbaston	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.1%	2
Half Penny Farm, Joseph Street, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Farm Shop, Pershore Road, Evesham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamstead Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartlebury Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heath Hayes Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Himley Hall, Himley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Himley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hopwood Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Illey Lane, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ironbridge Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Norton Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.2%	7	0.0%	0	1.6%	1	0.0%	0	34.2%	5	0.0%	0
Langley Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lapworth Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Ledbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandudno Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Longbridge Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.3%	1
Madeley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	1.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moseley Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Invention Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Canes Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Old Stafford Road, Coven	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oswestry Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Patshull Park Hotel Golf and Country Club, Pattingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pattingham Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Pendeford Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Penn Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.4%	15	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rednal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley Village Centre	0.2%	6	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushall Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Selly Oak Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipley Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Shortheath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sparkbrook Local Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Sparkhill Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Road, Wolverhampton	0.1%	4	1.6%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streetley Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhall Village Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tividale Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tong Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trysull Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trysull Village Centre	0.1%	3	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Tyburn Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wall Heath Local Centre	0.1%	2	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Wedges Mills Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.8%
Wheaton Aston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Whittington Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	2.4%	2
Wolverhampton Business Park, Greenfield Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	0	2.1%	2
Worfield Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wythall Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	3378		69	59	47	15	95	49	22	45	62	76
Sample:	3340		55	52	63	63	73	64	51	64	62	57

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
Q40 Where do you or members of your household normally go for family entertainment?																								
<i>Those that said 'Family entertainment (e.g. tenpin bowling, skating rink)' at Q32 AND Excl. Nulls</i>																								
Aldridge Village Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3												
Bearwood Local Centre, Smethwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Bilston Town Centre	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Birmingham City Centre	17.9%	196	15.3%	5	17.5%	3	3.6%	0	0.0%	0	6.9%	2	28.3%	4	0.0%	0	37.7%	6	32.7%	5	5.1%	2	5.4%	3
Bloxwich Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Bridgnorth Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Brierley Hill Town Centre	0.3%	3	0.0%	0	3.5%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Burntwood Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Burton upon Trent Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Cannock Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.1%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	3		
Cape Hill Local Centre, Smethwick	0.4%	4	0.0%	0	11.3%	2	0.0%	0	0.0%	0	8.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Darlaston Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	5.7%	62	29.3%	9	5.6%	1	43.3%	5	38.6%	1	22.9%	7	23.0%	3	0.0%	0	0.0%	0	16.2%	5	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Halesowen Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Harborne Local Centre, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Hednesford Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Kidderminster Town Centre	1.6%	17	0.0%	0	0.0%	0	0.0%	0	19.3%	0	0.0%	0												
Lichfield City Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Northfield Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Oldbury Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Redditch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Rugeley Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Shrewsbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	0	0.0%	0												
Solihull Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Stafford Town Centre	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.5%	2	3.5%	1	0.0%	0	0.0%	0	10.8%	5		
Stourbridge Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	5.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.2%	4	5.7%	1	6.0%	2	18.0%	8		
Telford Town Centre	2.5%	28	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0												
Walsall Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Wednesbury Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Wednesfield Local Centre,	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	3.2%	1				

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Wolverhampton												
West Bromwich Town Centre	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	4.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	1.3%	14	0.0%	0	11.3%	2	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	14.6%	160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardinal Point Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	2
Merry Hill RETAIL PARK, Brierley Hill	0.6%	7	0.0%	0	11.3%	2	5.8%	1	0.0%	0	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	1.2%	14	0.0%	0	0.0%	0	0.0%	0	6.9%	2	8.9%	1
Oak Retail Park, Dudley Road, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AFC Telford United, Watling Street, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Towers, Farley Lane, Alton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AMF Bowling, Brixton Way, Harlescott, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Pleasure Beach, Ocean Boulevard, Blackpool	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blymhill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Bournemouth City Centre	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0
Broadway Plaza, Ladywood Middleway, Birmingham	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushby Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buxton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlegate Leisure Park, Castlegate Way, Dudley	10.8%	118	55.4%	16	30.5%	5	40.0%	5	35.1%	1	29.9%	9
CineBowl, Town Meadows Way, Uttoxeter	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookley Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton Manor Theme Park, Fazeley, Mile Oak, Tamworth	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Golf Club, Turner's Hill, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Zoological Gardens, Castle Hill, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fallings Park Methodist Church, Wimborne Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fiveways Entertainment Centre, Broad Street, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Park, Park Way, Rubery, Birmingham	7.0%	77	0.0%	0	0.0%	0	0.0%	0	4.0%	1	22.0%	3
Ice Skate Birmingham, New Canal Street, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Namco Funscape, Castle Grounds, Riverdrive, Tamworth	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Planet Ice, Hobs Moat Road, Solihull	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Planet Ice, Lakeside Plaza, Walkmill Lane, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SnowDome, Leisure Island, Riverdrive, Tamworth	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springhill Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Star City, Watson Road, Birmingham	3.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Castle, Lady Bank, Holloway, Tamworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Ice Rink, St Quentin Gate, Telford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin, Greyfriars Place,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Stafford												
Tenpin, Perdiswell Park, Droitwich Road, Worcester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin, St Quentin Gate, Telford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The ECC Sports & Social Club, Showell Road, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Villa Park, Trinity Road, Birmingham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs, Worcester Road, Droitwich Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Albion FC, Birmingham Road, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Midland Safari Park, Spring Grove Road, Bewdley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn Safari Park, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Wanderers FC, Molineux Stadium, Wolverhampton	0.1%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1093	30	17	12	2	29	15	5	16	15	34	47
Sample:	869	22	13	14	7	19	14	9	19	13	22	21

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Q41 Where do you or members of your household normally go for (OTHER ACTIVITY FROM Q32)?												
<i>Those that said 'Cycling', 'Fishing', 'Horse riding', 'Place of worship / religious meeting' or 'Walking' at Q32 AND Excl. Nulls</i>												
Aldridge Village Centre	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	15.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	63.2%	1 100.0%
Willenhall Town Centre	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	15.1%	2	0.0%	0	0.0%	0	35.7%	0	0.0%	0	0.0%	0
Wombourne Village Centre	4.8%	1	0.0%	0	0.0%	0	64.4%	1	0.0%	0	0.0%	0
Worcester City Centre	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coseley Local Centre	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotteridge Local Centre	21.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Village Centre	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifespring Church, Clifton Street, Wolverhampton	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llangollen Town Centre	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pridewood Hops, Ashperton, Ledbury	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Arboretum, Walsall	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.9%	1 0.0%
Wollaston Village Community Association, Bridgnorth Road, Stourbridge	4.4%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0
Weighted base:	16	0	0	1	0	1	0	0	2	2	0	0
Sample:	18	0	0	2	0	1	0	0	2	1	0	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Q42 What improvements could be made to the leisure offer in your Council area that would make you visit / partake in leisure activities more often? [MR]												
A casino	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A swimming pool	5.9%	359	4.5%	6	8.9%	11	8.5%	7	10.6%	3	4.7%	7
A theatre	1.7%	104	6.7%	9	0.5%	1	1.4%	1	2.6%	1	0.0%	0
A multi-screen cinema	5.8%	353	0.0%	0	0.8%	1	2.7%	2	0.0%	0	1.4%	2
An art house cinema	0.7%	44	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	8.9%	541	7.9%	10	17.6%	22	12.1%	10	2.3%	1	19.2%	28
Improved access by foot and cycle	1.2%	73	1.3%	2	0.5%	1	0.0%	0	0.7%	0	2.8%	4
Improved public transport	2.9%	178	2.3%	3	1.8%	2	1.7%	1	2.1%	1	2.3%	3
Improved security / CCTV	4.4%	269	5.7%	7	7.9%	10	3.4%	3	0.0%	0	6.1%	9
Improved street furniture	0.6%	35	0.0%	0	1.3%	2	0.0%	0	0.7%	0	1.3%	2
Improvements in the built environment	1.5%	90	1.3%	2	1.3%	2	0.0%	0	0.7%	0	1.6%	2
More / better car parking	4.8%	293	2.0%	3	3.0%	4	8.9%	7	3.0%	1	11.4%	17
More / better cultural facilities	1.8%	107	3.5%	5	0.0%	0	0.0%	0	0.7%	0	0.9%	1
More / better disabled access	1.6%	96	0.0%	0	3.1%	4	0.0%	0	1.3%	0	0.0%	0
More / better health clubs / gyms	2.1%	130	1.3%	2	3.9%	5	4.1%	3	2.5%	1	3.4%	5
More / better parks / green spaces	4.3%	261	7.9%	10	7.5%	9	7.2%	6	1.8%	0	0.8%	1
More / better policing	3.8%	230	2.7%	4	8.5%	11	7.2%	6	1.1%	0	4.7%	7
More / better pubs / bars	2.8%	170	5.3%	7	4.8%	6	2.0%	2	3.8%	1	4.0%	6
More / better seats	1.8%	107	4.0%	5	1.3%	2	3.2%	3	0.0%	0	1.3%	2
More / better signposting and information	0.4%	26	1.5%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0
More for children	9.2%	559	12.0%	16	11.4%	14	4.5%	4	5.3%	1	5.8%	9
More local sports & recreation facilities	3.2%	195	5.3%	7	3.5%	4	1.0%	1	4.4%	1	2.1%	3
More nightclubs	1.2%	71	1.5%	2	0.0%	0	1.5%	1	0.0%	0	5.3%	8
More pavement cafes	1.8%	111	4.0%	5	1.3%	2	7.0%	6	0.0%	0	7.2%	11
More quality restaurants	6.5%	392	8.2%	11	2.3%	3	9.6%	8	4.9%	1	9.1%	13
More street cleaning	2.8%	170	2.2%	3	0.0%	0	2.2%	2	1.4%	0	2.7%	4
Provision of public toilets	2.5%	154	3.7%	5	7.6%	10	3.4%	3	0.0%	0	7.1%	10
Ten-pin bowling	3.5%	211	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.8%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adventure park	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security / safety	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Better takeaways	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Climbing walls / rock climbing centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Community centre	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Dog walking facilities	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Don't close any leisure	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
centres / swimming baths												
Entertainment / leisure complex	0.2%	12	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Free car parking	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendlier / more helpful staff	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go-karting	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	0.7%	41	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.5%	1
Improved access by car	0.1%	8	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Indoor ski centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Indoor water park	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laser tag	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure venues open longer / more days	0.2%	12	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.7%	1
More / better leisure facilities in general	0.8%	48	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.7%	1
More / better mountain bike trails	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better shops	0.6%	38	0.8%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0
More advertising of what's available	0.1%	5	0.0%	0	0.0%	0	1.0%	1	1.1%	0	0.0%	0
More family orientated venues / events	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
More leisure activities / facilities for older people	0.5%	29	2.5%	3	0.0%	0	0.5%	0	0.7%	0	0.5%	0
More leisure activities / facilities for young people / teenagers	0.9%	52	0.0%	0	0.8%	1	1.4%	1	2.0%	0	0.0%	0
More leisure activities for women	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More live music venues	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More outdoor exercise facilities / classes	0.1%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More special events / festivals	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More varied classes / activities available	0.3%	21	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
More walking events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved leisure centre	0.6%	36	0.0%	0	1.3%	2	0.0%	0	5.9%	1	0.0%	0
New / improved library	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce parking prices	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skate park	0.1%	7	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Speedway track	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trampoline park	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Velodrome	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watersports	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
(Don't do leisure activities)	4.6% 282	5.8% 8	6.8% 8	9.9% 8	4.0% 1	3.5% 5	4.4% 4	6.1% 3	4.2% 3	3.9% 5	5.1% 7	3.3% 8
(Don't know)	6.4% 392	1.3% 2	7.5% 9	5.6% 5	2.5% 1	6.4% 9	5.1% 5	7.7% 3	2.8% 2	9.6% 11	6.5% 9	7.6% 17
(Nothing)	39.6% 2408	44.3% 58	40.0% 50	37.6% 31	46.6% 11	40.9% 60	55.0% 49	58.3% 26	27.0% 21	28.5% 34	43.1% 60	30.1% 69
Weighted base:	6076	130	125	83	24	147	89	44	79	118	140	230
Sample:	6076	110	111	114	102	113	112	102	119	110	111	115

GEN Gender of respondent:

Male	34.2% 2078	45.8% 60	39.9% 50	34.3% 28	35.3% 8	34.0% 50	37.7% 33	31.8% 14	35.8% 28	34.2% 40	33.4% 47	29.4% 68
Female	65.8% 3998	54.2% 71	60.1% 75	65.7% 54	64.7% 15	66.0% 97	62.3% 55	68.2% 30	64.2% 50	65.8% 77	66.6% 93	70.6% 163
Weighted base:	6076	130	125	83	24	147	89	44	79	118	140	230
Sample:	6076	110	111	114	102	113	112	102	119	110	111	115

AGE Can I ask how old you are please?

18 to 24	8.2% 497	7.6% 10	8.0% 10	8.7% 7	3.9% 1	12.0% 18	8.8% 8	4.2% 2	10.9% 9	7.7% 9	8.6% 12	9.9% 23
25 to 34	15.4% 938	19.0% 25	22.6% 28	8.7% 7	7.8% 2	16.0% 24	13.2% 12	4.2% 2	20.5% 16	23.0% 27	18.4% 26	26.4% 61
35 to 44	19.5% 1185	28.2% 37	17.1% 21	20.5% 17	4.5% 1	20.3% 30	17.3% 15	2.5% 1	24.1% 19	30.0% 35	28.8% 40	28.4% 65
45 to 54	17.7% 1073	22.9% 30	24.0% 30	17.0% 14	17.0% 4	21.0% 31	20.6% 18	17.3% 8	15.5% 12	14.2% 17	27.9% 39	21.2% 49
55 to 64	16.6% 1009	10.0% 13	13.9% 17	18.1% 15	25.4% 6	12.2% 18	14.5% 13	18.0% 8	11.9% 9	7.5% 9	6.4% 9	7.2% 17
65 +	22.6% 1375	12.4% 16	14.4% 18	26.9% 22	41.5% 10	18.4% 27	25.6% 23	53.7% 24	17.1% 13	17.6% 21	9.8% 14	6.8% 16
(Refused)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	6076	130	125	83	24	147	89	44	79	118	140	230
Sample:	6076	110	111	114	102	113	112	102	119	110	111	115

CAR How many cars does your household own or have the use of?

None	14.6% 889	18.8% 25	17.1% 21	5.2% 4	4.8% 1	7.0% 10	7.2% 6	14.0% 6	24.8% 19	22.2% 26	13.5% 19	14.9% 34
One	41.4% 2515	39.1% 51	42.2% 53	34.0% 28	36.7% 9	36.9% 54	32.6% 29	41.7% 18	37.4% 29	41.5% 49	43.4% 61	32.2% 74
Two	29.1% 1769	30.0% 39	29.3% 37	39.9% 33	26.8% 6	41.1% 60	34.5% 31	27.7% 12	23.2% 18	28.4% 33	29.6% 41	32.1% 74
Three or more	11.6% 702	10.8% 14	8.7% 11	16.5% 14	27.9% 7	13.4% 20	20.5% 18	15.9% 7	13.1% 10	5.8% 7	12.3% 17	17.5% 40
(Refused)	3.3% 201	1.2% 2	2.7% 3	4.4% 4	3.9% 1	1.6% 2	5.2% 5	0.8% 0	1.6% 1	2.1% 2	1.2% 2	3.3% 8
Weighted base:	6076	130	125	83	24	147	89	44	79	118	140	230
Sample:	6076	110	111	114	102	113	112	102	119	110	111	115

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]																								
Working full time	45.9%	2786	64.2%	83	51.2%	64	43.2%	36	40.0%	9	59.2%	87	38.2%	34	29.2%	13	47.4%	37	34.2%	40	50.3%	70	63.0%	145
Working part time	11.0%	667	4.3%	6	9.4%	12	12.9%	11	9.1%	2	9.4%	14	13.5%	12	4.3%	2	15.8%	12	15.7%	18	15.5%	22	6.2%	14
Unemployed	3.8%	230	4.6%	6	3.4%	4	2.8%	2	0.0%	0	0.9%	1	0.0%	0	0.8%	0	7.2%	6	12.6%	15	0.0%	0	6.2%	14
Retired	26.6%	1614	18.2%	24	17.6%	22	31.8%	26	45.0%	11	23.7%	35	32.8%	29	60.5%	27	20.9%	16	20.2%	24	15.4%	22	12.8%	29
A housewife	2.1%	126	0.0%	0	4.2%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	2.6%	2	6.8%	8	5.8%	8	2.2%	5
A student	0.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Self employed	3.3%	201	3.5%	5	1.5%	2	2.3%	2	3.9%	1	5.3%	8	5.8%	5	4.0%	2	2.6%	2	3.0%	4	4.8%	7	1.8%	4
Sick / disabled	2.7%	164	4.4%	6	8.6%	11	1.0%	1	0.0%	0	0.0%	0	1.9%	2	1.2%	1	1.9%	2	1.6%	2	6.3%	9	4.3%	10
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carer	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
(Refused)	3.8%	233	0.7%	1	4.0%	5	6.1%	5	1.9%	0	1.6%	2	6.1%	5	0.0%	0	1.6%	1	6.0%	7	1.2%	2	3.5%	8
Weighted base:		6076		130		125		83		24		147		89		44		79		118		140		230
Sample:		6076		110		111		114		102		113		112		102		119		110		111		115

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
QUOTA Zone												
Zone 1	3.4%	207	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	6.2%	374	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	3.5%	213	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	4.2%	258	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	1.9%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	1.8%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	1.4%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	2.6%	155	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	1.2%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	1.7%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	0.8%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	1.1%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13	1.1%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14	3.0%	180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15	1.4%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16	1.4%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17	1.5%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18	2.7%	162	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19	1.6%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20	3.2%	197	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21	1.7%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22	1.7%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 23	2.1%	130	100.0%	130	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 24	2.1%	125	0.0%	0	100.0%	125	0.0%	0	0.0%	0	0.0%	0
Zone 25	1.4%	83	0.0%	0	0.0%	0	100.0%	83	0.0%	0	0.0%	0
Zone 26	0.4%	24	0.0%	0	0.0%	0	0.0%	0	100.0%	24	0.0%	0
Zone 27	2.4%	147	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	147
Zone 28	1.5%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 29	0.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 30	1.3%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 31	1.9%	118	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 32	2.3%	140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 33	3.8%	230	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 34	2.1%	129	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 35	2.5%	151	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 36	0.8%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 37	1.0%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 38	0.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 39	1.4%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 40	0.8%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 41	1.3%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 42	0.8%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 43	2.9%	175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 44	1.7%	103	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 45	1.2%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
Zone 46	1.0% 63	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 47	2.3% 141	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 48	0.5% 31	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 49	0.8% 50	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 50	3.0% 180	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 51	1.6% 100	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 52	0.8% 46	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 53	0.8% 51	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 54	1.4% 87	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 55	1.3% 78	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	6076	130	125	83	24	147	89	44	79	118	140	230
Sample:	6076	110	111	114	102	113	112	102	119	110	111	115

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
PC Postcode Sector												
B16 0	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B16 8	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B16 9	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 0	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 8	0.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 9	0.8%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 4	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 5	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 6	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 7	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 1	0.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 2	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 3	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 0	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 8	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 9	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 4	0.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 5	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 6	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 7	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B30 1	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B30 2	0.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B30 3	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 1	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 2	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 3	0.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 4	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 5	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 1	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 2	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 3	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 4	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B38 0	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B38 8	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B38 9	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B42 1	1.0%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B42 2	1.3%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B43 5	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B43 6	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B43 7	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 0	0.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 8	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 9	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B45 0	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B45 8	0.6%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
B45 9	1.1%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B47 5	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B47 6	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B48 7	0.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 1	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 2	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 3	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 4	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 0	0.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 7	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 8	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 9	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 0	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 8	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 9	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 1	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 2	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 3	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 4	0.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B64 5	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B64 6	0.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B64 7	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B65 0	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B65 8	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B65 9	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 1	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 2	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 3	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 4	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B67 5	0.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B67 6	0.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B67 7	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B68 0	0.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B68 8	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B68 9	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 1	0.8%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 2	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 3	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 4	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 0	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 6	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 7	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 8	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 9	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 1	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 2	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 3	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
B71 4	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B73 5	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B73 6	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 2	0.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 3	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 4	0.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 1	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 2	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 3	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 4	0.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 1	0.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 2	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 3	0.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 4	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 5	0.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 6	0.7%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 7	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY12 1	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY12 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY14 0	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY14 8	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 0	0.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 7	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 8	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 9	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 1	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 2	0.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 3	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 4	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 0	0.7%	43	33.2%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 7	0.4%	26	19.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 8	0.5%	29	22.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 9	0.5%	32	24.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 1	0.2%	11	0.0%	0	8.9%	11	0.0%	0	0.0%	0	0.0%	0
DY5 2	0.8%	48	0.0%	0	38.7%	48	0.0%	0	0.0%	0	0.0%	0
DY5 3	0.5%	28	0.0%	0	22.5%	28	0.0%	0	0.0%	0	0.0%	0
DY5 4	0.6%	37	0.0%	0	29.9%	37	0.0%	0	0.0%	0	0.0%	0
DY6 0	0.2%	10	0.0%	0	0.0%	0	11.8%	10	0.0%	0	0.0%	0
DY6 7	0.1%	9	0.0%	0	0.0%	0	10.6%	9	0.0%	0	0.0%	0
DY6 8	0.5%	28	0.0%	0	0.0%	0	34.5%	28	0.0%	0	0.0%	0
DY6 9	0.6%	36	0.0%	0	0.0%	0	43.1%	36	0.0%	0	0.0%	0
DY7 5	0.1%	4	0.0%	0	0.0%	0	0.0%	0	17.3%	4	0.0%	0
DY7 6	0.3%	20	0.0%	0	0.0%	0	0.0%	0	82.7%	20	0.0%	0
DY8 1	0.4%	21	0.0%	0	0.0%	0	0.0%	0	14.5%	21	0.0%	0
DY8 2	0.2%	12	0.0%	0	0.0%	0	0.0%	0	7.9%	12	0.0%	0
DY8 3	0.4%	27	0.0%	0	0.0%	0	0.0%	0	18.2%	27	0.0%	0
DY8 4	0.7%	41	0.0%	0	0.0%	0	0.0%	0	28.1%	41	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33												
DY8 5	0.8%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.3%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 0	0.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.1%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 7	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 8	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 9	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST19 5	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST19 9	0.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF11 8	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF11 9	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 1	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 2	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 3	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 4	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 0	0.9%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.3%	53	0.0%	0	0.0%	0
WS10 7	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	10	0.0%	0	0.0%	0
WS10 8	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	25	0.0%	0	0.0%	0
WS10 9	0.8%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.5%	51	0.0%	0	0.0%	0
WS11 0	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	18
WS11 1	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	18
WS11 4	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	23	0.0%	0
WS11 5	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	16	0.0%	0
WS11 6	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	22	0.0%	0
WS11 7	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	14	0.0%	0
WS11 8	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	7	0.0%	0
WS11 9	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	21	0.0%	0
WS12 0	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	21	0.0%	0
WS12 1	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	11	0.0%	0
WS12 2	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	17	0.0%	0
WS12 3	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	15	0.0%	0
WS12 4	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	27	0.0%	0
WS13 6	0.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 7	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 8	0.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 0	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 9	0.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 0	0.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.0%	33	0.0%	0	0.0%	0	0.0%	0
WS2 7	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	18	0.0%	0	0.0%	0	0.0%	0
WS2 8	0.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.0%	36	0.0%	0	0.0%	0	0.0%	0
WS2 9	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.3%	30	0.0%	0	0.0%	0	0.0%	0
WS3 1	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 2	0.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 3	0.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 4	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 5	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS4 1	0.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS4 2	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS5 3	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
WS5 4	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS6 6	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS6 7	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 0	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 1	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 2	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 3	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 4	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 9	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS8 6	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS8 7	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 0	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 8	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 9	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 1	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 2	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 3	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 4	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 0	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 6	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 7	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 8	0.9%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 9	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 1	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 2	0.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 3	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV12 4	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV12 5	1.1%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 1	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 2	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 3	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 0	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 6	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 7	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 8	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 9	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV15 5	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV15 6	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV16 5	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV16 6	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 1	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 2	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 3	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 4	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 0	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 7	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 8	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33
WV3 9	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV4 4	0.9%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV4 5	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV4 6	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 0	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 7	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 8	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 9	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 0	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 7	0.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 8	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 9	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV7 3	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV8 1	0.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV8 2	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV9 5	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	6076	130	125	83	24	147	89	44	79	118	140	230
Sample:	6076	110	111	114	102	113	112	102	119	110	111	115

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Q01 Where do you normally shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?												
<i>Excl. Nulls</i>												
Aldi, Audley Avenue, Newport	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bearwood Road, Bearwood	0.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bentley Bridge Shopping Park, Wednesfield	0.9%	54	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Aldi, Birmingham Road, Great Barr	1.3%	77	0.0%	0	0.0%	0	0.0%	3.5%	2	0.0%	0	0.0%
Aldi, Bridge Cross Road, Burntwood	0.5%	29	0.0%	0	0.0%	0	0.0%	0	2.0%	1	23.2%	20
Aldi, Bridgnorth Road, Wollaston	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, Moxley, Wednesbury	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chase Gateway, Victoria Street, Hednesford	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chester Road, New Oscott	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Aldi, Church Street, Lichfield	0.3%	18	9.7%	12	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Aldi, Cinder Bank, Peartree Lane, Dudley	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, College Road, Kingstanding	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Brierley Hill	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.8%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Lye	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Earls Way, Halesowen	0.8%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Edgbaston Road, Birmingham	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Goldthorn Hill Road, Wolverhampton	0.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Aldi, Grange Central, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, Kidderminster	0.7%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Grooms Alley, Wellington, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Brownhills	0.4%	26	0.0%	0	2.7%	4	6.9%	3	0.0%	0	0.0%	0
									11.7%	6	13.3%	10

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Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Aldi, Howard Street, Wolverhampton	0.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kingsmead Retail Park, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Madeley Court, Parkway, Madeley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.8%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Aldi, New Road, Stourbridge	0.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Priory Road, Dudley	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Queensville, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwells Road, Netherton	0.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stourbridge Road, Bridgnorth	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stratford Road, Sparkbrook	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Gateway, Holyhead Road, Snedshill, Telford	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Parade, Sutton Coldfield	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Aldi, Walsall Road, Cannock	0.7%	45	0.0%	0	2.0%	3	0.7%	0	1.6%	1	11.7%	6
Aldi, Wellington Road, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.9%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	1.4%	85	0.0%	0	0.5%	1	0.0%	0	0.0%	0	25.9%	14
Asda, Barnes Hill Road, Barnes Hill, Birmingham	1.3%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane, Great Bridge, Tipton	2.1%	129	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Asda, Carter Square, Carter Street, Uttoxeter	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Daisy Street, North Bilston, Coseley	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, St. Matthews, Walsall	0.9%	56	0.0%	0	3.4%	5	4.3%	2	13.9%	9	0.0%	0
Asda, Hagley Road West, Quinton, Birmingham	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn Street, Sedgley	0.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Dudley	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Kings Heath, Birmingham	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merryhill Centre,	1.1%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Dudley												
Asda, Molineux Way, Waterloo Road, Wolverhampton	1.2%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, New Road, Kidderminster	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	1.7%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, off Queslet Road, Great Barr, Birmingham	2.5%	150	0.0%	0	0.0%	0	2.1%	1	3.5%	2	0.0%	0
Asda, Pearson Street, Brierley Hill	0.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	1.3%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rumer Hill, Lichfield Road, Cannock	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Saltwells Road, Cradley Road, Netherton, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington Wood, Telford	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston	1.1%	70	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0
Asda, Ventura Road, Tamworth	0.1%	7	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Asda, Walmley Ash Road, Minworth, Sutton Coldfield	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Barr, Birmingham	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Asda, Wolverhampton Road, Heath Town, Wolverhampton	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Asda, Wolverhampton Road, Oldbury	1.2%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodhall Street, Bloxwich	1.0%	62	0.0%	0	29.0%	43	2.5%	1	0.0%	0	2.8%	1
Co-op, (Petrol) High Street, Cleobury Mortimer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) Wolverhampton Road, Penkridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Co-op, Bearwood Road, Warley Smethwick	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Boley Park Centre, Ryknild Street, Lichfield	0.1%	4	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bradford Street, Shifnal	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Brewood Road, Coven	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dibdale Road West, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franche Road, Kidderminster	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gibbs Lane, Catshill	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Griffiths Drive, Ashmore	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.6%
Co-op, Hazelwell Street, Stirchley	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Albrighton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Highley, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kingswinford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kinver	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Pattingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Shifnal	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hill Top, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kempthorne Avenue, Bushbury, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4
Co-op, Lichfield Road, Shelfield	0.0%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Co-op, Liskeard Road, Parkhall, Walsall	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Co-op, Main Street, Whittington	0.0%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Brewood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Street, Penkrige	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mill Street, Low Town, Bridgnorth	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, New Road, Rubery	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Pendeford Avenue, Claregate, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spies Lane,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Halesowen												
Co-op, St. Kenelms Road, Romsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trysull Road, Merry Hill, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Wood Road, Aldridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, Wardles Lane, Great Wyrley	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Co-op, Warstones Road, Penn	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wolverhampton Road, Codsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wood Lane, Codsall	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), The Peel Centre, Stafford Street, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Iceland, Bearwood Road, Warley, Smethwick	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Birmingham Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Street, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Churchill Shopping Centre, Dudley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Dudley Street, Sedgley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hagley Street, Halesowen, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Cradley Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harborne, Birmingham	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kings Square, Sandwell Centre, West Bromwich	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Bloxwich	0.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Cannock	0.2%	11	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Iceland, Market Street, Lichfield	0.1%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Merry Hill Retail Park, Brierley Hill	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Moor Centre,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Brierley Hill												
Iceland, The Rye Market, Stourbridge	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Iceland, Union Street, Wednesbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Windmill Shopping Park, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Wulfrun Centre, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Lidl, Ablewell Street, Walsall	0.2%	13	0.0%	0	0.0%	0	2.4%	1	7.1%	4	0.0%	0
Lidl, Birmingham Road, Bromsgrove	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wolverhampton	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Lidl, Bordesley Green, Birmingham	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brettell Lane, Stourbridge	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dudley Road, Winson Green, Birmingham	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Eastern Avenue, Lichfield	0.3%	17	11.3%	15	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Lidl, Finchfield Hill, Finchfield, Wolverhampton	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Friar Park Road, Wednesbury	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hagley Road, Halesowen	0.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Netherton	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Bilston	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Lidl, High Street, West Bromwich	0.3%	15	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0
Lidl, Horseley Heath, Great Bridge, Tipton	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lower High Street, Cradley Heath	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madeley Court Way, Madeley, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Moseley Road, Balsall Heath, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Lidl, New Road, Willenhall	0.3%	18	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Walsall Road, Hamstead Industrial Estate, Hamstead	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Parkside House, Oldbury Road, Blackheath	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Silver Street, Kings Heath, Birmingham	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Soho Road, Handsworth, Birmingham	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stallings Lane, Kingswinford	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Quadrant, Redditch Ringway, Redditch	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Vale Road, Stourport-on-Severn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Axeltree Way, Wednesbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Marks & Spencer (Foodhall), Orbital Retail Park, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Handyman House, St John Street, Bridgnorth	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), High Street, Harborne, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Hilton Park, M6 North, Essington, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Marks & Spencer (Simply Food), Westbridge Park, Stafford Road, Stone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Longbridge	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Parade Grace Church Centre, Sutton Coldfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Marks & Spencer, Stafford Riverside, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Merryhill Centre, Pedmore Road, Brierley Hill	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Marks & Spencer, Ventura Park, Bitterscote, Tamworth	0.0%	2	0.5%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf, Lower Mill Street, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge	1.2%	74	0.0%	0	4.0%	6	32.7%	16	0.5%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.5%	28	18.9%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	1.4%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Pendeford	0.9%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Buntsford Park Road, Bromsgrove	0.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Morrisons, Charterfield Shopping Centre, Kingswinford	0.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.9%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	1.0%	61	0.0%	0	2.1%	3	0.0%	0	0.6%	0	54.9%	47
Morrisons, Holyhead Road, Wednesbury	1.2%	75	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.6%	0
Morrisons, Lichfield Street, Walsall	0.5%	30	0.0%	0	1.2%	2	14.1%	7	8.8%	5	0.0%	0
Morrisons, Market Street, Rugeley	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Marlborough Way, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Morrisons, Middle Piece Way, Willenhall	1.1%	66	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.6%	0
Morrisons, Mill Street, Cannock	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4
Morrisons, Newdale, Lawley Drive, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	1.1%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.8%	51	0.0%	0	2.2%	3	2.5%	1	23.2%	14	0.0%	0
Sainsbury's Local, Birmingham Road, Wylde Green, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bridgnorth Road, Wolverhampton	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Voyager Drive, Cannock	1.5%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Raglan Street, St Marks, Wolverhampton	0.6%	35	0.0%	0	4.1%	6	2.6%	1	1.3%	1	1.3%	1
Sainsbury's Superstore, Reedswood Way, Walsall	1.2%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wednesfield, Wolverhampton	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Amblecote, Brierley Hill	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Telford Forge Retail Park, Telford	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cann Hall Bypass, Bridgnorth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cannock Road, Bushbury	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Hagley Road, Stourbridge	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Highland Road, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Lichfield Road, Wednesfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Lichfield Road, Willenhall	0.0%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Tesco Express (Esso), Walsall Road, Great Wyrley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tesco Express, Alridge Tavern, Aldridge, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birches Barn Road, Bradmore, Wolverhampton	0.0%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birmingham Road, Shenstone	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bridge Road, Cookley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristnall Hall Road, Bristnall, Birmingham												

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Tesco Express, Codsall Road, Claregate, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coombs Road, Dudley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Frederick Street, Jewellery Quarter, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Edgbaston	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Haygate Road, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Pensnett	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Netherstowe, Netherstowe, Lichfield	0.0%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oxhill Road, Handsworth	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Penn Road, Penn Manor, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Platts Road, Audnam, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stafford Road, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.6%	0
Tesco Express, Stone Road, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Arcade, Gornal Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sandwell, Stone Cross, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sutton Coldfield	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Bilston	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Tesco Extra, Church Street, Lichfield	0.7%	44	27.1%	35	0.8%	1	0.0%	0	0.6%	0	4.2%	4

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Tesco Extra, Crown Centre, Stourbridge	0.9%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	1.2%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.8%	50	0.0%	0	6.2%	9	8.5%	4	4.5%	3	0.0%	0
Tesco Extra, Newport Road, Stafford	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Sandwell Centre, New Square, West Bromwich	1.4%	85	0.0%	0	0.0%	0	1.1%	1	3.9%	2	0.0%	0
Tesco Extra, Town Gate Retail Park, Dudley	1.8%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wrekin Retail Park, Telford	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Camden Street, Springhill, Birmingham	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Cannock	0.6%	34	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.0%	2
Tesco Superstore, Neptune Industrial Estate, Willenhall	0.4%	21	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Power Station Road, Rugeley	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ridgacre Road, Quinton	0.6%	37	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.9%	56	0.0%	0	6.7%	10	11.5%	6	7.7%	5	0.6%	0
Tesco Superstore, Victoria Street, Hednesford	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Audley Road, Newport	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Birmingham	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Highgate Centre, Sutton Coldfield	0.3%	18	0.5%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ryemarket, Stourbridge	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St. John Street, Bromsgrove	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonneyland	0.4%	25	12.6%	16	0.9%	1	0.0%	0	0.9%	1	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Drive, Lichfield																								
Internet / delivery	7.7%	465	6.1%	8	22.2%	33	3.1%	2	5.4%	3	6.0%	3	5.8%	5	10.1%	5	7.8%	6	4.8%	2	7.8%	14	7.3%	8
Aldi, Birmingham Road, Bromsgrove	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Studley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road South, Northfield	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Broad Gauge Way, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.4%	2	0.0%	0
Aldi, Essington Road, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Maypole Lane, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Sherwood Road, Bromsgrove	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Silverwoods Way, Kidderminster	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Station Drive, Ludlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stratford Road, Hall Green	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Trescott Road, Redditch	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Jinnah Road, Redditch	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Parkgate Shopping Centre, Stratford Road, Shirley, Solihull	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Trident Shopping, Centre, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Codsall, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Erdington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Market Street, Manchester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Alvechurch, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Vicarage Road, Kings Heath, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Watson Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Fishley Lane, Walsall	0.0%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Trinity Centre, Halesowen Road, Cradley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Heath												
Farmfoods, Bescot Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Bloxwich Road, Walsall	0.0%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Heath Town	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Farmfoods, Farley Centre, West Bromwich	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Fisher Street, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Halesowen Road, Halesowen	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brownhills	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Farmfoods, High Street, Tipton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Castle Street, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Church Street, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Rowley Regis	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Wednesfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0.5%
Heron Foods, Market Street, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Saddlers Shopping Centre, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Watford Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Bristol Road South, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Churchill Shopping Centre, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, High Street, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Jerome Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Home Bargains, Town Centre Shopping Scheme, Bloxwich	0.0%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Oldbury Green Retail Park, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Grosvenor Centre,	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Northfield												
Iceland, High Street, Rowley Regis	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Jerome Retail Park, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kingstanding Road, Birmingham	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Mill Lane, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scotts Arms Centre, Walsall Road, Birmingham	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J&N Super Foodstore, Blackhalve Lane, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Jack's, New Road, Rubery	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Selly Oak Shopping Park, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bilston Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Blackheath Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bartley Green Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bilston Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Birmingham City Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brewood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bridgnorth Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brierley Hill Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bromsgrove Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cape Hill Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cheslyn Hay Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Local shops, Dudley Town Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Bridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Village Centre												
Local shops, Harborne Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oldbury Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, One Stop Shopping Park, Perry Barr	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Perry Beeches Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Redditch Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rubery Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Selly Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Smethwick Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Spring Hill Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sutton Coldfield Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Telford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Walsall Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesfield Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, West Bromwich Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton City Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wombourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&T Supermarket, Caldmore Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Covercroft, Droitwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hagley Road, Birmingham	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Morrisons, Whitchurch Road, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nijjar Supermarket, Owen Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Highgate Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Mervyn Place, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, Cannock Shopping Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Premier, Taverners Close Off Essington Road, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S&D Supermarket, Barcroft Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Abbey Trading Centre, Redditch	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Maypole, Birmingham	0.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Caldly Valley Road, Great Boughton, Chester	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Inglewhite Road, Longridge, Preston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	1.0%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Meole Brace Retail Park, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Swindon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Selly Oak Shopping Park, Birmingham	0.9%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, William Hunter Way, Brentwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Harvest Road, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Queslett Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, School Road, Wheaton Aston, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Spar, Stafford Street, Brewwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Linden Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hawthorn Road, Birmingham	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Load Street, Bewdley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rowley Village, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.9%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Stratford Road, Shirley, Solihull	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Caxton Gate, New Street, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Aston Lane, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Coleshill Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mill Wood Drive, Worcester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Drive, Ludlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Stratford Road, Shirley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Homer Road, Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Moorfield Road, Alcester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warley Supermarket, Fenton Street, Smethwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	6066	129	150	50	62	53	86	47	78	49	175	103
Sample:	6065	112	108	107	108	104	112	105	105	116	112	110

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Q02 Which retailer do you purchase your main food internet / home delivery shopping from?																								
<i>Those who do their main food shopping via the internet at Q01</i>																								
Asda	30.3%	141	0.0%	0	55.6%	18	57.9%	1	75.6%	3	64.4%	2	0.0%	0	0.0%	0	14.0%	1	56.6%	1	49.3%	7	77.8%	6
Morrisons	10.7%	50	27.4%	2	6.8%	2	21.0%	0	0.0%	0	0.0%	0	42.3%	2	0.0%	0	25.1%	2	0.0%	0	0.0%	0	0.0%	0
Iceland	5.5%	26	0.0%	0	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	1	15.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	15.4%	72	0.0%	0	17.1%	6	0.0%	0	9.4%	0	0.0%	0	0.0%	0	12.0%	1	0.0%	0	0.0%	0	11.8%	2	0.0%	0
Tesco	24.2%	113	36.9%	3	13.7%	5	21.0%	0	15.0%	1	18.8%	1	48.1%	2	63.9%	3	20.3%	1	33.2%	1	0.0%	0	8.5%	1
Ocado	11.4%	53	27.2%	2	0.0%	0	0.0%	0	0.0%	0	16.8%	1	9.6%	0	0.0%	0	25.1%	2	0.0%	0	39.0%	5	13.7%	1
Waitrose	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Able & Cole	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon Pantry	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Milkman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milk & More	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak House Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverford Organic Farmers	0.1%	1	8.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidhu Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		465		8		33		2		3		3		5		5		6		2		14		8
Sample:		364		6		17		3		5		5		7		8		7		4		7		6

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Q03 What do you like about (LOCATION MENTIONED AT Q01)? [MR]																								
<i>Not those who do their main food shopping via the internet at Q01</i>																								
Clean store	4.1%	231	5.1%	6	1.0%	1	2.7%	1	2.9%	2	2.0%	1	2.8%	2	3.4%	1	0.7%	0	3.1%	1	2.5%	4	1.8%	2
Close to family / friends	0.7%	40	1.0%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Convenient to home	36.7%	2060	42.1%	51	42.1%	50	38.6%	19	31.7%	19	34.5%	17	37.9%	31	45.6%	19	48.8%	35	27.5%	13	34.1%	55	32.4%	31
Convenient to work	2.1%	117	0.0%	0	11.0%	13	0.7%	0	0.9%	1	2.9%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.9%	2
Delivery service	0.9%	48	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	5.5%	310	8.1%	10	4.2%	5	8.6%	4	5.5%	3	3.6%	2	7.9%	6	0.0%	0	6.9%	5	1.6%	1	8.6%	14	4.7%	5
Easy to get to by foot	2.1%	115	1.5%	2	1.7%	2	1.1%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.7%	0	0.9%	0	2.5%	4	0.7%	1
Easy to get to by public transport	1.5%	85	0.0%	0	0.0%	0	2.8%	1	1.0%	1	1.1%	1	0.6%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Ethical policy	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / helpful staff	3.9%	219	3.7%	5	1.0%	1	2.7%	1	4.0%	2	6.2%	3	4.7%	4	6.8%	3	0.7%	0	3.0%	1	2.1%	3	5.3%	5
Good layout / easy to get around	6.8%	384	11.0%	13	7.1%	8	13.8%	7	9.2%	5	9.3%	5	4.6%	4	2.8%	1	6.4%	5	6.1%	3	5.1%	8	5.8%	6
Good offers	6.3%	355	5.3%	6	4.9%	6	1.8%	1	3.2%	2	0.0%	0	3.3%	3	0.0%	0	3.0%	2	10.3%	5	7.7%	12	0.0%	0
Habit / always used it	5.4%	301	3.6%	4	12.3%	14	2.4%	1	8.5%	5	5.6%	3	0.9%	1	6.9%	3	0.0%	0	1.4%	1	3.2%	5	6.6%	6
Has a cafe	0.8%	43	2.1%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a petrol station	1.8%	101	2.1%	3	0.0%	0	0.0%	0	1.5%	1	2.9%	1	1.6%	1	0.0%	0	0.7%	0	1.7%	1	0.0%	0	2.9%	3
Large store	5.2%	290	2.9%	3	3.9%	5	3.2%	2	4.1%	2	0.7%	0	0.6%	0	2.8%	1	4.6%	3	8.4%	4	1.0%	2	3.3%	3
Long opening hours	2.4%	132	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	1.2%	1	4.5%	2	1.5%	2	1.1%	1
Low prices / value for money	26.5%	1485	24.1%	29	18.5%	22	20.9%	10	25.0%	15	20.1%	10	29.1%	24	21.4%	9	26.5%	19	29.5%	14	33.6%	54	29.5%	28
Loyalty scheme / reward points	2.5%	139	4.8%	6	0.0%	0	3.2%	2	1.5%	1	1.8%	1	1.8%	1	0.7%	0	1.2%	1	2.6%	1	1.4%	2	0.0%	0
Online shopping is convenient	0.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	0.0%	0
Only one in the area	1.3%	70	1.5%	2	3.6%	4	2.0%	1	1.5%	1	0.0%	0	3.6%	3	2.4%	1	1.3%	1	3.1%	1	0.0%	0	0.0%	0
Parking is free	4.9%	272	4.1%	5	1.9%	2	2.5%	1	10.1%	6	3.7%	2	3.5%	3	2.8%	1	2.1%	2	4.0%	2	2.6%	4	3.9%	4
Parking prices are low	1.0%	59	0.0%	0	1.7%	2	0.7%	0	0.0%	0	0.0%	0	0.6%	0	2.4%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Parking provision is good	4.4%	246	10.0%	12	1.6%	2	6.8%	3	8.0%	5	8.3%	4	1.8%	1	4.1%	2	5.6%	4	1.0%	0	1.6%	3	3.9%	4
Pleasant shopping environment	2.3%	129	0.9%	1	4.5%	5	1.9%	1	1.9%	1	2.5%	1	3.8%	3	0.0%	0	2.1%	2	0.0%	0	1.5%	2	2.2%	2
Preference for retailer	2.6%	146	4.1%	5	7.2%	8	0.7%	0	5.2%	3	1.8%	1	4.1%	3	5.3%	2	4.9%	4	4.6%	2	3.0%	5	4.6%	4
Quality of food goods available	13.8%	772	16.8%	20	9.8%	12	12.9%	6	8.6%	5	6.9%	3	13.7%	11	10.8%	5	9.9%	7	19.8%	9	18.6%	30	17.3%	17
Self-service checkouts	1.3%	73	1.5%	2	1.0%	1	0.0%	0	1.0%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Quality of non-food goods available	1.8%	102	2.8%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.6%	0	0.0%	0	0.7%	0	1.3%	1	0.0%	0	0.0%	0
Range of food goods available	17.0%	953	14.8%	18	19.1%	22	22.0%	11	19.6%	12	11.7%	6	19.4%	16	21.0%	9	12.5%	9	13.7%	6	18.9%	31	21.5%	20
Range of non-food goods available	2.0%	114	1.5%	2	0.6%	1	0.7%	0	7.6%	4	1.8%	1	1.9%	2	0.7%	0	1.2%	1	3.4%	2	5.6%	9	6.4%	6
Safe shopping environment	0.9%	51	1.5%	2	1.9%	2	0.7%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.5%	2	0.0%	0
Small / quiet store	1.7%	95	3.1%	4	1.0%	1	2.5%	1	0.5%	0	0.7%	0	1.5%	1	0.7%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	1.6%	88	0.6%	1	2.0%	2	0.7%	0	3.1%	2	1.3%	1	5.5%	4	2.7%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Supporting local business	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accepts vouchers	0.1%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Can get a lift there	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I need there	0.3%	15	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Convenient to other shops / services	0.4%	21	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Familiar / know where everything is	0.2%	10	0.0%	0	1.1%	1	1.2%	1	0.0%	0	0.0%	0
Free trolleys	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Good disabled access	0.1%	7	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Has electric charge points	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New store	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Offers Click & Collect	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Offers scan-as-you-shop	0.2%	9	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Quick service / no queues	0.1%	6	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / nothing)	4.1%	231	1.1%	1	6.3%	7	3.1%	2	6.4%	4	10.4%	5
Weighted base:	5611	121	118	49	59	50	81	42	71	47	162	95
Sample:	5712	107	92	105	103	100	105	97	98	112	105	104

Q04 How do you normally travel to (LOCATION MENTIONED AT Q01)?*Not those who do their main food shopping via the internet at Q01*

Car / van (as driver)	68.2%	3827	77.7%	94	71.7%	84	68.4%	33	75.4%	44	80.4%	41	76.6%	62	64.4%	27	78.8%	56	69.3%	32	68.3%	110	73.0%	70
Car / van (as passenger)	11.9%	670	4.2%	5	7.4%	9	16.5%	8	16.3%	10	9.3%	5	13.9%	11	9.0%	4	5.2%	4	12.0%	6	18.7%	30	15.0%	14
Bus, minibus or coach	6.5%	366	0.0%	0	8.5%	10	10.8%	5	3.9%	2	5.6%	3	1.5%	1	12.1%	5	1.7%	1	4.3%	2	4.2%	7	4.4%	4
Using park & ride facility	0.1%	7	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.2%	10	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Walk	10.6%	592	17.6%	21	8.9%	10	3.6%	2	0.9%	1	2.8%	1	5.9%	5	12.3%	5	9.6%	7	9.4%	4	7.9%	13	6.2%	6
Taxi	1.3%	76	0.0%	0	2.8%	3	0.7%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.5%	1	0.9%	1	1.3%	1
Train	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	3.1%	1	1.0%	0	0.0%	0
Mobility scooter / wheelchair	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ring & Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tram	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.5%	26	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Weighted base:	5611	121	118	49	59	50	81	42	71	47	162	95												
Sample:	5712	107	92	105	103	100	105	97	98	112	105	104												

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Q05 When you visit (LOCATION MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]																								
<i>Not those who do their main food shopping via the internet at Q01</i>																								
Yes - non-food shopping	12.0%	671	8.7%	11	8.9%	11	15.7%	8	14.2%	8	13.2%	7	8.6%	7	11.4%	5	14.5%	10	9.2%	4	9.2%	15	20.1%	19
Yes - other food shopping	10.1%	568	11.4%	14	4.2%	5	8.8%	4	12.9%	8	12.5%	6	11.5%	9	22.7%	10	11.7%	8	10.8%	5	10.7%	17	12.9%	12
Yes - bars / pubs	1.0%	55	0.0%	0	2.6%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.5%	0	0.5%	1	3.2%	3
Yes - bingo	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - cafés	3.8%	213	3.9%	5	0.6%	1	5.0%	2	3.2%	2	2.9%	1	2.2%	2	3.6%	2	4.2%	3	0.0%	0	0.5%	1	4.7%	4
Yes - cinemas	0.7%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - get petrol	4.3%	242	3.6%	4	3.7%	4	0.0%	0	0.0%	0	7.2%	4	2.6%	2	0.0%	0	6.1%	4	6.7%	3	3.1%	5	9.0%	9
Yes - go to park	1.1%	64	1.0%	1	1.0%	1	1.2%	1	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Yes - gyms / health and fitness	1.5%	85	2.0%	2	2.6%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - library	0.8%	46	0.0%	0	1.0%	1	0.7%	0	1.5%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - markets	0.9%	52	0.6%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1
Yes - meeting family	2.0%	114	4.5%	5	1.0%	1	0.0%	0	2.0%	1	3.2%	2	0.6%	0	2.0%	1	0.0%	0	1.4%	1	5.0%	8	0.7%	1
Yes - meeting friends	1.5%	86	1.9%	2	3.2%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.7%	0	0.0%	0	2.5%	4	0.0%	0
Yes - museums / art gallery	0.3%	15	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - other service (e.g. travel agent, estate agent etc.)	0.4%	23	0.0%	0	1.9%	2	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.7%	0	1.2%	1	0.5%	0	0.0%	0	0.0%	0
Yes - personal service (e.g. hairdressers, beauty salon etc.)	0.8%	47	1.5%	2	2.6%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Yes - restaurants	1.5%	82	0.0%	0	2.8%	3	0.0%	0	4.7%	3	3.2%	2	4.1%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Yes - swimming	0.4%	25	0.6%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - theatre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting services such as banks and other financial institutions	2.7%	151	2.1%	3	2.9%	3	5.5%	3	5.8%	3	5.0%	3	3.4%	3	0.0%	0	3.9%	3	0.0%	0	1.0%	2	1.3%	1
Yes - work	2.0%	110	0.0%	0	4.0%	5	2.4%	1	0.9%	1	3.5%	2	2.5%	2	0.0%	0	2.2%	2	1.4%	1	1.0%	2	1.9%	2
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - art / craft class	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - dance class	0.0%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - football	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - go for a walk / walk the dog	0.3%	15	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Yes - health service (e.g. doctors, dentist etc.)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - leisure activity	0.1%	4	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - school run	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - snooker / pool club	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visit carehome	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visit cemetery / crematorium	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visit church	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Yes - window shopping / browsing	0.1% 7	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
(No)	67.6% 3792	68.8% 84	73.7% 87	68.5% 33	65.2% 38	66.6% 34	68.1% 55	65.9% 28	60.1% 43	69.2% 32	74.9% 121	63.7% 61
(Don't know)	1.0% 57	0.0% 0	1.0% 1	0.7% 0	1.7% 1	0.0% 0	0.6% 0	1.5% 1	2.2% 2	2.0% 1	0.9% 1	2.3% 2
Weighted base:	5611	121	118	49	59	50	81	42	71	47	162	95
Sample:	5712	107	92	105	103	100	105	97	98	112	105	104

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Q06 When you combine your trip with other activities, where do you normally go?																								
<i>Those who combine their main food shopping trip with other activities at Q05 AND Excl. Nulls</i>																								
Aldridge Village Centre	2.0%	28	0.0%	0	4.0%	1	28.5%	4	0.0%	0	0.0%	0	2.1%	0	6.0%	1	41.0%	11	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	1.4%	20	0.0%	0	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	2	2.9%	1	2.3%	1		
Birmingham City Centre	3.2%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath Town Centre	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.7%	11	0.0%	0	26.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	2.6%	37	0.0%	0	10.4%	3	8.3%	1	1.7%	0	0.0%	0	5.7%	1	48.6%	7	23.0%	6	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.9%	10	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	2.6%	38	0.0%	0	6.9%	2	0.0%	0	0.0%	0	41.3%	6	3.3%	1	2.3%	0	0.0%	0	8.2%	2	9.6%	3		
Cape Hill Local Centre, Smethwick	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	2.7%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington Local Centre, Birmingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	1.8%	26	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	1.6%	24	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	2.1%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	4.4%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	1.8%	26	52.0%	18	2.5%	1	0.0%	0	0.0%	0	2.3%	0	16.9%	4	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0		
Northfield Local Centre, Birmingham	1.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Old Hill Local Centre, Cradley Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxley Local Centre, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Quinton Local Centre, Birmingham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Stirchley Local Centre, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	2.3%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.2%	18	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.1%	2	2.0%	1	0.0%	0	0.0%	0	3.3%	1	4.1%	1
Telford Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	4.0%	57	5.4%	2	13.3%	4	36.9%	5	51.5%	10	2.3%	0
Wednesbury Town Centre	1.0%	15	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	3.7%	54	0.0%	0	0.0%	0	0.0%	0	7.6%	1	3.6%	1
Willenhall Town Centre	1.7%	25	0.0%	0	11.9%	3	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	4.4%	63	0.0%	0	0.0%	0	0.0%	0	2.7%	1	6.2%	1
Wombourne Village Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	2.5%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.7%	4
Bescot Retail Park, Bescot Crescent, Walsall	0.2%	3	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Bromsgrove												
Cannock Gateway Retail Park, Eastern Way, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	1.4%	20	0.0%	0	6.8%	2	3.7%	1	5.4%	1	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0
Keyway Retail Park, Armstrong Way, Willenhall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	2.5%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1
Mitre Retail Park, Bilston Road, Monmore Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	1.1%	15	0.0%	0	6.8%	2	2.3%	0	0.0%	0	18.4%	3
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.6%	9	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.4%	6	3.5%	1	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre Retail,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Stafford Street, Wolverhampton												
Ventura Retail Park, Tamworth	0.2%	3	2.0%	1	0.0%	0	7.4%	1	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbey Retail Park, Alvechurch Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bearwood Road, Smethwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0
Aldi, Bridge Cross Road, Burntwood	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	3
Aldi, Bristol Road South, Northfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Earls Way, Halesowen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Goldthorn Hill, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Brownhills, Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	2
Aldi, Howard Street, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Maypole Lane, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, New Road, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwells Road, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Silverwoods Way, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Springfield Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Aldi, Wolverhampton Road, Oldbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
All Saints Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Asda, Barnes Hill, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
South, Tipton																								
Asda, George Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Great Barr, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bilston Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Featherbed Lane, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bargain Buys, Birmingham Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartley Green Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boley Park Local Centre	0.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradshaws Farm Shop, Bleak House Farm/Ironstone Road, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Branston Water Park, Lichfield Road, Branston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Chase Hospital, Brunswick Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carters Green Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlecroft Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chaddesley Corbett Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bradford Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dibdale Road West, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kinver, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Brewood, Stafford												
Costcutter, Barke Street, Highley, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donnington Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eccleshall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgbaston Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Farm Shop, Bognop Road, Essington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Finchfield Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foley Business Park, Stourport Road, Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Oaks Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Park, Rubery	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haden Hill Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamstead Local Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Aldridge, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
IKEA, Park Lane, Wednesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Golf & Country Club, Seedy Mill Lane, Rugeley, Lichfield	0.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ablewell Street, Walsall	0.0%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Lidl, Eastern Avenue, Lichfield	0.1%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lower High Street, Cradley Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madeley Court Way, Madeley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Silver Street, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stalling's Lane, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Town Centre	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Cope Street, Stafford Riverside, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Street, Wolverhampton	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Rednal, Birmingham	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mary Stevens Park, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Lime Grove, Smethwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maypole Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Morrisons, Anchor Road, Aldridge, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.1%	2	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Pendeford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Buntsford Park Road, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, Kingswinford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.2%	3	0.0%	0	0.0%	0	0.0%	0	7.3%	1	6.6%	2
Morrisons, Holyhead Road, Wednesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1
Morrisons, Mill Street, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.3%	4	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moxley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neptune Industrial Estate, Willenhall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Cross Hospital, Wolverhampton Road, Heath Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newdale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Park Active Living Centre, Coppice Road, Walsall Wood, Walsall	0.0%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Parkfield Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Penkridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Park, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Dudley Port, Tipton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Russells Hall Hospital, Pensnett Road, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lawnswood Road, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Abbey Trading Centre, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Birmingham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Blackheath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Raglan Street, St Marks, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Sainsbury's Superstore, Reedswood Way, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wednesfield, Wolverhampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
Sainsbury's Superstore, Sandringham Way,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Amblecote, Brierley Hill Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandwell District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wardles Lane, Great Wyrley, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0
Spring Hill Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Cross Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studley Garden Store, Henley Road, Mappleborough Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Hotel & Golf Resort, Great Hay Drive, Sutton Heights, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristnall Hall Road, Birmingham, Oldbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Streetly, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.3%	4	12.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Dudley	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neptune Industrial Estate, Willenhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1
Tesco Superstore, Victoria Street, Hednesford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhall Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5.3%
The Gym, Alexandra Street, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Village Gym, Castlegate Park, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weavers Wharf Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Leisure Centre, Moor Street, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windmill Shopping Centre, Cape Hill, Smethwick	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witton Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Leisure Centre, Ounsdale Road, Wombourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1437	34	29	14	19	15	23	14	26	12	30	28
Sample:	1501	30	22	30	33	29	31	30	34	28	23	29

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44											
Q07 In addition to (LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?																							
<i>Excl. Nulls</i>																							
Aldi, Audley Avenue, Newport	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0											
Aldi, Bearwood Road, Bearwood	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0											
Aldi, Bentley Bridge Shopping Park, Wednesfield	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	22.8%	17							
Aldi, Birmingham Road, Great Barr	1.2%	43	0.0%	0	0.0%	0	0.0%	5.3%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0		
Aldi, Bridge Cross Road, Burntwood	0.5%	19	0.0%	0	2.7%	2	0.0%	0	0.0%	0	34.3%	16	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Bridgnorth Road, Wollaston	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Bristol Road, Selly Oak	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Burns Road, Moxley, Wednesbury	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Chase Gateway, Victoria Street, Hednesford	0.4%	14	0.0%	0	0.0%	0	1.3%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Chester Road, New Oscott	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	
Aldi, Church Street, Lichfield	0.2%	9	8.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Cinder Bank, Peartree Lane, Dudley	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, College Road, Kingstanding	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Dudley Road, Brierley Hill	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Dudley Road, Kingswinford	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Dudley Road, Lye	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Earls Way, Halesowen	1.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Edgbaston Road, Birmingham	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Goldthorn Hill Road, Wolverhampton	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Grange Central, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Green Street, Kidderminster	0.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, High Street, Brownhills	0.7%	24	0.0%	0	9.3%	7	9.4%	2	0.0%	0	0.0%	0	2.8%	1	30.6%	8	3.3%	2	0.0%	0	0.0%	0	0.0%
Aldi, High Street, Newtown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Howard Street,	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Wolverhampton												
Aldi, Kingsmead Retail Park, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Madeley Court, Parkway, Madeley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	8
Aldi, New Road, Stourbridge	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Priory Road, Dudley	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Queensville, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwells Road, Netherton	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saxon Drive, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stourbridge Road, Bridgnorth	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Aldi, The Gateway, Holyhead Road, Snedshill, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Parade, Sutton Coldfield	0.2%	8	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.2%	0
Aldi, Walsall Road, Cannock	0.7%	26	0.0%	0	4.7%	3	0.0%	0	3.8%	1	20.5%	7
Aldi, Wellington Road, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	1.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	1.4%	52	0.0%	0	2.5%	2	0.0%	0	0.0%	0	22.5%	7
Asda, Barnes Hill Road, Barnes Hill, Birmingham	1.2%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane, Great Bridge, Tipton	1.0%	36	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Asda, Daisy Street, North Bilston, Coseley	0.2%	9	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, St. Matthews, Walsall	1.2%	43	0.0%	0	8.0%	6	4.7%	1	24.7%	9	0.0%	0
Asda, Hagley Road West, Quinton, Birmingham	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Asda, High Holborn Street, Sedgley	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Dudley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Kings Heath, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merryhill Centre, Dudley	1.2%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road,	1.2%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2
											13.7%	12
											3.1%	2

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Wolverhampton												
Asda, New Road, Kidderminster	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, off Queslet Road, Great Barr, Birmingham	2.0%	75	0.0%	0	0.0%	0	1.3%	0	3.8%	1	0.0%	0
Asda, Pearson Street, Brierley Hill	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rumer Hill, Lichfield Road, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Saltwells Road, Cradley Road, Netherton, Dudley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington Wood, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ventura Road, Tamworth	0.2%	6	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0
Asda, Walmsley Ash Road, Minworth, Sutton Coldfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Barr, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Heath Town, Wolverhampton	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	1.5%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodhall Street, Bloxwich	0.4%	16	0.0%	0	11.5%	8	0.0%	0	1.4%	1	3.9%	1
Co-op, (Petrol) High Street, Harborne	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Anglesey Street, Hednesford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bassnage Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Baswich Lane, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Co-op, Bearwood Road, Warley Smethwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Boley Park Centre, Ryknild Street, Lichfield	0.1%	3	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bradford Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burton Square, Rising Brook, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cannock Road, Blackford, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Lane, Handsworth Wood	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dibdale Road West, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dudley Road West, Tividale	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franche Road, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gilbert Road, Charford Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Glebe Lane, Norton Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Griffiths Drive, Ashmore	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.7%
Co-op, Hazelwell Street, Stirchley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Highley, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kingswinford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kinver	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Pattingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Shifnal	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Tettenhall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highfields Road, Chasetown	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Co-op, Hill Top, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hollyhedge Road, Stonecross, Charlemont	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kempthorne Avenue, Bushbury, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Co-op, Lombard Street, Stourport-On-Severn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Brewood												
Co-op, Market Street, Penkridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mill Street, Low Town, Bridgnorth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Morley Road, Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Co-op, New Road, Rubery	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Square Shopping Gate, Bridge Street, Walsall	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Co-op, Pershore Road, Cotteridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Quinton Road West, Quinton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, School Road, Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sedgley Road, Woodsetton, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spies Lane, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stafford Road, Oxley, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stubby Lane, Perry Hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sutton Road, Walsall	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Co-op, Swan Corner Shopping Precinct, Burntwood Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Co-op, Tame Road, Brandhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Broadway, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Green, Kings Norton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Thornhill Road, Streetly, Sutton Coldfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trysull Road, Merry Hill, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Turves Green, Northfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Unity Walk, Owen Street, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Road, Great Barr	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Wood Road, Aldridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Co-op, Wardles Lane, Great Wyrley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Warstones Road, Penn	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Heath Road, Northfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wolverhampton Road, Codsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wood Lane, Codsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Linkway Retail Park, Watling Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), The Peel Centre, Stafford Street, Wolverhampton	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	2	5.6%	5	1.6%	1
Iceland, Bearwood Road, Warley, Smethwick	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Birmingham Road, Wolverhampton	0.5%	18	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Street, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Churchill Shopping Centre, Dudley	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Dudley Street, Sedgley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hagley Street, Halesowen, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Cradley Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harborne, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kings Square, Sandwell Centre, West Bromwich	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Bloxwich	0.1%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Cannock	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Lichfield	0.0%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Merry Hill Retail Park, Brierley Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, Birmingham	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, South Water Square, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Moor Centre,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Brierley Hill												
Iceland, The Rye Market, Stourbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Aldridge	0.1%	5	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Iceland, Union Street, Wednesbury	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Windmill Shopping Park, Smethwick	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Wulfrun Centre, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ablewell Street, Walsall	0.6%	21	0.0%	0	5.8%	4	4.1%	1	8.0%	3	0.0%	0
Lidl, Audley Avenue, Newport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Birmingham Road, Bromsgrove	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wolverhampton	0.6%	22	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.1%	1
Lidl, Bolebridge Street, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brettell Lane, Stourbridge	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Castle Street, Hadley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dudley Road, Winson Green, Birmingham	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Eastern Avenue, Lichfield	0.3%	13	13.1%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Lidl, Finchfield Hill, Finchfield, Wolverhampton	0.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Friar Park Road, Wednesbury	0.4%	13	0.0%	0	0.0%	0	2.3%	1	1.6%	1	0.0%	0
Lidl, Hagley Road, Halesowen	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Netherton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Bilston	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Horseley Heath, Great Bridge, Tipton	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kingsbury Road, Erdington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Lidl, Lower High Street, Cradley Heath	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madeley Court Way, Madeley, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madford Retail Park, Foregate Street, Stafford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Willenhall	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Lidl, Old Walsall Road, Hamstead Industrial Estate, Hamstead	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Parkside House, Oldbury Road, Blackheath	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Silver Street, Kings Heath, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Soho Road, Handsworth, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stallings Lane, Kingswinford	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Vale Road, Stourport-on-Severn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Penns Lane, Sutton Coldfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Axeltree Way, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.9%	0
Marks & Spencer (Foodhall), Lichfield Road, Mere Green	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Marks & Spencer (Foodhall), Orbital Retail Park, Cannock	0.2%	6	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.7%	1
Marks & Spencer (Foodhall), Selly Oak Shopping Park, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Birmingham New Street Railway Station, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Handyman House, St John Street, Bridgnorth	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), High Street, Harborne, Birmingham	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Hilton Park, M6	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
North, Essington, Wolverhampton												
Marks & Spencer (Simply Food), Princes Park, Chester Road North, New Oscott	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Marks & Spencer, High Street, Longbridge	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Parade Grace Church Centre, Sutton Coldfield	0.1%	5	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Marks & Spencer, Telford Shopping Centre, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Merryhill Centre, Pedmore Road, Brierley Hill	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ventura Park, Bitterscote, Tamworth	0.1%	3	1.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Marks & Spencer, Weavers Wharf, Lower Mill Street, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge	0.7%	26	0.0%	0	1.0%	1	17.8%	5	0.9%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.4%	15	14.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	1.0%	36	1.6%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	2
Morrisons, Blaydon Road, Pendeford	0.9%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Morrisons, Buntsford Park Road, Bromsgrove	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, Kingswinford	0.9%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	10
Morrisons, Holyhead Road, Wednesbury	1.0%	36	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Morrisons, Lichfield Street, Walsall	0.5%	19	0.0%	0	2.7%	2	15.4%	4	2.4%	1	0.0%	0
Morrisons, Market Street, Rugeley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Morrisons, Middle Piece Way, Willenhall	0.8%	31	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	3	1.0%	1	8.0%	6
Morrisons, Mill Street, Cannock	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Newdale, Lawley Drive, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	1.1%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Spring Hill, Wellington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.7%	27	0.0%	0	0.0%	0	0.0%	0	18.5%	7	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Barley Mow, High Street, Wollaston	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Birmingham Road, Wylde Green, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bridgnorth Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Pensnett, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lawnswood Road, Wordsley, Stourbridge	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Louise Street, Gornal Wood, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stone Cross, Penkridge, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton, Wolverhampton	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bitterscote Drive, Bonehill, Tamworth	0.1%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Castle Vale Retail Park, Birmingham	0.2%	8	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Chell Road, Stafford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road,	1.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Northfield, Birmingham	0.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	1.0%	36	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Blackheath	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.5%	20	0.9%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	1.0%	36	0.0%	0	7.2%	5	1.3%	0	0.0%	0	15.6%	5
Sainsbury's Superstore, Orbital Retail Park, Voyager Drive, Cannock	1.2%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Raglan Street, St Marks, Wolverhampton	0.6%	23	0.0%	0	8.3%	6	2.0%	1	0.9%	0	1.7%	1
Sainsbury's Superstore, Reedswood Way, Walsall	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Sainsbury's Superstore, Rookery Street, Wednesfield, Wolverhampton	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Amblecote, Brierley Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Telford Forge Retail Park, Telford	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cann Hall Bypass, Bridgnorth	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cannock Road, Bushbury	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Hagley Road, Stourbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Highland Road, Dudley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Lichfield Road, Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Tesco Express (Esso), Walsall Road, Great Wyrley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Tesco Express, Alridge Tavern, Aldridge, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birmingham Road, Shenstone	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coombs Road, Dudley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Frederick Street, Jewellery Quarter, Birmingham	0.2%	6	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Tesco Express, Goose Pub, Bromley Lane, Kingswinford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Granville Street, Bathrow, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Edgbaston	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Willenhall	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Tesco Express, High Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Penn Road, Penn Manor, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Platts Road, Audnam, Stourbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stafford Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Tesco Express, Stourbridge Road, Halesowen	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Arcade, Gornal Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sandwell, Stone Cross, West Bromwich	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sutton Coldfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Bilston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.4%
Tesco Extra, Church Street, Lichfield	0.7%	26	27.0%	21	0.0%	0	0.0%	0	0.0%	0	8.5%	4
Tesco Extra, Crown Centre, Stourbridge	0.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street,	0.9%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Cradley Heath																								
Tesco Extra, Littleton Street West, Walsall	0.7%	25	0.0%	0	6.6%	5	9.5%	2	0.9%	0	1.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	1.4%	1
Tesco Extra, Newport Road, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Sandwell Centre, New Square, West Bromwich	1.2%	45	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Dudley	1.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wrekin Retail Park, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Camden Street, Springhill, Birmingham	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Cannock	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neptune Industrial Estate, Willenhall	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ridgacre Road, Quinton	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.7%	27	0.0%	0	8.9%	6	11.3%	3	1.4%	1	0.0%	0	1.8%	1	26.2%	7	12.0%	7	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Audley Road, Newport	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Birmingham	1.1%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Waitrose, Ryemarket, Stourbridge	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St. John Street, Bromsgrove	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonneyland Drive, Lichfield	0.5%	18	16.8%	13	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	5.0%	186	0.0%	0	7.8%	6	0.0%	0	3.7%	1	1.7%	1	1.0%	0	1.2%	0	7.7%	4	3.1%	1	2.7%	2	1.4%	1
African Caribbean Food Store, Soho Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Bromsgrove	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Aldi, Bristol Road South, Northfield	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Broad Gauge Way, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Essington Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Maypole Lane, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Sherwood Road, Bromsgrove	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Silverwoods Way, Kidderminster	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Station Drive, Ludlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Trescott Road, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bordesley Green, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Jinnah Road, Redditch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bilston Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
B&M, Church Street, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3
B&M, Market Street, Lichfield	0.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Reedswood Retail Park, Reedswood Way	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, The Merry Hill Centre, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cartwrights, High Street, Albrighton, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Spices, High Street, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Alvechurch, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Watson Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Common Road, Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Bescot Retail Park, Walsall	0.1%	5	0.0%	0	1.6%	1	2.3%	1	2.4%	1	0.0%	0
Farmfoods, Camp Street, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Farmfoods, Cape Hill, Smethwick	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Heath Town	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Farmfoods, Farley Centre, West Bromwich	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Fisher Street, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Green Street, Kidderminster	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Halesowen Road, Halesowen	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brierley Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brownhills	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	4.4%	1
Farmfoods, High Street, Tipton	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, New Road, Rubery	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, The Kingstanding Centre, Kingstanding Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Bristol Road South, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Burntwood Town Shopping Centre, Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Heron Foods, Castle Street, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Church Street, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Great Bridge, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Rowley Regis	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Wednesfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.9%
Heron Foods, King Street, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Princess Parade, High Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Raynor Road, Fallings Park,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Wolverhampton												
Heron Foods, Roseville Shopping Centre, Castle Street, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Saddlers Shopping Centre, Walsall	0.0%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Heron Foods, Stafford Street, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Watford Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Bentley Bridge Retail Park, Backhouse Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Church Street, Bilston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Churchill Shopping Centre, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Duchess Parade, High Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, High Street, Harborne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, High Street, Smethwick	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Keyway Retail Park, Willenhall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Phoenix Retail Park, Cannock Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Rookery Parade, Aldridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Home Bargains, The Merry Hill Centre, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Town Centre Shopping Scheme, Bloxwich	0.0%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Bescot Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Iceland, (Food Warehouse), Bromsgrove Retail Park, Bromsgrove	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Oldbury Green Retail Park, Oldbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse),	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Walsall Retail Park, Reedwood Way												
Iceland, Alcester Road South, Maypole, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Grosvenor Centre, Northfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rowley Regis	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Jerome Retail Park, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	2.4%	1	0.0%	0	0.0%
Iceland, Kingstanding Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Mill Lane, Bromsgrove	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Park Street, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scotts Arms Centre, Walsall Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	1.6%	1	0.0%	0	0.0%
Jack's, New Road, Rubery	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Karim's Supermarket, Heathfield Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Olton Boulevard East, Acocks Green	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bilston Town Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Local market, Dudley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, West Bromwich Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Wolverhampton City Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Aldridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Local shops, Bilston Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Local shops, Birmingham City Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Local shops, Blackheath Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bridgnorth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Town Centre												
Local shops, Broad Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brownhills Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Burntwood Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bushbury Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cannock Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Local shops, Catshill Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cheslyn Hay Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Local shops, Cleobury Mortimer Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cotteridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cradley Heath Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dimbles Lane, Lichfield	0.1%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Road, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Halesowen Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Handsworth Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Harborne Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hednesford Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kings Norton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingsmead Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingstanding Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Local shops, Lichfield City Centre	0.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Longbridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Netherton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, One Stop Shopping Park, Perry Barr	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Redditch Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rubery Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shifnal Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Smethwick Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stourbridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Streetley Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Walsall Town Centre	0.1%	2	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.0%	0
Local shops, Wednesbury Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesfield Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, West Bromwich Town Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Willenhall Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wollaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mark Honnor Butchers, May Lane, Hollywood, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, One Stop Shopping Park, Perry Barr	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meat And More, High Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hagley Road, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Nisa, Birches Barn Road, Pennfields, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Devon Court, Bideford Way, Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Festival Court, Pye Green Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bilbrook Road, Codsall, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cresswell Crescent, Bloxwich, Walsall	0.1%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0
One Stop, Horseley Road, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Market Street, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Throne Road, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pat's Butchers, Little Aston Lane, Sutton Coldfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Road Butchers, Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roberts Farm Shop, Kidderminster Road, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Harborne	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stourbridge Road, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Abbey Trading Centre, Redditch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Maypole, Birmingham	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Barton Yard, Hereford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.9%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Northampton Road, Wellingborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Selly	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Oak Shopping Park, Birmingham												
Sainsbury's Superstore, Stratford Road, Shirley, Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhars Supermarket, Wellington Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SC Butchers, Trysull Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharon's Fruit & Veg, High Street, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Local, Curdale Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar (Euro Garage), Wolverhampton Road, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Russells Hall Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Sutton Coldfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hamstead Road, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Paddock Lane, Aldridge, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tesco Express, Redhill Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rowley Village, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Warbler Place, Spennells, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Caxton Gate, New Street, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Aston Lane, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Coleshill Road, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Severn Road, Stourport-on-Severn	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Clean Kilo, Gibb Street, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Tom Browns Fruit, Watford Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Saltway, Droitwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Shopping Centre, Oldbury Road, Smethwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Market Street, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, The Lower Parade, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	3684	77	73	26	36	32	48	26	54	25	85	74
Sample:	3733	69	53	53	63	62	65	59	71	62	62	78

Q08 Which internet / home delivery retailer do you use?*Those who do their main food shopping via the internet at Q07*

Asda	20.0%	37	0.0%	0	40.0%	2	0.0%	0	61.8%	1	0.0%	0	0.0%	0	30.9%	1	0.0%	0	0.0%	0	0.0%	0	
Morrisons	11.5%	21	0.0%	0	0.0%	0	0.0%	0	38.1%	1	0.0%	0	0.0%	0	100.1%	0	18.0%	1	0.0%	0	0.0%	0	
Iceland	13.5%	25	0.0%	0	60.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	61.7%	1	0.0%	0	
Sainsbury's	13.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco	34.4%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	100.1%	0	0.0%	0	51.1%	2	100.0%	1	0.0%	0	100.0%
Ocado	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.4%	1	0.0%	0	
Waitrose	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Able & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Amazon Pantry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Milkman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Milk & More	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oak House Foods	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Riverford Organic Farmers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sidhu Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wiltshire Farm Foods	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know / varies)	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Weighted base:	186	0	6	0	1	1	0	0	4	1	2	1											
Sample:	134	0	3	0	3	1	1	1	4	1	2	1											

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Meanscore: [£]																								
Q09 How much does your household normally spend on main food shopping in a week?																								
£1 - £10	0.4%	23	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£11 - £20	2.3%	143	1.7%	2	3.5%	5	6.6%	3	0.0%	0	3.0%	2	2.0%	2	2.2%	1	0.0%	0	3.2%	2	2.4%	4	1.1%	1
£21 - £30	5.3%	320	6.3%	8	1.2%	2	3.8%	2	2.8%	2	2.3%	1	4.2%	4	3.2%	2	4.5%	3	5.3%	3	5.1%	9	9.2%	9
£31 - £40	8.2%	496	8.3%	11	8.0%	12	6.2%	3	7.4%	5	3.6%	2	6.4%	6	8.7%	4	5.2%	4	8.6%	4	7.4%	13	8.9%	9
£41 - £50	12.4%	756	9.9%	13	15.4%	23	6.6%	3	12.7%	8	11.4%	6	12.8%	11	9.8%	5	6.9%	5	14.7%	7	13.8%	24	6.1%	6
£51 - £60	9.1%	553	4.7%	6	5.7%	9	6.1%	3	9.9%	6	10.1%	5	12.2%	11	8.2%	4	12.2%	9	13.6%	7	10.1%	18	10.5%	11
£61 - £70	8.7%	530	7.8%	10	13.6%	21	9.3%	5	8.7%	5	9.8%	5	7.8%	7	8.6%	4	8.9%	7	6.0%	3	7.4%	13	14.0%	14
£71 - £80	9.5%	575	9.6%	12	4.7%	7	11.0%	6	9.0%	6	12.2%	7	10.6%	9	10.3%	5	11.1%	9	13.1%	6	16.1%	28	11.7%	12
£81 - £90	4.7%	286	4.9%	6	1.5%	2	5.8%	3	9.0%	6	6.3%	3	2.4%	2	6.0%	3	8.1%	6	5.8%	3	2.2%	4	8.5%	9
£91 - £100	11.4%	691	11.3%	15	13.4%	20	9.4%	5	9.2%	6	14.1%	8	8.9%	8	10.6%	5	7.8%	6	5.0%	2	11.8%	21	13.2%	14
£101 - £110	1.0%	62	0.0%	0	2.0%	3	0.0%	0	1.6%	1	3.9%	2	0.9%	1	0.0%	0	3.9%	3	0.8%	0	3.0%	5	1.6%	2
£111 - £120	3.0%	179	5.5%	7	4.5%	7	3.1%	2	4.8%	3	1.0%	1	7.0%	6	4.3%	2	2.1%	2	3.0%	1	0.9%	2	0.6%	1
£121 - £130	1.3%	78	0.5%	1	0.8%	1	1.8%	1	0.0%	0	1.0%	1	3.0%	3	0.0%	0	3.5%	3	1.3%	1	0.8%	1	0.0%	0
£131 - £140	0.6%	37	1.3%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.7%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
£141 - £150	3.0%	184	3.4%	4	1.5%	2	0.0%	0	3.8%	2	2.0%	1	1.9%	2	5.5%	3	4.1%	3	0.9%	0	0.8%	1	0.0%	0
£151 - £160	0.3%	17	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
£161 - £170	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
£171 - £180	0.4%	24	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0
£181 - £190	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£191 - £200	0.7%	41	0.8%	1	0.5%	1	2.1%	1	0.0%	0	0.0%	0	1.5%	1	1.2%	1	0.0%	0	0.9%	0	1.4%	2	1.0%	1
£201 - £210	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£211 - £220	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£221 - £230	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£231 - £240	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£241 - £250	0.1%	7	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
£251+	0.2%	15	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	15.7%	955	20.3%	26	20.2%	31	26.6%	13	18.1%	11	16.6%	9	15.3%	13	20.0%	9	18.5%	14	16.6%	8	13.2%	23	11.4%	12
(Refused)	1.5%	89	1.9%	2	0.0%	0	0.0%	0	1.5%	1	0.6%	0	1.4%	1	0.7%	0	2.4%	2	0.8%	0	0.5%	1	0.0%	0
<i>Mean:</i>	<i>74.29</i>	<i>78.88</i>	<i>75.85</i>	<i>73.17</i>	<i>73.76</i>	<i>75.82</i>	<i>76.99</i>	<i>76.99</i>	<i>78.78</i>	<i>67.28</i>	<i>73.26</i>	<i>70.79</i>												
Weighted base:	6076	129	151	50	62	54	86	47	78	49	175	103												
Sample:	6076	113	109	108	108	105	112	105	105	116	112	110												

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44										
Q10 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?																						
<i>Excl. Nulls</i>																						
Aldi, Audley Avenue, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Aldi, Bearwood Road, Bearwood	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Aldi, Bentley Bridge Shopping Park, Wednesfield	0.3%	13	0.0%	0	0.8%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	7.0%	4						
Aldi, Birmingham Road, Great Barr	1.0%	37	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Aldi, Bridge Cross Road, Burntwood	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	12.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, Moxley, Wednesbury	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chase Gateway, Victoria Street, Hednesford	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chester Road, New Oscott	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, Lichfield	0.2%	6	7.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cinder Bank, Peartree Lane, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Brierley Hill	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Lye	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Earls Way, Halesowen	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Edgbaston Road, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Goldthorn Hill Road, Wolverhampton	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Grange Central, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, Kidderminster	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Brownhills	0.3%	10	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	6	0.9%	0	0.0%	0	0.0%	0
Aldi, Howard Street, Wolverhampton	0.2%	9	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	2.0%	2	0.0%	0
Aldi, Madeley Court,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Parkway, Madeley												
Aldi, Mercury Drive, Wolverhampton	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, New Road, Stourbridge	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Priory Road, Dudley	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwells Road, Netherton	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saxon Drive, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stourbridge Road, Bridgnorth	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Parade, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wellington Road, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill Road, Barnes Hill, Birmingham	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane, Great Bridge, Tipton	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Daisy Street, North Bilston, Coseley	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, St. Matthews, Walsall	0.5%	18	0.0%	0	1.4%	1	4.9%	2	8.1%	3	0.0%	0
Asda, Hagley Road West, Quinton, Birmingham	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn Street, Sedgley	0.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Dudley	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Kings Heath, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merryhill Centre, Dudley	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Asda, New Road, Kidderminster	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, off Queslet Road, Great Barr, Birmingham	0.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street,	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Brierley Hill												
Asda, Queensway Mall, Halesowen	0.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rumer Hill, Lichfield Road, Cannock	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Saltwells Road, Cradley Road, Netherton, Dudley	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston	0.8%	29	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Asda, Ventura Road, Tamworth	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Minworth, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Barr, Birmingham	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Heath Town, Wolverhampton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodhall Street, Bloxwich	0.6%	25	0.0%	0	23.5%	22	0.0%	0	0.0%	0	2.5%	1
Co-op, (Petrol) High Street, Cleobury Mortimer	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) High Street, Harborne	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) Kidderminster Road, Bewdley Bridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) Wolverhampton Road, Penkridge	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Albion Parade, Wall Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bassnag Road, Halesowen	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bearwood Road, Warley Smethwick	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Boley Park Centre, Ryknild Street, Lichfield	0.4%	16	15.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bradford Street, Shifnal	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Co-op, Brewood Road, Coven	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadway, Fullbrook, Walsall	0.2%	6	0.0%	0	0.0%	0	0.9%	0	5.7%	2	0.0%	0
Co-op, Burntwood Crossroads, Norton Canes	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cannock Road, Blackford, Cannock	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Co-op, Cannock Road, Burntwood	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	7
Co-op, Cheslyn Hay, Cannock	0.2%	7	0.0%	0	0.0%	0	0.0%	0	18.1%	7	0.0%	0
Co-op, Church Lane, Handsworth Wood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Clarence Road, Four Oaks, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Clayhanger, Brownhills	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2
Co-op, Common Lane, Fradley Park Local Centre	0.1%	4	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Court Oak Road, Quinborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Curborough Road, Lichfield	0.1%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dibdale Road West, Dudley	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dudley Road West, Tividale	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dyas Road, Old Oscott, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Finchfield Road West, Finchfield, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franche Road, Kidderminster	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gibbs Lane, Catshill	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gilbert Road, Charford Bromsgrove	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Glebe Lane, Norton Stourbridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Griffiths Drive, Ashmore	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hagley Road West, Quinton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hawthorn Road, Kingstanding	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hazelwell Street,	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Stirchley												
Co-op, High Street, Albrighton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Highley, Bridgnorth	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kingswinford	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kinver	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Pattingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Pelsall	0.2%	7	0.0%	0	5.8%	5	3.7%	1	0.0%	0	0.0%	0
Co-op, High Street, Shifnal	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Tettenhall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Wombourne	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highfields Road, Chasetown	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	4
Co-op, Hill Top, West Bromwich	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hollyhedge Road, Stonecross, Charlemont	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kempthorne Avenue, Bushbury, Wolverhampton	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kingstanding Road, Kingstanding	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lichfield Road, Bloxwich	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Lichfield Road, Shelfield	0.1%	4	0.0%	0	0.0%	0	9.4%	4	0.0%	0	0.0%	0
Co-op, Lichfield Road, Walsall Wood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2
Co-op, Liskeard Road, Parkhall, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	11.9%	5	0.0%	0
Co-op, Load Street, Bewdley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lodge Lane, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Whittington	0.1%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Brewwood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Street, Penkridge	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mill Street, Low Town, Bridgnorth	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Morley Road, Burntwood	0.2%	9	0.0%	0	0.0%	0	0.0%	0	15.7%	9	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Co-op, New Road, Rubery	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Square Shopping Gate, Bridge Street, Walsall	0.1%	5	0.0%	0	2.1%	2	0.9%	0	2.4%	1	0.0%	0
Co-op, Oldbury Road, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Overfield Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Pendeford Avenue, Claregate, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Pershore Road, Cotteridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queensway, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Quinton Road West, Quinton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Co-op, Regent Road, Tividale	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sandringham Place, Stourbridge	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, School Road, Wombourne	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sedgley Road, Woodsetton, Dudley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spies Lane, Halesowen	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St. Kenelms Road, Romsley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stafford Road, Huntington, Cannock	0.2%	8	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Stafford Road, Oxley, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Co-op, Stirchley, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stoke Road, Bromsgrove	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stubby Lane, Perry Hall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Co-op, Sutton Road, Walsall	0.2%	6	0.0%	0	0.0%	0	0.9%	0	12.2%	5	0.0%	0
Co-op, Swan Corner Shopping Precinct, Burntwood Green	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4
Co-op, Tame Road, Brandhall	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Broadway, Stourbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Green, Kings Norton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Lichfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Road, New Invention												
Co-op, Thornhill Road, Streetly, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trysull Road, Merry Hill, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Turnberry Road, Bloxwich	0.3%	12	0.0%	0	12.7%	12	0.0%	0	1.2%	1	0.0%	0
Co-op, Turves Green, Northfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Unity Walk, Owen Street, Tipton	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Upper Church Lane, Tipton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Road, Great Barr	0.8%	30	0.0%	0	0.0%	0	1.6%	1	1.3%	1	0.0%	0
Co-op, Walsall Wood Road, Aldridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	7
Co-op, Wardles Lane, Great Wyrley	0.2%	9	0.0%	0	0.0%	0	0.0%	0	18.8%	7	0.0%	0
Co-op, Warstones Road, Penn	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Heath Road, Northfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wolverhampton Road, Codsall	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wood Lane, Codsall	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Worcester Road, Hagley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Linkway Retail Park, Watling Street, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), The Peel Centre, Stafford Street, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bearwood Road, Warley, Smethwick	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Street, Bilston	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Churchill Shopping Centre, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hagley Street, Halesowen, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Cradley Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harborne, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kings Square,	0.3%	12	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Sandwell Centre, West Bromwich												
Iceland, Market Place, Bloxwich	0.2%	6	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Rugeley	0.0%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Lichfield	0.1%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Merry Hill Retail Park, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Moor Centre, Brierley Hill	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Rye Market, Stourbridge	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Aldridge	0.2%	7	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Iceland, Union Street, Wednesbury	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Windmill Shopping Park, Smethwick	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Wulfrun Centre, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ablewell Street, Walsall	0.5%	18	0.0%	0	0.0%	0	8.2%	3	4.8%	2	0.0%	0
Lidl, Birmingham Road, Bromsgrove	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wolverhampton	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Lidl, Brettell Lane, Stourbridge	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dudley Road, Winson Green, Birmingham	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Eastern Avenue, Lichfield	0.3%	10	9.2%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Lidl, Finchfield Hill, Finchfield, Wolverhampton	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Friar Park Road, Wednesbury	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hagley Road, Halesowen	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Netherton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Lidl, High Street, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Horseley Heath, Great Bridge, Tipton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lower High Street, Cradley Heath	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madeley Court Way, Madeley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Willenhall	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Lidl, Old Walsall Road, Hamstead Industrial Estate, Hamstead	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Parkside House, Oldbury Road, Blackheath	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Silver Street, Kings Heath, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Soho Road, Handsworth, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stallings Lane, Kingswinford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Hagley Road, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Axeltree Way, Wednesbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Marks & Spencer (Foodhall), Lichfield Road, Mere Green	0.2%	7	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Orbital Retail Park, Cannock	0.1%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.9%	0
Marks & Spencer (Foodhall), Selly Oak Shopping Park, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Birmingham New Street Railway Station, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Handyman House, St John Street, Bridgnorth	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), High Street, Harborne, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44										
Marks & Spencer (Simply Food), Princes Park, Chester Road North, New Oscott	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Marks & Spencer, Dudley Street, Wolverhampton	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0						
Marks & Spencer, High Street, Longbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Marks & Spencer, Parade Grace Church Centre, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Marks & Spencer, Stafford Riverside, Stafford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0						
Marks & Spencer, Telford Shopping Centre, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.6%	2						
Marks & Spencer, The Merryhill Centre, Pedmore Road, Brierley Hill	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Marks & Spencer, Ventura Park, Bitterscote, Tamworth	0.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Marks & Spencer, Weavers Wharf, Lower Mill Street, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Morrisons, Anchor Road, Aldridge	0.7%	26	0.0%	0	1.2%	1	17.5%	7	1.9%	1	1.5%	1	0.0%	0	3.6%	1	22.2%	12	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.1%	5	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	2	2.3%	3	1.1%	1
Morrisons, Blaydon Road, Pendeford	0.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	3.1%	1	12.5%	16	0.0%	0
Morrisons, Buntsford Park Road, Bromsgrove	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, Kingswinford	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.8%	13	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	0.5%	21	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, Walsall	0.3%	13	0.0%	0	2.1%	2	12.9%	5	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.8%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Morrisons, Mill Street, Cannock	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Newdale, Lawley Drive, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	0.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.4%	15	0.0%	0	0.0%	0	0.0%	0	7.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Barley Mow, High Street, Wollaston	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Birmingham Road, Wylde Green, Sutton Coldfield	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Boldmere Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bridgnorth Road, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Compton Road, Wolverhampton	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Pensnett, Dudley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lawnswood Road, Wordsley, Stourbridge	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Louise Street, Gornal Wood, Dudley	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stone Cross, Penkridge, Stafford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Victoria Square, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Sainsbury's Local, Walsall Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton, Wolverhampton	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bitterscote Drive, Bonehill, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Castle Vale Retail Park, Birmingham	0.2%	7	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Sainsbury's Superstore, Chell Road, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road, Northfield, Birmingham	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Blackheath	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Sainsbury's Superstore, Orbital Retail Park, Voyager Drive, Cannock	0.5%	19	0.0%	0	1.2%	1	0.0%	0	0.0%	0	11.6%	4
Sainsbury's Superstore, Raglan Street, St Marks, Wolverhampton	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.5%	19	0.0%	0	2.9%	3	2.3%	1	0.0%	0	1.5%	1
Sainsbury's Superstore, Rookery Street, Wednesfield, Wolverhampton	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Amblecote, Brierley Hill	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Telford Forge Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cann Hall Bypass, Bridgnorth	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cannock Road, Bushbury	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Hagley Road, Stourbridge	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Highland Road, Dudley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso),	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Lichfield Road, Wednesfield												
Tesco Express (Esso), Lichfield Road, Willenhall	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Walsall Road, Great Wyrley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Tesco Express, Aldridge Tavern, Aldridge, Walsall	0.2%	9	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Tesco Express, Birches Barn Road, Bradmore, Wolverhampton	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birmingham Road, Shenstone	0.1%	5	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bridge Road, Cookley	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristnall Hall Road, Bristnall, Birmingham	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Codsall Road, Claregate, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coombs Road, Dudley Road, Halesowen	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Goose Pub, Bromley Lane, Kingswinford	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Granville Street, Bathrow, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hadley District Centre, Hadley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Edgbaston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Hasbury, Halesowen	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hall Street, Hockley, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Haygate Road, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Willenhall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Tesco Express, High Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Pensnett												
Tesco Express, Hurst Road, Bilston	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Netherstowe, Netherstowe, Lichfield	0.2%	7	7.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oxhill Road, Handsworth	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Penn Road, Penn Manor, Wolverhampton	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Platts Road, Audnam, Stourbridge	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stafford Road, Cannock	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, Halesowen	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Arcade, Gornal Dudley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sandwell, Stone Cross, West Bromwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sutton Coldfield	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Wharfside Street, Mailbox, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Bilston	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Tesco Express, Willenhall Road, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2
Tesco Extra, Church Street, Lichfield	0.3%	11	10.9%	10	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.6%	23	0.0%	0	3.3%	3	5.6%	2	6.1%	3	2.4%	1
Tesco Extra, Newport Road, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Sandwell Centre, New Square, West Bromwich	0.6%	23	0.0%	0	0.0%	0	1.6%	1	3.2%	1	0.0%	0
Tesco Extra, Town Gate Retail Park, Dudley	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Camden Street, Springhill,	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Birmingham												
Tesco Superstore, Hawks Green District Centre, Cannock	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neptune Industrial Estate, Willenhall	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ridgacre Road, Quinton	0.7%	27	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.6%	24	0.0%	0	1.4%	1	4.0%	1	1.9%	1	0.0%	0
Tesco Superstore, Victoria Street, Hednesford	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose (Little), Colmore Row, Jewellery Quarter, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Audley Road, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Birmingham	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Highgate Centre, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Waitrose, Ryemarket, Stourbridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St. John Street, Bromsgrove	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonneyland Drive, Lichfield	0.3%	13	13.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	2.3%	88	0.8%	1	8.6%	8	0.9%	0	1.2%	1	1.6%	1
A&H Supersave, Churchill Road, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Bromsgrove	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road South, Northfield	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Broad Gauge Way, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Aldi, Essington Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Maypole Lane, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Sherwood Road, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Aldi, Silverwoods Way, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Trescott Road, Redditch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
All in One Supersave, Bushbury Lane, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Asda, Market Street, Bromsgrove	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Parkgate Shopping Centre, Stratford Road, Shirley, Solihull	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Astle Park, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
B&M, Digbeth, Walsall	0.0%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
B&M, Ferrie Grove, Brownhills, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
B&M, Gallagher Retail Park, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Market Street, Lichfield	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Reedswood Retail Park, Reedswood Way	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, The Merry Hill Centre, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Best One, Rocky Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Farm Shop, Dog Lane, Bewdley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birds Corner Stores, Stourbridge Road, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath Post Office, Halesowen Street, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackwood Butchers, Blackwood Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booze Corner, Lichfield Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BP, Walsall Road, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Codsall, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Road West Post	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44	
Office, Castle Road West, Oldbury													
Chase Farm Shop, Weeford Road, Roughley, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Clive Lloyd Butchers, Enville Road, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Coalway News & Booze, Coalway Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Bells Lane, Stourbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Dad's Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Hagley Road, Halesowen	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Racecourse Road, Pershore	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, The Square, Alvechurch, Birmingham	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Barke Street, Highley, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Bentley Road North, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Common Road, Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Hateley Drive, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, High Street, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Long Lane, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Oldbury Road, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Powis Avenue, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, St Mark's Road, Tipton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, The Broadstone, Two Gates, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Trinity Centre, Halesowen Road, Cradley Heath	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Westcroft Avenue, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	
Costcutter, Wood End Road,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
												3.2%	2

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Wolverhampton												
Cradley Heath Newsagents, High Street, Cradley Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DEI Convenience, Friezland Lane, Walsall Wood, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
DHL Daily Stores, Stephenson Square, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duleys, Ladbury Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
E&S Mears, Walsall Road, Great Wyrley, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Edmund Howdle Butchers, High Street, Clayhanger, Brownhills	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Farm Shop, Bognop Road, Essington	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Bescot Retail Park, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Farmfoods, Bloxwich Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cape Hill, Smethwick	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Heath Town	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Farley Centre, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Halesowen Road, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Farmfoods, High Street, Tipton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, The Kingstanding Centre, Kingstanding Road, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillity Wines & Spirits, Gillity Avenue, Walsall	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Global Wines, Abbey Road, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayhead Farm Shop, Longwood Lane, Walsall	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Heron Foods, Bristol Road South, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Burntwood Town Shopping Centre, Burntwood	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Castle Square, Weoley Castle, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Castle Street, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Church Street, Bilston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Heron Foods, Great Bridge, Tipton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Erdington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Wednesfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Market Street, Kingswinford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Princess Parade, High Street, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Roseville Shopping Centre, Castle Street, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Saddlers Shopping Centre, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Heron Foods, Stafford Street, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, The Swan Centre, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Union Street, Wednesbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Bentley Bridge Retail Park, Backhouse Lane, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Bristol Road South, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Church Street, Bilston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Churchill Shopping Centre, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Duchess	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Parade, High Street, West Bromwich												
Home Bargains, High Street, Harborne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, High Street, Smethwick	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Hough Retail Park, Lichfield Road, Safford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Jerome Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Keyway Retail Park, Willenhall	0.1%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Home Bargains, One Stop Shopping Park, Walsall Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Ringway Church Street, Market Hall, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Home Bargains, Rookery Parade, Aldridge	0.1%	4	0.0%	0	0.0%	0	0.9%	0	0.0%	0	4.9%	3
Home Bargains, The Merry Hill Centre, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Town Centre Shopping Scheme, Bloxwich	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Wrenkin Retail Park, Arleston, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Wyrley Brook Park, Vine Lane, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Iceland, (Food Warehouse), Oldbury Green Retail Park, Oldbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Grosvenor Centre, Northfield	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rowley Regis	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kingstanding Road, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Mill Lane, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scotts Arms Centre, Walsall Road,	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Birmingham												
Iqbal & Sons, Long Lane, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J&N Super Foodstore, Blackhalve Lane, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Jack's, New Road, Rubery	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Joe's News & Wines, Brooklands Parade, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Karim's Supermarket, Heathfield Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee's Farm Shop, Claverley, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Selly Oak Shopping Park, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Express, Causeway Green Road, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle, Glover Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Express, Ida Road, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bilston Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Blackheath Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bridgnorth Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Dudley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Ludlow Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Stourbridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Albrighton Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Aldridge Town Centre	0.1%	2	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.9%	0
Local shops, Alumwell Road, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ashmore Park	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Banfield Road, Darlaston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bartley Green Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bearwood	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Local Centre												
Local shops, Beckbury Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Beechdale Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bentley Bridge Retail & Leisure Park, Wednesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Local shops, Bescot Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Local shops, Bilston Town Centre	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Birmingham City Centre	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Local shops, Blackheath Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Blakenhall Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bloxwich Town Centre	0.2%	6	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	1.8%
Local shops, Boldmere Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bournville Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bradmore Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brewwood Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bridgnorth Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brierley Hill Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brook Road, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Broughton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brownhills Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Local shops, Brownsall Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Burntwood Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Local shops, Bushbury Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Local shops, Cannock Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cape Hill Local	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Centre												
Local shops, Castle Vale Retail Park, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Castlecroft Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Catshill Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cheslyn Hay Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Claypit Lane, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cleobury Mortimer Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Codsall Road, Cradley Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Codsall Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Compton Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cotteridge Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Coven Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cradley Heath Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Crankhall Lane, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dimbles Lane, Lichfield	0.1%	4	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Road, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Town Centre	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Fallings Park Local Centre, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Local shops, Featherstone Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Local shops, Finchfield Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Franchise Street, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Gornal Local Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Barr Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Bridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Village Centre												
Local shops, Halesowen	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre												
Local shops, Handsworth	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre												
Local shops, Harborne Local	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre												
Local shops, Heath Road,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham												
Local shops, Hednesford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre												
Local shops, High Mount	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street, Hednesford												
Local shops, Hill Top Local	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre												
Local shops, Hills Lane,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley												
Local shops, Hollyhead	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Birmingham												
Local shops, Kidderminster	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre												
Local shops, Kings Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre												
Local shops, Kings Norton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre												
Local shops, Kingstanding	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre												
Local shops, Kingswinford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre												
Local shops, Kinver Village	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre												
Local shops, Lichfield City	0.1%	5	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre												
Local shops, Lichfield Road,	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Walsall												
Local shops, Longbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre												
Local shops, Lye Local	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre												
Local shops, Moseley Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall												
Local shops, Netherton Local	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre												
Local shops, Newport Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre												
Local shops, Newton Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham												

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Local shops, Northfield Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Northfield Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ocker Hill Local Centre, Tipton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Old Heath Road Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Local shops, Old Hill Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oldbury Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oldswinford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, One Stop Shopping Park, Perry Barr	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Owen Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Parkfield Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pedmore Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pelsall Town Centre	0.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Local shops, Pendeford Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Penkridge Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Penn Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pensnett Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pershore Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Perton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Proffitt Street, Walsall	0.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Pye Green Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Queensway, Bewdley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Quinton Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Local shops, Redditch Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Town Centre												
Local shops, Rubery Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Salop Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sandwell District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sedgley Local Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sharesill Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Local shops, Shaw Road, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sheffield City Centre	0.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Local shops, Shenstone Village Centre	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shifnal Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shirley District Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shortheath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Showell Circus Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Local shops, Small Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Smethwick Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sommerfield Road, Harborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, St Annes Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stafford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Station Road, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stourbridge Town Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stream Road, Kingswinford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Streetley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sutton Coldfield Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Telford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Local shops, Tipton Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Trescott Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Upeer Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Uttoxeter Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Walsall Town Centre	0.5%	19	0.0%	0	2.5%	2	0.0%	0	3.1%	1	0.9%	0
Local shops, Wednesbury Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesfield Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, West Bromwich Town Centre	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wheaton Aston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Willenhall Town Centre	0.2%	10	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Windermere Place, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Windmill Lane, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wittington Village Centre	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wollaston Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton City Centre	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Local shops, Wolverhampton Road, Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Local shops, Wombourne Village Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Yew Tree Hills, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lodge Supermarket, Lodge Road, West Bromwich	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Madeley Road, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Romford Road, Aveley, South Ockendon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Worcester Road, Bromsgrove	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&K Food & Wines, Bristol Road South, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&M Supermarket, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Road, Smethwick																								
Maple Superstore, Maple Drive, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marie's Deli, Griffiths Drive, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Marks & Spencer, One Stop Shopping Park, Perry Barr	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martin's, Hawkesley End, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marty's Convenience, Newton Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Broadway North, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Willenhall Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Meat And More, High Street, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	2.2%	1
Mike Grahams, Market Street, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Chester Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Covercroft, Droitwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Road, Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hagley Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitchurch Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Stores, Upper Villiers Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Lane Post Office, Newbury Lane, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nijjar Supermarket, Owen Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Ablewell Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Beacon Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Birches Barn Road, Pennfields, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Blackhalve Lane, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Nisa, Bromley Lane,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Kingswinford												
Nisa, College Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Deans Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	2
Nisa, Devon Court, Bideford Way, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Festival Court, Pye Green Road, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Glenthorpe Drive, Cheslyn Hay, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Nisa, Gorsey Lane, Great Wryley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Nisa, High Street, Quarry Bank, Dudley, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Lichfield Road, Rushall, Walsall	0.0%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Nisa, Park Lane, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Pottery Road, Warley, Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Spring Lane, Pelsall, Walsall	0.0%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Nisa, Stanton Road, Great Barr	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Strathdene Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bilbrook Road, Codsall, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bourne Street, Bilston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Buffery Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bushbury Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Collingwood Road, Bushbury, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
One Stop, Cresswell Crescent, Bloxwich, Walsall	0.1%	5	0.0%	0	5.4%	5	0.0%	0	0.0%	0	0.0%	0
One Stop, Griffiths Drive, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
One Stop, Hales Lane, Smethwick	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Hill Tavern,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Watsons Green Road, Dudley												
One Stop, Horseley Road, Tipton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Jiggins Lane, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Mervyn Place, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Norton East Road, Norton Canes, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Saltwells Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, School Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sharon Way, Hednesford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Spring Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
One Stop, Throne Road, Rowley Regis	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Turners Lane, Withymoor Village	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Vicarage Road, West Bromwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Wood End Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.1%
One Stop, Woodland Centre, Wood Lane, Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orchard Hills Bakery, Rookery Lane, Aldridge, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Osborne's, Walsall Road, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Dovedale Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Dudley Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Kendrick Road, Moxley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Penn Road, Penn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Poundland, Grosvenor Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, Queens Square, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, Walsall Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Premier, Bloxwich Road, Walsall	0.0%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Premier, Clark Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Granville Drive, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Hales Lane, Uplands	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Hednesford Road, Heath Hayes, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, High Street, Princes End, Tipton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Hollington Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Premier, Larkhill Road, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Malvern Avenue, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Market Street, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roberts Farm Shop, Kidderminster Road, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S&D Supermarket, Soho Road, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bristol Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Harborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Standfield Centre, Worsley, Manchester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stourbridge Road, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Abbey Trading Centre, Redditch	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Kings Heath, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Maypole, Birmingham	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Grove Farm Triangle, Leicester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Sainsbury's Superstore, Liverpool Road, Newcastle-under-Lyme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Northampton Road, Wellingborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Selly Oak Shopping Park, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sam's Supermarket, Devonshire Road, Smethwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select & Save, Warstones Drive, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select & Save, Woods Lane, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharon's Fruit & Veg, Market Street, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelfield Petrol Station, Lichfield Road, Walsall	0.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Spar (Euro Garage), Franche Road, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar (Euro Garage), Wolverhampton Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Bridgnorth Road, Compton, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Bridgnorth Road, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Broad Street, Bromsgrove	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Drakes Cross Parade, Hollywood, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Halesowen Road, Netherton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Harlescott Lane, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Harvest Road, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Pelsall, Walsall	0.1%	4	0.0%	0	2.7%	3	4.0%	1	0.0%	0	0.0%	0
Spar, Hobs Road, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Spar, Lawnswood Road, Wordsley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Northgate, Aldridge, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Spar, Queensway, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Redditch Road, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Russells Hall Road, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, School Road, Wheaton Aston, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wardles Lane, Great Wyrley, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Spar, Watford Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Worcester Lane, Hagley, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wordsley Green, Stourbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS Sidhu, Steel House Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supersave Discount Store, Johnson Road, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Bewdley Hill, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Linden Road, Birmingham	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Moss Grove, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Alcester Road, Hollywood, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birmingham Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Boldmere Road, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Sutton Coldfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Comberton Hill, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, East Mews, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hamstead Road, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Tesco Express, Hawthorn Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hewell Road, Barnt Green, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Load Street, Bewdley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Paddock Lane, Aldridge, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	5
Tesco Express, Redhill Road, Birmingham	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rowley Village, Rowley Regis	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourport Road, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Warbler Place, Spennells, Kidderminster	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Caxton Gate, New Street, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Severn Road, Stourport-on-Severn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fruit Tree, Cannock Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.1%
Tugford News, Tugford Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warley Newstop, Bearwood Road, Smethwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Shopping Centre, Oldbury Road, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteheath Supermarket, Oldbury Road, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Market Place, High Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Wilko, Market Street, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Oldbury Road, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, St. Georges Parade, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WT Hill & Son, Butts Road,	0.0%	1	0.0%	0	0.8%	1	0.9%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Walsall												
Weighted base:	3917	89	93	37	43	37	54	32	53	25	125	57
Sample:	3909	78	65	78	73	71	71	68	67	58	76	61

Q11 Which internet / home delivery retailer do you use?

Those who do their top-up shopping via the internet at Q10

Asda	21.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	21.6%	19	0.0%	0	28.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	12.1%	11	100.0%	1	0.0%	0	0.0%	0	99.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	16.8%	15	0.0%	0	14.2%	1	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0
Ocado	7.4%	7	0.0%	0	28.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Able & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon Pantry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Milkman	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milk & More	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak House Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverford Organic Farmers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidhu Supermarket	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	7.0%	6	0.0%	0	28.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	88	1		8		0		1		1		0		0		2		1		0		0		0
Sample:	70	1		4		1		1		1		0		0		3		1		0		0		0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Q12 In addition to (LOCATION MENTIONED AT Q10), is there anywhere else you regularly use for your household's small scale top-up food shopping?												
<i>Those who do top-up shopping at Q10 AND Excl. Nulls</i>												
Aldi, Bearwood Road, Bearwood	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bentley Bridge Shopping Park, Wednesfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2.4%
Aldi, Birmingham Road, Great Barr	0.4%	6	0.0%	0	0.0%	0	0.0%	3.0%	1	0.0%	0	0.0%
Aldi, Bridge Cross Road, Burntwood	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	4
Aldi, Bridgnorth Road, Wollaston	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, Moxley, Wednesbury	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	9.4%
Aldi, Chase Gateway, Victoria Street, Hednesford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chester Road, New Oscott	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, Lichfield	0.7%	10	22.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cinder Bank, Peartree Lane, Dudley	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, College Road, Kingstanding	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Brierley Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Lye	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Earls Way, Halesowen	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Edgbaston Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Goldthorn Hill Road, Wolverhampton	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Grange Central, Telford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Brownhills	0.4%	6	0.0%	0	2.3%	1	2.4%	0	0.0%	0	0.0%	0
Aldi, High Street, Newtown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Howard Street, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kingsmead Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Stafford												
Aldi, Madeley Court, Parkway, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	4
Aldi, New Road, Stourbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Priory Road, Dudley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwells Road, Netherton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stourbridge Road, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Parade, Sutton Coldfield	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.4%	5	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	1.2%	17	0.0%	0	0.0%	0	0.0%	0	9.6%	2	0.0%	0
Asda, Barnes Hill Road, Barnes Hill, Birmingham	0.4%	6	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane, Great Bridge, Tipton	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0
Asda, Daisy Street, North Bilston, Coseley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, St. Matthews, Walsall	0.7%	11	0.0%	0	0.0%	0	18.3%	3	0.0%	0	6.6%	2
Asda, Hagley Road West, Quinton, Birmingham	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn Street, Sedgley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Dudley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Kings Heath, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merryhill Centre, Dudley	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, off Queslet Road, Great Barr, Birmingham	0.4%	6	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Asda, Queensway, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rumer Hill, Lichfield Road, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ventura Road, Tamworth	0.0%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Barr, Birmingham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Heath Town, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodhall Street, Bloxwich	0.3%	4	0.0%	0	6.3%	2	0.0%	0	0.0%	0	2.1%	0
Co-op, (Petrol) High Street, Cleobury Mortimer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) High Street, Harborne	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) Wolverhampton Road, Penkridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Albion Parade, Wall Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Anglesey Street, Hednesford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bassnage Road, Halesowen	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bearwood Road, Warley Smethwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Boley Park Centre, Ryknild Street, Lichfield	0.3%	4	13.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bradford Street, Shifnal	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burntwood Crossroads, Norton Canes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Co-op, Cannock Road, Burntwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Co-op, Cheslyn Hay, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Co-op, Church Lane, Handsworth Wood	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Clayhanger, Brownhills	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Co-op, Dibdale Road West, Dudley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Finchfield Road West, Finchfield, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franche Road, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gibbs Lane, Catshill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Glebe Lane, Norton Stourbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Griffiths Drive, Ashmore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0
Co-op, Hagley Road West, Quinton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hawthorn Road, Kingstanding	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hazelwell Street, Stirchley	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Albrighton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Highley, Bridgnorth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kingswinford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kinver	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Shifnal	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Tettenhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Wombourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highfields Road, Chasetown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Co-op, Hill Top, West Bromwich	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hollyhedge Road, Stonecross, Charlemont	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kempthorne Avenue, Bushbury, Wolverhampton	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	21.3%
Co-op, Lichfield Road, Shelfield	0.0%	1	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0
Co-op, Lichfield Road, Walsall Wood	0.1%	1	0.0%	0	0.0%	0	2.4%	0	0.0%	0	3.3%	1
Co-op, Liskeard Road, Parkhall, Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	13.0%	2	0.0%	0
Co-op, Load Street, Bewdley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Brewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44				
Co-op, Market Street, Penkridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Co-op, Mill Street, Low Town, Bridgnorth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Co-op, New Road, Rubery	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Co-op, Old Square Shopping Gate, Bridge Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Co-op, Pendeford Avenue, Claregate, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Co-op, Pershore Road, Cotteridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Co-op, Quinton Road West, Quinton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0				
Co-op, Regent Road, Tividale	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Co-op, Sandringham Place, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Co-op, School Road, Wombourne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Co-op, Sedgley Road, Woodsetton, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Co-op, Spies Lane, Halesowen	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Co-op, Stafford Road, Oxley, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	9.2%	3	0.0%	0	
Co-op, Stubby Lane, Perry Hall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5.6%	1	
Co-op, Sutton Road, Walsall	0.1%	1	0.0%	0	0.0%	0	4.8%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Swan Corner Shopping Precinct, Burntwood Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0
Co-op, Tame Road, Brandhall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Lichfield Road, New Invention	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Thornhill Road, Streetly, Sutton Coldfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trysull Road, Merry Hill, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Turnberry Road, Bloxwich	0.2%	2	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Unity Walk, Owen Street, Tipton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Road, Great Barr	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Wood Road,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	3	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Aldridge																								
Co-op, Wardles Lane, Great Wyrley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Warstones Road, Penn	0.4%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Heath Road, Northfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wolverhampton Road, Codsall	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wood Lane, Codsall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Worcester Road, Hagley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Linkway Retail Park, Watling Street, Cannock	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), The Peel Centre, Stafford Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	1	0.0%	0	0.0%	0
Iceland, Bearwood Road, Warley, Smethwick	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Birmingham Road, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Street, Bilston	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Churchill Shopping Centre, Dudley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Dudley Street, Sedgley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hagley Street, Halesowen, Birmingham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Cradley Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harborne, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kings Square, Sandwell Centre, West Bromwich	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Bloxwich	0.1%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Cannock	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Merry Hill Retail Park, Brierley Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Iceland, The Rye Market, Stourbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Aldridge	0.5%	7	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Iceland, Union Street, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Windmill Shopping Park, Smethwick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Wulfrun Centre, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ablewell Street, Walsall	0.6%	9	0.0%	0	11.6%	4	8.2%	1	10.7%	2	0.0%	0
Lidl, Audley Avenue, Newport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Birmingham Road, Bromsgrove	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brettell Lane, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dudley Road, Winson Green, Birmingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Eastern Avenue, Lichfield	0.0%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Finchfield, Wolverhampton	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Friar Park Road, Wednesbury	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hagley Road, Halesowen	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Netherton	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Bilston	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Horseley Heath, Great Bridge, Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lower High Street, Cradley Heath	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madford Retail Park, Foregate Street, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Willenhall	0.4%	6	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Walsall Road, Hamstead Industrial	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Estate, Hamstead												
Lidl, Parkside House, Oldbury Road, Blackheath	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Silver Street, Kings Heath, Birmingham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Soho Road, Handsworth, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stallings Lane, Kingswinford	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Quadrant, Redditch Ringway, Redditch	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Beacon Hill, Foley, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Hagley Road, Stourbridge	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Axeltree Way, Wednesbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Lichfield Road, Mere Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Marks & Spencer (Foodhall), Orbital Retail Park, Cannock	0.1%	2	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Selly Oak Shopping Park, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Handyman House, St John Street, Bridgnorth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), High Street, Harborne, Birmingham	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Princes Park, Chester Road North, New Oscott	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Stafford Motorway Services, M6 North, Stone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, Wolverhampton	0.3%	5	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Marks & Spencer, High Street, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Longbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Marks & Spencer, Parade Grace Church Centre, Sutton Coldfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Stafford Riverside, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Telford Shopping Centre, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	1
Marks & Spencer, The Merryhill Centre, Pedmore Road, Brierley Hill	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ventura Park, Bitterscote, Tamworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0
Marks & Spencer, Weavers Wharf, Lower Mill Street, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge	0.5%	7	0.0%	0	2.3%	1	6.3%	1	3.0%	1	0.0%	0
Morrisons, Beacon Street, Lichfield	0.1%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Pendeford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6.8%
Morrisons, Buntsford Park Road, Bromsgrove	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, Kingswinford	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.7%	4
Morrisons, Holyhead Road, Wednesbury	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, Walsall	0.3%	4	0.0%	0	0.0%	0	15.0%	2	2.7%	1	0.0%	0
Morrisons, Market Street, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
Morrisons, Middle Piece Way, Willenhall	0.8%	11	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	6.2%
Morrisons, Mill Street, Cannock	0.8%	12	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0
Morrisons, Rubery, Birmingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.5%	8	0.0%	0	0.0%	0	0.0%	0	15.1%	3	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Sainsbury's Local, Barley Mow, High Street, Wollaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Boldmere Road, Sutton Coldfield	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bridgnorth Road, Wolverhampton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Compton Road, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Sainsbury's Local, Lawnswood Road, Wordsley, Stourbridge	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Louise Street, Gornal Wood, Dudley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stone Cross, Penkridge, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Walsall Road, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton, Wolverhampton	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bitterscote Drive, Bonehill, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road, Northfield, Birmingham	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Blackheath	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.4%	5	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Orbital Retail Park, Voyager Drive, Cannock	0.9%	13	0.0%	0	4.1%	1	7.8%	1	0.0%	0	2.1%	0
									4.0%	1	10.6%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Sainsbury's Superstore, Raglan Street, St Marks, Wolverhampton	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.2%	4	0.0%	0	4.1%	1	0.0%	0	0.0%	0	2.1%	0
Sainsbury's Superstore, Rookery Street, Wednesfield, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Amblecote, Brierley Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Telford Forge Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Hagley Road, Stourbridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Highland Road, Dudley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Lichfield Road, Wednesfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0
Tesco Express (Esso), Lichfield Road, Willenhall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Walsall Road, Great Wyrley	0.4%	7	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Tesco Express, Aldridge Tavern, Aldridge, Walsall	0.2%	3	0.0%	0	0.0%	0	12.1%	2	0.0%	0	0.0%	0
Tesco Express, Birches Barn Road, Bradmore, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birmingham Road, Shenstone	0.2%	2	6.9%	2	0.0%	0	0.0%	0	2.1%	0	0.0%	0
Tesco Express, Bridge Road, Cookley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristnall Hall Road, Bristnall, Birmingham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Codsall Road, Claregate, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Goose Pub, Bromley Lane, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Edgbaston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Tesco Express, Hagley Road, Hasbury, Halesowen	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Willenhall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Bridgnorth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Pensnett	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hurst Road, Bilston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Netherstowe, Netherstowe, Lichfield	0.3%	4	13.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Penn Road, Penn Manor, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Platts Road, Audnam, Stourbridge	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stafford Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, Halesowen	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Arcade, Gornal Dudley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sandwell, Stone Cross, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Tesco Express, Walsall Road, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Bilston	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.4%	6	13.2%	4	0.0%	0	0.0%	0	0.0%	0	8.1%	2
Tesco Extra, Crown Centre, Stourbridge	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.4%	7	0.0%	0	2.3%	1	6.6%	1	0.0%	0	0.0%	0
Tesco Extra, Sandwell Centre, New Square, West Bromwich	0.8%	11	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Tesco Extra, Town Gate Retail Park, Dudley	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Camden Street, Springhill,	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44											
Birmingham																							
Tesco Superstore, Hawks Green District Centre, Cannock	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0									
Tesco Superstore, Neptune Industrial Estate, Willenhall	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0									
Tesco Superstore, Park Avenue, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0									
Tesco Superstore, Ridgacre Road, Quinton	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0									
Tesco Superstore, Silver Street, Brownhills, Walsall	0.4%	6	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	18.8%	3	11.8%	3	0.0%	0	0.0%	0	0.0%	0	
Tesco Superstore, Victoria Street, Hednesford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Waitrose, Audley Road, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Waitrose, High Street, Birmingham	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Waitrose, Highgate Centre, Sutton Coldfield	0.1%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Waitrose, Penn Road, Wolverhampton	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Waitrose, Ryemarket, Stourbridge	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Waitrose, St. John Street, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Waitrose, Stonneyland Drive, Lichfield	0.3%	5	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Internet / delivery	2.7%	41	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%
A&H Supersave, Churchill Road, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Ellesmere Retail Park, Worsley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Sherwood Road, Bromsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Silverwoods Way, Kidderminster	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
All in One Supersave, Bushbury Lane, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	
Asda, Market Street, Bromsgrove	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, Parkgate Shopping Centre, Stratford Road, Shirley, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
B&M, Astle Park, West	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Bromwich												
B&M, Bilston Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bristol Road South, Northfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
B&M, Droitwich Spa Retail Park, Droitwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Ferrie Grove, Brownhills, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
B&M, High Street, Stourport-on-Severn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Keyway Retail Park, Willenhall	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Reedswood Retail Park, Reedswood Way	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, The Merry Hill Centre, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Trident Shopping, Centre, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Best One, Willenhall Street, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BP, Great Bridge Street, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BP, Walsall Road, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradshaws Farm Shop, Wrottesley Park Road, Perton, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Market Hall, High Street, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Codsall, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Road West Post Office, Castle Road West, Oldbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chase Farm Shop, Weeford Road, Roughley, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Road Post Office, City Road, Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Birmingham Road, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dad's Lane, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hagley Road,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Halesowen												
Co-op, The Square, Alvechurch, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wenlock Road, Shrewsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barke Street, Highley, Bridgnorth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Horton Square, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0
Costcutter, Lister Road, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dehal Meat & Poultry, Dudley Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastgate Store, Eastgate Street, Burntwood	0.1%	2	0.0%	0	0.0%	0	0.0%	0	8.1%	2	0.0%	0
Essington Farm Shop, Bognop Road, Essington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0
Farmfoods, Bloxwich Road, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Camp Street, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cape Hill, Smethwick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Heath Town	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	1
Farmfoods, Fisher Street, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Green Street, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Halesowen Road, Halesowen	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Hazelwell Street, Stirchley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0
Farmfoods, High Street, Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, New Road, Rubery	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, The Kingstanding Centre, Kingstanding Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Global Wines, Abbey Road, Smethwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Burntwood Town Shopping Centre, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Church Street, Bilston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Great Bridge, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Erdington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Rowley Regis	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Wednesfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Market Street, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Heron Foods, Raynor Road, Fallings Park, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Heron Foods, Saddlers Shopping Centre, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, The Swan Centre, Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Bristol Road South, Birmingham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Church Street, Bilston	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, High Street, Harborne	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, High Street, Smethwick	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Phoenix Retail Park, Cannock Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Ringway Church Street, Market Hall, Cannock	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Rookery Parade, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Home Bargains, Ryemarket, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, The Merry Hill Centre, Brierley Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Town Centre Shopping Scheme, Bloxwich	0.1%	2	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0

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Iceland, (Food Warehouse), Bescot Retail Park, Walsall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Walsall Retail Park, Reedswood Way	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Birmingham Road, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Kidderminster	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Grosvenor Centre, Northfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Jerome Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kingstanding Road, Birmingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Mill Lane, Bromsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scotts Arms Centre, Walsall Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jay Mini Market, Uplands Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Express, Birmingham Road, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Express, Causeway Green Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bilston Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Blackheath Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bridgnorth Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Cannock Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Penkridge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Amblecote Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bearwood Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bescot Retail	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Park, Walsall												
Local shops, Bilbrook Village Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bilston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Birmingham City Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Local shops, Blackheath Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bloxwich Town Centre	0.2%	3	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Boldmere Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bridgnorth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brierley Hill Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brownhills Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Burntwood Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cannock Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
Local shops, Cape Hill Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Codsall Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cotteridge Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cradley Heath Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dimbles Lane, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dingle Road, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Finchfield Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Gornal Local Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Grafton Road, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Barr Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Local shops, Great Bridge Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Halesowen Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Harborne Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hill Top Local Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hurst Green Road, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kidderminster Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingstanding Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingswinford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kinver Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Lichfield City Centre	0.2%	3	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Longbridge Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ludlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Lye Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Merridale Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	1
Local shops, Mile Oak Local Centre, Tamworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Northway, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oldbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oldswinford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, One Stop Shopping Park, Perry Barr	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pelsall Town Centre	0.0%	1	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0
Local shops, Penkridge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Penn Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pensnett Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pleck Road,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Walsall												
Local shops, Redditch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rowley Regis Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rubery Village Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shifnal Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Showell Circus Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Local shops, Smethwick Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stafford Road, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3
Local shops, Stourbridge Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stubby Lane, Perry Hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Tettenhall Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, The Merry Hill Centre, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Tividale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wall Heath Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Walsall Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Local shops, Wednesbury Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5.6%
Local shops, West Bromwich Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Willenhall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wollaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton City Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.1%
Local shops, Wolverhampton Road, Oldbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wombourne Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodcross Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Local shops, Wylde Green Local Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Langley High Street, Oldbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Howdle's Lane, Brownhills, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Willenhall Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	0
Morrisons, Hagley Road, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Ablewell Street, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Birches Barn Road, Pennfields, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Blackhalve Lane, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.4%
Nisa, Deans Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8.1%
Nisa, Dimbles Lane, Lichfield	0.1%	2	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Gorseley Lane, Great Wryley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Halesowen Road, Netherton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Lichfield Road, Rushall, Walsall	0.1%	1	0.0%	0	0.0%	8.2%	1	0.0%	0	0.0%	0	0.0%
Nisa, Park Lane, Wednesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Tennyson Way, Offmore, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Vicarage Road, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bilbrook Road, Codsall, Wolverhampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Buffery Road, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bushbury Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
One Stop, Griffiths Drive, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6.2%
One Stop, Norton East Road, Norton Canes, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, School Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Victoria Road, Wednesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5.0%

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Post Office, Broad Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Coalway Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, High Street, Walsall	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0
Poundland, The Merry Hill Centre, Dudley, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, Union Street, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Bloxwich Road, Walsall	0.0%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Premier, Copronation Road, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Hednesford Road, Heath Hayes, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Market Street, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Redwood Road, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0
Raj Food & Wines, Toll End Road, Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Harborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stourbridge Road, Bromsgrove	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Abbey Trading Centre, Redditch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Maypole, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Queensway, Weston-Super-Mare	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Selly Oak Shopping Park, Birmingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stratford Road, Shirley, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select & Save, Warstones	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Drive, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select & Save, Windmill Avenue, Rubery, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selfridges Food Hall, Bullring, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Bridgnorth Road, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Halesowen Road, Netherton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Pelsall, Walsall	0.3%	5	0.0%	0	13.7%	4	6.6%	1	0.0%	0	0.0%	0
Spar, Lawnswood Road, Wordsley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Northgate, Aldridge, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2
Spar, Queslett Road, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Russells Hall Road, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, School Road, Wheaton Aston, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Stafford Street, Brewood	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Walsall Manor Hospital, Moat Road, Walsall	0.1%	2	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Spar, Wardles Lane, Great Wyrley, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Spar, Watford Road, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wolverhampton Road West, Bentley, Willenhall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Worcester Lane, Hagley, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wordsley Green, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Bewdley Hill, Kidderminster	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Bristol Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Linden Road, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Alcester Road, Hollywood, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Tesco Express, Chester Road, Sutton Coldfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Comberton Hill, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hawthorn Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hewell Road, Bant Green, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Load Street, Bewdley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Old Birmingham Road, Marlbrook, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rowley Village, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Warbler Place, Spennells, Kidderminster	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Aston Lane, Birmingham	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Severn Road, Stourport-on-Severn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TFM Superstore, Brickhouse Lane, Stoke Prior, Bromsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Crusty Cottage Craft Bakery, Gorsy Road, Quinton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whetstone Store, Whetstone Lane, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Market Place, High Street, Walsall	0.1%	1	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1487	31	31	14	19	16	19	14	23	7	36	21
Sample:	1530	28	22	24	31	31	27	34	27	17	23	24

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Q13 Which internet / home delivery retailer do you use?												
<i>Those who do their top-up shopping via the internet at Q12</i>												
Asda	35.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	9.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	15.2%	7	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	23.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Ocado	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Able & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon Pantry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Milkman	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milk & More	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak House Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverford Organic Farmers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidhu Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		47		0	2	0	0	0	0	1	0	0
Sample:		33		0	1	0	0	0	0	1	0	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Meanscore: [£]																								
Q14 How much does your household normally spend on top-up shopping in a week?																								
<i>Those who do top-up shopping at Q10</i>																								
£1 - £10	28.6%	1178	25.9%	24	32.6%	31	32.6%	12	35.4%	16	15.3%	6	22.3%	12	19.6%	6	23.0%	13	35.6%	10	41.6%	54	37.2%	23
£11 - £20	30.8%	1268	20.1%	19	20.7%	20	35.6%	13	33.5%	15	43.6%	17	32.6%	18	21.0%	7	34.1%	19	32.6%	9	30.6%	40	33.2%	21
£21 - £30	13.3%	547	18.2%	17	12.2%	12	5.1%	2	11.9%	5	13.0%	5	10.5%	6	14.8%	5	12.8%	7	5.8%	2	10.1%	13	10.1%	6
£31 - £40	3.7%	154	5.0%	5	4.4%	4	0.9%	0	1.8%	1	2.3%	1	7.0%	4	8.6%	3	3.2%	2	5.8%	2	1.9%	2	0.0%	0
£41 - £50	2.2%	89	4.6%	4	1.3%	1	2.8%	1	1.3%	1	1.4%	1	5.2%	3	0.0%	0	2.8%	2	3.6%	1	1.9%	2	1.0%	1
£51 - £60	0.9%	36	0.7%	1	0.0%	0	0.0%	0	1.1%	1	1.6%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	2.2%	3	1.0%	1
£61 - £70	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.5%	1	2.3%	1	0.0%	0	0.0%	0
£81 - £90	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £160	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £170	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£171 - £180	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £190	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£191 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £210	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£211 - £220	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£221 - £230	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£231 - £240	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£241 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.1%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	17.3%	711	24.0%	22	25.2%	24	21.4%	8	12.9%	6	19.8%	8	17.2%	9	29.8%	10	19.5%	11	12.0%	3	11.0%	14	15.6%	10
(Refused)	1.6%	64	1.4%	1	2.4%	2	1.7%	1	2.0%	1	0.9%	0	3.8%	2	3.5%	1	1.7%	1	2.4%	1	0.7%	1	1.9%	1
Mean:	20.02		20.78		22.86		15.83		16.38		21.52		22.11		22.78		21.30		18.10		15.94		15.74	
Weighted base:	4114		93		95		37		45		38		55		33		55		29		130		62	
Sample:	4096		85		67		78		76		74		72		72		70		67		79		67	

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Q15 Which town or city centre is closest to you?												
<i>Excl. Nulls</i>												
Bilston Town Centre	2.2%	131	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Birmingham City Centre	18.1%	1095	0.5%	1	2.0%	3	0.0%	0	5.3%	3	2.8%	2
Blackheath Town Centre	1.3%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	1.0%	63	0.0%	0	27.1%	41	0.0%	0	0.0%	0	3.6%	2
Bridgnorth Town Centre	0.6%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	1.5%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	3.5%	210	0.0%	0	19.9%	30	1.8%	1	0.0%	0	0.0%	0
Brownhills Town Centre	1.1%	64	0.0%	0	0.5%	1	1.2%	1	0.0%	0	0.0%	0
Burntwood Town Centre	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.3%	30
Burton upon Trent Town Centre	0.0%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	4.1%	247	0.0%	0	0.8%	1	0.0%	0	79.7%	43	3.8%	3
Cleobury Mortimer Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.9%	56	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.4%	25	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Dudley Town Centre	5.6%	341	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	3.0%	181	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	3.3%	201	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	3.2%	194	95.9%	124	0.0%	0	0.6%	0	0.6%	0	55.7%	48
Newport Town Centre	0.1%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	1.5%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	1.0%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Shifnal Town Centre	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.7%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	4.5%	273	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	3.6%	216	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.8%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	8.2%	498	0.0%	0	48.2%	73	87.2%	44	87.3%	54	8.6%	5
Wednesbury Town Centre	1.9%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	4.9%	293	0.0%	0	0.0%	0	0.0%	0	6.4%	4	0.0%	0
Willenhall Town Centre	1.4%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
											11.1%	5
											0.0%	0
											4.3%	4

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Wolverhampton City Centre	14.0%	844	1.7%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	67.1%	33	89.9%	158	77.9%	80
Worcester City Centre	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Local Centre	0.4%	25	0.0%	0	0.0%	0	5.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	22.0%	17	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Bewdley Town Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilbrook Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushbury Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Cape Hill Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chasetown Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Norton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	0.0%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Shopping Centre, Pedmore Road, Brierley Hill	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandwell District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Selly Oak Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalybridge Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	4	0.5%	1	8.6%	9	0.0%	0
Wellington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Wythall Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	6043	129	151	50	61	54	86	47	78	49	175	103
Sample:	6046	113	109	108	107	105	112	104	105	116	112	110

Meanscore: [Number of visits per week]**Q16 How often do you visit (CENTRE MENTIONED AT Q15) for your household's shopping and other town centre uses?***Not those who said 'Don't know' at Q15*

Daily	3.8%	228	6.0%	8	1.8%	3	2.1%	1	2.5%	2	2.3%	1	4.4%	4	6.3%	3	2.2%	2	7.2%	4	1.8%	3	1.2%	1
4-6 days a week	3.5%	214	7.2%	9	2.2%	3	3.6%	2	3.1%	2	1.0%	1	1.1%	1	5.8%	3	1.6%	1	6.2%	3	0.0%	0	0.0%	0
2-3 days a week	14.8%	891	33.8%	44	15.5%	23	21.1%	11	15.5%	10	9.9%	5	17.6%	15	27.4%	13	10.5%	8	9.5%	5	10.4%	18	5.3%	5
One day a week	19.7%	1191	28.6%	37	23.8%	36	19.2%	10	27.8%	17	18.7%	10	25.9%	22	11.2%	5	21.5%	17	27.0%	13	20.8%	37	12.3%	13
Every two weeks	11.3%	683	10.9%	14	7.0%	10	10.3%	5	8.7%	5	14.9%	8	4.9%	4	5.1%	2	7.1%	6	9.5%	5	14.5%	25	5.2%	5
Monthly	13.7%	825	8.2%	11	7.9%	12	11.3%	6	13.7%	8	19.1%	10	23.2%	20	17.1%	8	7.4%	6	12.5%	6	12.8%	22	15.2%	16
Once every two months	6.0%	360	2.4%	3	5.7%	9	6.3%	3	6.0%	4	8.9%	5	7.2%	6	7.1%	3	14.1%	11	6.5%	3	4.4%	8	12.6%	13
Three-four times a year	5.2%	317	0.0%	0	2.0%	3	2.9%	1	3.0%	2	2.3%	1	3.3%	3	2.0%	1	6.9%	5	8.3%	4	5.4%	10	8.0%	8
Twice a year	3.5%	209	1.0%	1	8.2%	12	3.9%	2	2.2%	1	1.6%	1	1.7%	1	1.9%	1	2.3%	2	1.9%	1	6.8%	12	6.7%	7
Once a year	1.7%	103	0.0%	0	0.8%	1	2.7%	1	3.4%	2	0.6%	0	1.8%	2	0.0%	0	1.6%	1	3.3%	2	4.0%	7	5.9%	6
Less often	4.1%	249	0.8%	1	6.7%	10	7.0%	4	0.9%	1	3.3%	2	3.2%	3	1.1%	1	3.3%	3	1.3%	1	5.0%	9	9.8%	10
Never	11.3%	683	1.0%	1	16.0%	24	8.9%	4	13.2%	8	15.1%	8	5.7%	5	12.2%	6	19.5%	15	6.8%	3	13.3%	23	16.5%	17
(Don't know)	0.3%	21	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	2	0.0%	0
(Varies)	1.1%	68	0.0%	0	1.6%	2	0.6%	0	0.0%	0	0.6%	0	0.0%	0	1.4%	1	2.1%	2	0.0%	0	0.0%	0	1.1%	1
Mean:	1.13	2.00	0.95	1.15	1.09	0.81	1.17	1.66	0.80	1.42	0.72	0.44												
Weighted base:	6043	129	151	50	61	54	86	47	78	49	175	103												
Sample:	6046	113	109	108	107	105	112	104	105	116	112	110												

Q17 Do you use (CENTRE MENTIONED AT Q15) for most of your household's shopping and town centre uses?*Not those who said 'Never' at Q16 or 'Don't know' at Q15*

Yes	58.1%	3122	83.9%	107	63.1%	80	56.9%	26	70.9%	38	53.9%	25	52.1%	42	56.9%	23	46.8%	29	54.8%	25	61.1%	93	56.3%	48
No	41.9%	2251	16.1%	21	36.9%	47	43.1%	20	29.1%	16	46.1%	21	47.9%	39	43.1%	18	53.2%	33	45.2%	21	38.9%	59	43.7%	38
Weighted base:	5373	128	127	46	54	46	81	41	62	46	152	86												
Sample:	5333	111	91	98	90	89	104	91	84	107	95	92												

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Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Q18 What do you like about (CENTRE MENTIONED AT Q15) ? [MR]																								
<i>Not those who said 'Don't know' at Q15</i>																								
Attractive environment / nice place	6.8%	410	27.2%	35	3.9%	6	5.5%	3	4.7%	3	6.6%	4	21.2%	18	7.1%	3	4.7%	4	5.5%	3	3.5%	6	1.2%	1
Close to friends or relatives	1.7%	102	2.4%	3	2.6%	4	0.0%	0	0.8%	1	1.7%	1	1.9%	2	1.9%	1	0.0%	0	0.0%	0	2.2%	4	3.0%	3
Close to home	29.2%	1767	36.0%	47	36.8%	55	23.1%	12	25.9%	16	27.0%	14	25.2%	22	29.8%	14	11.9%	9	38.3%	19	17.0%	30	20.0%	21
Close to work	2.5%	153	0.0%	0	1.5%	2	4.1%	2	3.1%	2	2.0%	1	5.1%	4	1.9%	1	2.8%	2	3.2%	2	0.9%	2	0.6%	1
Compact	3.4%	208	4.1%	5	0.8%	1	2.9%	1	3.9%	2	4.7%	3	1.8%	2	0.7%	0	1.7%	1	0.0%	0	1.4%	2	3.6%	4
Easy to get to by bike	0.4%	24	1.4%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Easy to get to by bus	5.5%	333	1.4%	2	5.6%	8	2.4%	1	3.4%	2	0.6%	0	0.0%	0	2.5%	1	1.2%	1	5.2%	3	8.7%	15	5.7%	6
Easy to get to by car	5.9%	359	3.2%	4	6.8%	10	4.7%	2	3.3%	2	3.5%	2	1.7%	1	0.7%	0	4.3%	3	6.5%	3	7.5%	13	5.9%	6
Easy to park	4.2%	253	0.8%	1	0.0%	0	1.0%	1	4.2%	3	2.3%	1	6.2%	5	2.5%	1	4.1%	3	8.5%	4	2.4%	4	7.7%	8
Good facilities in general	4.8%	292	7.9%	10	6.9%	10	4.8%	2	2.2%	1	1.2%	1	2.7%	2	0.7%	0	3.7%	3	2.1%	1	5.6%	10	1.0%	1
Good food stores	3.0%	179	1.0%	1	2.0%	3	1.3%	1	2.2%	1	1.6%	1	1.5%	1	0.0%	0	4.5%	4	0.5%	0	4.4%	8	0.6%	1
Good pubs, cafés or restaurants	4.3%	261	12.8%	17	1.5%	2	1.9%	1	1.4%	1	1.2%	1	7.7%	7	1.2%	1	2.0%	2	1.0%	0	5.8%	10	6.5%	7
Good range of non-food shops	9.5%	572	9.6%	12	3.0%	4	5.3%	3	5.4%	3	3.8%	2	3.8%	3	6.8%	3	6.2%	5	7.6%	4	15.3%	27	8.2%	8
Good range of independent shops	3.4%	205	7.7%	10	1.5%	2	0.6%	0	1.9%	1	2.3%	1	1.1%	1	1.9%	1	0.6%	0	1.4%	1	3.6%	6	1.0%	1
Good range of 'high street' retailers/ multiples	6.6%	396	9.5%	12	1.2%	2	0.0%	0	7.5%	5	1.7%	1	0.6%	0	3.8%	2	3.5%	3	3.7%	2	4.2%	7	5.0%	5
Affordable shops	4.9%	293	1.7%	2	8.2%	12	4.2%	2	4.7%	3	2.8%	2	0.0%	0	6.8%	3	1.7%	1	4.1%	2	6.5%	11	0.0%	0
High quality shops	4.2%	251	1.7%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	3.4%	3	1.8%	1	3.6%	6	1.1%	1
The street market	3.6%	215	5.7%	7	0.0%	0	2.6%	1	0.0%	0	1.2%	1	2.2%	2	0.0%	0	1.7%	1	2.6%	1	2.8%	5	2.9%	3
Makes a change from other places	1.7%	105	1.4%	2	3.5%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	2.7%	3
Quiet / not too busy	2.4%	142	3.8%	5	2.0%	3	1.2%	1	0.0%	0	3.7%	2	3.7%	3	2.2%	1	2.6%	2	0.0%	0	0.0%	0	1.0%	1
Safe and secure	2.8%	168	7.6%	10	3.0%	5	2.5%	1	0.0%	0	2.6%	1	0.6%	0	1.9%	1	1.1%	1	1.4%	1	0.0%	0	0.0%	0
Traditional / historical	2.6%	154	7.6%	10	1.5%	2	1.8%	1	2.8%	2	0.0%	0	4.7%	4	0.7%	0	0.0%	0	0.5%	0	0.5%	1	3.6%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Big town centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I need there	0.4%	21	2.5%	3	1.2%	2	0.6%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.5%	0	0.0%	0	0.0%	0
Easy to get to by public transport in general	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by train	0.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.7%	2
Familiar / know where everything is	0.8%	50	1.3%	2	0.0%	0	0.0%	0	1.7%	1	0.6%	0	0.6%	0	0.7%	0	2.2%	2	0.0%	0	0.0%	0	1.9%	2
Free parking	0.3%	17	0.0%	0	2.0%	3	0.0%	0	1.7%	1	0.6%	0	0.0%	0	1.2%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Good banking / financial facilities	0.5%	32	0.5%	1	0.0%	0	0.0%	0	0.9%	1	5.2%	3	1.1%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good cinema	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good cultural facilities (e.g. theatres, museums, galleries etc.)	0.2%	15	0.5%	1	0.0%	0	1.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0

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	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Good disabled access	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good events / festivals	0.1%	4	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good library	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good nightlife	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good personal services (e.g. hairdressers, beauty salon etc.)	0.1%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Good seating	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Habit / always gone there	0.1%	8	0.5%	1	0.5%	1	0.6%	0	0.8%	1	0.0%	0
It's where my football team is from	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like the shopping centre there	0.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like to support local shops	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
My favourite store is there	0.3%	20	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.2%	2
Nice and busy	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice atmosphere / friendly people	0.8%	48	0.8%	1	1.5%	2	0.0%	0	1.7%	1	1.2%	1
Nice church / cathedral	0.0%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice parks / green areas	0.2%	10	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Offers undercover shopping	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised	0.5%	30	2.5%	3	0.0%	0	0.6%	0	0.0%	0	1.9%	1
(Don't know)	2.0%	119	1.9%	3	1.2%	2	0.0%	0	1.0%	1	1.1%	1
(Nothing / very little)	30.6%	1851	9.2%	12	43.4%	65	50.1%	25	41.7%	26	39.5%	21
Weighted base:	6043	129	151	50	61	54	86	47	78	49	175	103
Sample:	6046	113	109	108	107	105	112	104	105	116	112	110

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June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Q19 What could be improved about (CENTRE MENTIONED AT Q15) that would make you visit it more often? [MR]																								
<i>Not those who said 'Don't know' at Q15</i>																								
Better access by road	3.4%	204	0.8%	1	1.6%	2	0.0%	0	0.0%	0	3.9%	2	2.3%	2	0.0%	0	3.2%	2	6.2%	3	3.3%	6	1.6%	2
Better public transport	3.6%	220	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	3.6%	3	1.9%	1	1.6%	1	1.6%	1	1.8%	3	0.6%	1
Better signposting	0.7%	40	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cleaner streets	8.7%	526	0.5%	1	15.3%	23	18.4%	9	15.6%	10	4.0%	2	0.6%	0	10.3%	5	8.4%	7	12.6%	6	8.1%	14	7.8%	8
Facilities which would assist you if shopping with children	2.2%	133	2.8%	4	2.3%	3	0.0%	0	3.1%	2	1.0%	1	1.8%	2	3.7%	2	0.0%	0	3.8%	2	1.4%	2	1.7%	2
Free car parking	14.0%	844	12.9%	17	5.3%	8	8.9%	4	11.9%	7	8.2%	4	10.1%	9	2.3%	1	10.7%	8	8.3%	4	14.7%	26	11.6%	12
More / better town centre events	3.0%	184	2.3%	3	3.5%	5	0.6%	0	2.6%	2	1.7%	1	1.1%	1	1.9%	1	0.0%	0	1.4%	1	1.4%	2	3.7%	4
More / better comparison retailers (i.e. non-food shops)	8.0%	484	13.6%	18	10.1%	15	9.5%	5	7.0%	4	7.1%	4	8.7%	7	6.2%	3	5.0%	4	4.8%	2	6.3%	11	10.2%	10
More / better value or affordable shops	4.2%	253	4.3%	6	1.5%	2	0.0%	0	2.2%	1	1.1%	1	2.7%	2	4.7%	2	0.0%	0	8.9%	4	4.5%	8	2.0%	2
More / better entertainment	2.8%	172	2.3%	3	4.1%	6	3.6%	2	1.4%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	4.1%	2	2.3%	4	1.7%	2
More / better places for eating out (e.g. cafes and restaurants)	5.1%	306	1.7%	2	8.9%	13	7.8%	4	1.3%	1	5.1%	3	3.8%	3	5.1%	2	0.0%	0	2.7%	1	5.0%	9	1.7%	2
More / better food shops	5.9%	356	4.0%	5	3.5%	5	7.5%	4	1.6%	1	1.8%	1	6.4%	6	10.5%	5	5.9%	5	6.2%	3	5.6%	10	4.1%	4
More / better parking	9.9%	599	7.1%	9	11.5%	17	5.5%	3	3.8%	2	7.9%	4	6.6%	6	1.9%	1	9.2%	7	6.7%	3	9.9%	17	11.0%	11
More / better pedestrianised streets	1.7%	103	4.6%	6	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0
More / better public conveniences	2.9%	177	0.9%	1	0.8%	1	4.9%	2	0.0%	0	1.1%	1	0.6%	0	1.9%	1	0.0%	0	1.8%	1	3.6%	6	2.0%	2
More / better seats / flower displays	2.4%	144	0.9%	1	3.5%	5	6.1%	3	6.0%	4	0.0%	0	2.2%	2	1.2%	1	0.0%	0	3.2%	2	0.5%	1	0.0%	0
More / better services	2.2%	134	2.5%	3	2.3%	3	1.8%	1	2.2%	1	6.2%	3	2.0%	2	4.1%	2	1.7%	1	2.9%	1	2.2%	4	1.0%	1
More advertising	1.0%	57	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
More national multiple shops / High Street shops	27.5%	1662	42.1%	54	38.0%	57	42.0%	21	40.8%	25	35.3%	19	44.5%	38	39.7%	19	32.8%	25	33.1%	16	36.7%	64	35.6%	37
More independent shops	21.7%	1310	28.8%	37	16.5%	25	42.6%	22	28.5%	18	24.5%	13	29.8%	26	33.3%	16	27.0%	21	22.3%	11	34.0%	60	20.4%	21
Street markets - physical improvements	3.4%	204	0.9%	1	4.3%	6	3.0%	2	2.8%	2	1.1%	1	0.0%	0	3.1%	1	2.3%	2	1.3%	1	4.2%	7	0.6%	1
Street markets - better range and quality of offer	5.1%	311	2.2%	3	4.3%	7	8.8%	4	7.2%	4	3.5%	2	0.6%	0	8.0%	4	5.5%	4	6.7%	3	3.3%	6	2.6%	3
Protection from the weather (e.g. covered shopping mall)	1.5%	91	1.9%	2	2.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	3.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Shops / services open on Sundays	1.7%	106	0.9%	1	0.8%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.0%	2	1.7%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better bus station	0.1%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.3%	19	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Better indoor market	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better nightlife	0.1%	6	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better pavements	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Better security / safety / more police	2.7%	163	0.0%	0	3.9%	6	9.5%	5	1.9%	1	1.1%	1
Better Wi-Fi signal	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	0.1%	6	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.1%	7	2.5%	3	0.0%	0	0.0%	0	0.0%	1	0.0%	0
Less bookmakers	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0
Less building works	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less busy / crowded	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafes	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0
Less charity shops	0.9%	52	2.3%	3	1.3%	2	0.0%	0	3.3%	2	1.1%	1
Less drunks / druggies	0.3%	16	0.0%	0	0.8%	1	1.2%	1	0.0%	0	0.0%	1
Less empty shops	2.7%	166	1.9%	2	3.8%	6	5.6%	3	9.0%	6	5.3%	3
Less hairdressers / barbers	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less homeless / beggars	1.4%	82	0.0%	0	5.8%	9	1.8%	1	1.6%	1	0.6%	0
Less pollution	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less restaurants	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.2%	10	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Less traffic congestion	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Lower business rates	0.3%	21	0.5%	1	0.5%	1	0.0%	0	0.0%	0	1.2%	1
Maintain the historical buildings	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Make it more attractive / revamp it	2.8%	172	3.2%	4	0.5%	1	8.7%	4	7.0%	4	5.0%	3
More / better cultural facilities (e.g. theatres, museums, galleries etc.)	0.1%	7	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
More / better disabled parking	0.2%	11	0.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
More / better leisure facilities	0.2%	13	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for drinking (e.g. pubs and bars)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More banking / financial facilities	0.3%	20	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
More cash points	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More compact	0.4%	24	0.0%	0	0.5%	1	1.2%	1	0.9%	1	0.0%	0
More cycle routes	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More litter bins	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parks / green areas	0.1%	5	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer / friendlier atmosphere	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.3%	1
No smoking areas	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open my favourite store	0.6%	33	5.7%	7	1.4%	2	1.3%	1	0.5%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
there																								
Shops open for longer	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Stop building houses	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Stop cyclists cycling in pedestrian areas / on pavements	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Stop the congestion charge	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Stop the horse fair	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Stop the market(s)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Street markets - open more days	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
(Don't know)	4.9%	299	1.4%	2	4.0%	6	3.1%	2	4.4%	3	0.0%	0	5.7%	5	1.4%	1	2.6%	2	3.3%	2	5.3%	9	3.4%	3
(Nothing)	22.0%	1331	17.6%	23	22.7%	34	11.2%	6	17.8%	11	31.3%	17	21.9%	19	7.7%	4	26.3%	20	17.2%	8	14.3%	25	20.6%	21
Weighted base:		6043		129		151		50		61		54		86		47		78		49		175		103
Sample:		6046		113		109		108		107		105		112		104		105		116		112		110

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Q20 Why don't you visit (CENTRE MENTIONED AT Q15) for your household's shopping and town centre uses? [MR]																								
<i>Those who said 'Never' at Q16</i>																								
Poor range of shops	23.4%	160	50.0%	1	46.3%	11	14.5%	1	59.4%	5	19.9%	2	25.2%	1	24.5%	1	36.5%	6	14.5%	0	23.6%	6	30.9%	5
Poor parking provision	10.9%	74	0.0%	0	0.0%	0	0.0%	0	10.1%	1	10.8%	1	0.0%	0	0.0%	0	5.6%	1	20.4%	1	3.8%	1	7.6%	1
Expensive	4.8%	33	50.0%	1	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	13.1%	0	0.0%	0	0.0%	0
Poor facilities in general	4.4%	30	50.0%	1	0.0%	0	11.7%	1	10.1%	1	0.0%	0	26.6%	1	0.0%	0	8.5%	1	0.0%	0	7.6%	2	3.8%	1
Traffic congestion	6.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	2	3.8%	1
Not easy to get to by bike	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not easy to get to by car	5.6%	38	0.0%	0	0.0%	0	13.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0
Not easy to get to by bus	2.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities in general	2.7%	19	50.0%	1	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0
Poor range of food stores	5.7%	39	100.0%	1	8.0%	2	0.0%	0	0.0%	0	0.0%	0	26.6%	1	0.0%	0	8.5%	1	0.0%	0	0.0%	0	0.0%	0
Poor range of pubs, cafés or restaurants	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of non-food shops	7.8%	53	50.0%	1	14.7%	4	0.0%	0	6.3%	1	36.2%	3	0.0%	0	11.1%	1	5.0%	1	7.3%	0	12.3%	3	3.8%	1
Poor range of independent shops	4.0%	28	0.0%	0	0.0%	0	7.3%	0	0.0%	0	10.8%	1	36.2%	2	15.5%	1	6.2%	1	7.3%	0	0.0%	0	0.0%	0
Poor range of 'high street' retailers/ multiples	5.4%	37	0.0%	0	8.0%	2	7.3%	0	6.3%	1	11.4%	1	9.7%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	7.0%	48	50.0%	1	9.4%	2	11.7%	1	12.6%	1	0.0%	0	19.3%	1	5.5%	0	3.1%	0	7.3%	0	6.1%	1	6.1%	1
Lack of street market	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0
Feels unsafe	12.8%	87	0.0%	0	22.7%	5	26.2%	1	16.5%	1	0.0%	0	0.0%	0	8.9%	1	21.8%	3	0.0%	0	3.8%	1	16.0%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have enough seats	0.0%	0	0.0%	0	0.0%	0	7.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my bank / poor range of banks	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my favourite store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't like carrying shopping too far	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't like town centres	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't really like shopping	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive parking	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0
Expensive to get there by bus	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family / friends live elsewhere so visit there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health / mobility reasons	8.0%	54	0.0%	0	10.5%	3	20.0%	1	6.3%	1	8.3%	1	19.3%	1	5.5%	0	0.0%	0	7.3%	0	19.8%	5	10.6%	2
I work in a store / centre so shop there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I work there, so prefer not to visit it in my leisure time	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I'm too busy	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just don't like it	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	6.8%	1
Just prefer to use other places	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Like to spread out where I visit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No reason to go there	2.6%	18	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Not that familiar with the place	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other places are easier to get to	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	0
Poor atmosphere / unfriendly	0.7%	5	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Poor cultural facilities (e.g. theatres, museums, galleries etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor disabled access	0.2%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Poor layout	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer not to drive unless I have to	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer online shopping	0.6%	4	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0
Prefer retail parks / shopping malls	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer to use local shops / supermarkets	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
There's nothing there	0.6%	4	0.0%	0	9.4%	2	0.0%	0	0.0%	0	9.7%	0
Too big	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	2.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	1
Too far away	2.4%	16	0.0%	0	0.0%	0	7.3%	0	0.0%	0	0.0%	0
Too far from work	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many drunks / druggies	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many homeless / beggars	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many road works	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment / rundown	3.0%	20	0.0%	0	0.0%	0	7.3%	0	7.8%	1	0.0%	0
(Don't know)	14.1%	96	0.0%	0	5.8%	1	0.0%	0	20.3%	2	18.2%	1
Weighted base:	683		1	24	4	8	8	5	6	15	3	23
Sample:	721		2	18	10	18	16	8	13	21	9	17

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Q21 Why don't you visit (CENTRE MENTIONED AT Q15) for most of your household's shopping and town centre uses? [MR]																								
<i>Those who said 'No' at Q17</i>																								
Poor range of shops	27.3%	615	41.7%	9	29.8%	14	33.0%	7	29.0%	5	37.9%	8	48.1%	19	54.5%	10	24.5%	8	53.6%	11	33.1%	20	31.6%	12
Poor parking provision	11.2%	251	19.4%	4	6.4%	3	6.6%	1	10.5%	2	9.9%	2	13.5%	5	6.8%	1	8.5%	3	18.1%	4	11.4%	7	18.3%	7
Expensive	7.4%	167	0.0%	0	2.4%	1	0.0%	0	0.0%	0	2.9%	1	2.0%	1	2.9%	1	0.0%	0	3.3%	1	2.7%	2	4.5%	2
Poor facilities in general	5.0%	112	0.0%	0	6.6%	3	3.0%	1	16.0%	3	8.3%	2	12.3%	5	6.5%	1	0.0%	0	3.0%	1	12.0%	7	2.7%	1
Traffic congestion	7.4%	167	8.9%	2	5.4%	3	3.3%	1	0.0%	0	4.4%	1	5.3%	2	0.0%	0	4.5%	2	0.0%	0	4.5%	3	0.0%	0
Not easy to get to by bike	0.7%	16	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Not easy to get to by car	4.3%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.8%	0	2.8%	1	3.3%	1	0.0%	0	4.5%	2
Not easy to get to by bus	2.5%	57	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	5.9%	2	5.0%	1	1.4%	0	0.0%	0	0.0%	0	1.7%	1
Poor facilities in general	3.2%	72	0.0%	0	12.2%	6	1.6%	0	8.5%	1	7.3%	2	3.9%	2	12.2%	2	6.1%	2	3.8%	1	0.0%	0	0.0%	0
Poor range of food stores	8.5%	190	0.0%	0	4.8%	2	4.9%	1	0.0%	0	2.6%	1	9.3%	4	3.2%	1	2.5%	1	11.0%	2	9.8%	6	7.5%	3
Poor range of pubs, cafés or restaurants	2.0%	46	0.0%	0	4.8%	2	0.0%	0	8.5%	1	1.6%	0	10.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of non-food shops	8.8%	197	8.5%	2	11.7%	5	19.2%	4	15.2%	2	6.4%	1	9.8%	4	11.5%	2	7.6%	3	1.9%	0	8.1%	5	22.6%	8
Poor range of independent shops	7.1%	159	13.7%	3	4.2%	2	22.8%	5	8.5%	1	13.7%	3	9.9%	4	10.8%	2	9.9%	3	2.1%	0	3.9%	2	6.4%	2
Poor range of 'high street' retailers/ multiples	8.2%	185	22.2%	5	17.1%	8	14.2%	3	18.5%	3	6.0%	1	12.3%	5	6.5%	1	12.9%	4	0.0%	0	6.6%	4	4.5%	2
Poor quality shops	7.1%	160	0.0%	0	1.5%	1	7.9%	2	5.2%	1	10.2%	2	15.0%	6	8.2%	1	9.1%	3	4.9%	1	4.1%	2	0.0%	0
Lack of street market	2.0%	46	0.0%	0	2.4%	1	3.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.7%	1
Feels unsafe	7.8%	176	8.9%	2	11.4%	5	20.5%	4	17.3%	3	2.9%	1	0.0%	0	3.2%	1	12.2%	4	9.1%	2	10.7%	6	14.8%	6
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have enough seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my bank / poor range of banks	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my favourite store	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't like carrying shopping too far	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't like town centres	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't really like shopping	0.3%	6	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Expensive parking	2.3%	52	3.2%	1	0.0%	0	0.0%	0	6.5%	1	5.2%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	9.3%	5	1.7%	1
Expensive to get there by bus	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family / friends live elsewhere so visit there	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health / mobility reasons	1.1%	25	0.0%	0	0.0%	0	1.6%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	4.5%	2
I work in a store / centre so shop there	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I work there, so prefer not to visit it in my leisure time	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I'm too busy	0.2%	5	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just don't like it	0.7%	15	0.0%	0	1.5%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Just prefer to use other places	2.3%	52	0.0%	0	4.8%	2	4.6%	1	0.0%	0	2.6%	1	1.2%	0	1.8%	0	0.0%	0	3.3%	1	6.5%	4	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Like to spread out where I visit	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No reason to go there	1.4%	32	3.2%	1	0.0%	0	1.6%	0	0.0%	0	1.6%	0
Not that familiar with the place	0.1%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	1	1.6%	0
Other places are easier to get to	2.2%	49	0.0%	0	9.0%	4	3.3%	1	0.0%	0	0.0%	0
Poor atmosphere / unfriendly	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor cultural facilities (e.g. theatres, museums, galleries etc.)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor disabled access	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor layout	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Poor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer not to drive unless I have to	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer online shopping	1.3%	29	3.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Prefer retail parks / shopping malls	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer to use local shops / supermarkets	2.2%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
There's nothing there	0.2%	4	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Too big	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	1.5%	34	0.0%	0	2.4%	1	0.0%	0	0.0%	0	3.9%	2
Too far away	4.9%	110	0.0%	0	2.4%	1	0.0%	0	5.5%	1	0.0%	0
Too far from work	0.6%	14	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Too many drunks / druggies	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many homeless / beggars	0.5%	10	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0
Too many pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many road works	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Unattractive environment / rundown	2.1%	48	0.0%	0	4.9%	2	7.6%	2	2.0%	0	4.5%	1
(Don't know)	10.4%	233	3.2%	1	20.3%	10	0.0%	0	14.1%	2	21.8%	5
Weighted base:	2251		21		47		20		16		21	
Sample:	2164		19		34		44		30		35	

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Q21X Why don't you visit (CENTRE MENTIONED AT Q15) for your household's shopping and town centre uses? (all respondents who don't visit) [MR]																								
<i>Those who said 'Never' at Q16 or 'No' at Q17</i>																								
Poor range of shops	26.4%	774	42.2%	9	35.5%	25	29.6%	7	39.4%	9	32.9%	10	45.6%	20	47.1%	11	28.2%	14	48.1%	12	30.5%	25	31.4%	17
Poor parking provision	11.1%	326	18.2%	4	4.2%	3	5.4%	1	10.4%	2	10.2%	3	11.9%	5	5.1%	1	7.6%	4	18.4%	4	9.3%	8	15.0%	8
Expensive	6.8%	200	3.0%	1	1.6%	1	0.0%	0	0.0%	0	3.9%	1	1.7%	1	2.2%	1	0.0%	0	4.6%	1	1.9%	2	3.1%	2
Poor facilities in general	4.8%	142	3.0%	1	4.3%	3	4.6%	1	14.0%	3	6.0%	2	13.9%	6	4.9%	1	2.7%	1	2.6%	1	10.7%	9	3.1%	2
Traffic congestion	7.2%	210	8.4%	2	3.6%	3	2.7%	1	0.0%	0	3.2%	1	4.7%	2	0.0%	0	3.1%	2	0.0%	0	6.2%	5	1.2%	1
Not easy to get to by bike	0.6%	17	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Not easy to get to by car	4.6%	136	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.7%	1	1.4%	0	2.9%	1	2.8%	1	0.0%	0	3.1%	2
Not easy to get to by bus	2.5%	72	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	2	3.8%	1	1.0%	0	0.0%	0	0.0%	0	1.2%	1
Poor facilities in general	3.2%	93	3.0%	1	8.0%	6	1.3%	0	6.9%	2	5.2%	2	3.5%	2	9.3%	2	4.2%	2	3.3%	1	1.7%	1	0.0%	0
Poor range of food stores	7.8%	229	6.1%	1	5.9%	4	4.0%	1	0.0%	0	1.9%	1	11.3%	5	2.4%	1	4.4%	2	9.5%	2	7.0%	6	5.1%	3
Poor range of pubs, cafés or restaurants	1.8%	53	0.0%	0	3.2%	2	0.0%	0	5.6%	1	3.0%	1	9.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of non-food shops	8.5%	251	11.0%	2	12.7%	9	15.6%	4	12.2%	3	14.7%	4	8.7%	4	11.4%	3	6.8%	3	2.6%	1	9.3%	8	16.7%	9
Poor range of independent shops	6.4%	186	12.9%	3	2.7%	2	19.9%	5	5.6%	1	12.9%	4	12.8%	6	12.0%	3	8.7%	4	2.8%	1	2.8%	2	4.4%	2
Poor range of 'high street' retailers/ multiples	7.6%	222	20.8%	5	14.0%	10	12.9%	3	14.3%	3	7.5%	2	12.0%	5	4.9%	1	10.8%	5	0.0%	0	4.7%	4	3.1%	2
Poor quality shops	7.1%	208	3.0%	1	4.2%	3	8.6%	2	7.7%	2	7.3%	2	15.5%	7	7.6%	2	7.2%	3	5.3%	1	4.7%	4	1.9%	1
Lack of street market	1.7%	50	0.0%	0	1.6%	1	2.4%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.2%	1
Feels unsafe	9.0%	263	8.4%	2	15.3%	11	21.6%	5	17.0%	4	2.1%	1	0.0%	0	4.6%	1	15.2%	7	7.8%	2	8.8%	7	15.2%	8
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have enough seats	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my bank / poor range of banks	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my favourite store	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't like carrying shopping too far	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't like town centres	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't really like shopping	0.2%	7	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Expensive parking	2.0%	59	3.0%	1	0.0%	0	0.0%	0	4.3%	1	3.7%	1	0.0%	0	2.2%	1	1.0%	0	0.0%	0	6.6%	5	1.2%	1
Expensive to get there by bus	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family / friends live elsewhere so visit there	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health / mobility reasons	2.7%	81	0.0%	0	3.6%	3	5.0%	1	4.5%	1	2.3%	1	2.2%	1	1.4%	0	0.0%	0	1.0%	0	6.7%	6	6.4%	3
I work in a store / centre so shop there	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I work there, so prefer not to visit it in my leisure time	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I'm too busy	0.2%	6	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just don't like it	0.7%	20	0.0%	0	1.0%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	2.1%	1
Just prefer to use other places	1.8%	54	0.0%	0	3.2%	2	3.8%	1	0.0%	0	1.9%	1	2.8%	1	1.4%	0	0.0%	0	2.8%	1	4.7%	4	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Q22 Where do you normally do most of your household's shopping for men's, women's, children's and baby clothing and footwear? NOTE we mean fashion items - NOT sports clothing and footwear												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.1%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	8	1.8%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Bearwood Local Centre, Smethwick	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	12.1%	673	11.4%	14	6.9%	10	17.3%	8	20.7%	12	6.9%	3
Blackheath Town Centre	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.2%	10	0.0%	0	4.1%	6	0.0%	0	0.0%	0	1.3%	1
Bridgnorth Town Centre	0.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.1%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Burton upon Trent Town Centre	0.1%	8	3.7%	4	0.0%	0	1.1%	1	0.0%	0	1.8%	1
Cannock Town Centre	1.2%	65	0.0%	0	2.8%	4	3.4%	2	0.0%	0	16.3%	8
Cape Hill Local Centre, Smethwick	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.7%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	0.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.2%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	1.1%	62	17.8%	22	2.9%	4	2.5%	1	0.0%	0	1.8%	1
Newport Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Redditch Town Centre	1.1%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.8%	47	2.1%	3	0.0%	0	0.0%	0	1.0%	1	0.7%	0
Stafford Town Centre	0.7%	39	0.0%	0	0.0%	0	0.7%	0	0.0%	0	2.0%	1
Stourbridge Town Centre	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4
Stourport-on-Severn Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.0%	56	0.6%	1	0.8%	1	3.9%	2	2.2%	1	0.0%	0
Tamworth Town Centre	0.5%	30	6.5%	8	0.5%	1	0.7%	0	0.0%	0	0.0%	0
Telford Town Centre	1.9%	105	0.0%	0	3.2%	5	0.0%	0	0.0%	0	7.1%	4
Tipton Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	3.9%	216	0.0%	0	28.8%	41	29.0%	13	18.3%	10	9.4%	5
Wednesbury Town Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.1%	7	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
West Bromwich Town Centre	4.4%	246	0.0%	0	0.0%	0	0.7%	0	11.4%	7	0.0%	0
Willenhall Town Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	6.4%	353	1.8%	2	2.6%	4	0.7%	0	0.6%	0	1.3%	1
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	1.4%	76	0.0%	0	2.4%	3	1.1%	1	0.0%	0	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.2%	11	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	1.0%	54	0.0%	0	10.8%	15	1.8%	1	0.0%	0	0.7%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.7%	40	0.0%	0	0.0%	0	0.0%	0	9.6%	5	1.1%	1
Jolly Sailor Retail Park, Tamworth	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.7%	37	0.0%	0	1.0%	1	4.9%	2	2.0%	1	1.3%	1

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Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Linkway Retail Park, Watling Street, Cannock	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	3.7%	207	0.0%	0	0.9%	1	0.7%	0	0.0%	0	2.3%	1
Merry Hill SHOPPING CENTRE, Brierley Hill	14.6%	810	0.9%	1	1.4%	2	2.6%	1	3.4%	2	1.9%	3
Oak Retail Park, Dudley Road, Brierley Hill	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.5%	30	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.1%	5	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	2
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.3%	14	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.2%	13	0.0%	0	2.2%	3	2.0%	1	0.0%	0	1.3%	1
Selly Oak Shopping Park, Birmingham	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Springvale Way Retail Park, Springvale Way, Bilston	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
St Johns Retail Park, Dudley Road, Wolverhampton	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Telford Bridge Retail Park, Telford	0.1%	8	0.0%	0	1.6%	2	1.3%	1	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.2%	10	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
The Fort Shopping Park, Birmingham	0.3%	18	1.8%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Ventura Retail Park, Tamworth	1.5%	84	22.5%	27	0.8%	1	4.4%	2	1.1%	1	15.2%	11
Wrekin Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Wyrley Brook Retail Park, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
B&Q, Solihull Retail Park, Chalford Vale, Shirley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Spring Vale Retail Park, Bilston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Chester Road,	0.0%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
New Oscott, Sutton Coldfield												
Wickes, West Street, off Stafford Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery Abbey Retail Park, Alvechurch Highway, Redditch	25.4%	1411	26.8%	33	25.7%	36	14.3%	7	26.7%	15	30.4%	15
Arrow Park Local Centre Asda, Avon Road, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Asda, Brickhouse Lane South, Tipton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Crown Wharf Shopping Park, Wolverhampton Street, Walsall	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Asda, High Holborn, Dudley	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.4%	21	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet Centre, Pingle Drive, Bicester	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldmere Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0

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Weighted:

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	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Bradford City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christchurch Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks Village Outlet, Farm Road, Street	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotteridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Dumfries Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgbaston Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fashion Factory, Hollies Park Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Garden Village, Bridgnorth Road, Shipley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester City Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.0%	1
Hagley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heart Of The Country Shopping Centre, A38, South Swinfen	0.0%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley Heath Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkley Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Shopping Park, Walford House, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Norton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds United FC, Elland Road, Leeds	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Local Centre	0.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Matalan, Tunnel Drive, Redditch	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meols Cop Retail Park, Meols Cop Road, Southport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Middlesbrough Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moseley Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Muchwenlock Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newlife Superstore, Hemlock Way, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pattingham Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plymouth City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snow Hill, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Stoke Prior Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Cradley Heath												
Tesco Extra, New Square, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Superstore, Park Avenue, Madeley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.1%	4	0.0%	0	0.5%	1	0.0%	0	2.2%	2	4.8%	2
Warstones Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Bridgnorth Road, Shipley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.5%	27	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	0
Weighted base:	5552		121		141		46		57		50	
Sample:	5601		107		101		99		101		97	
									75		44	
									98		95	
									73		44	
									98		104	
											169	
											95	
											108	
												99

Q23 How do you normally travel to (LOCATION MENTIONED AT Q22)?

Not those who said 'Internet / delivery' or 'Abroad' or '(Don't know / varies)' or '(Don't do this type of shopping)' at Q22

Car / van (as driver)	59.8%	2461	62.3%	55	55.3%	58	55.4%	22	50.6%	21	70.0%	25	75.7%	39	57.9%	21	65.9%	36	55.7%	18	54.0%	66	65.4%	47
Car / van (as passenger)	9.5%	391	7.3%	7	7.8%	8	10.2%	4	12.5%	5	7.7%	3	13.2%	7	11.9%	4	6.2%	3	9.0%	3	9.1%	11	10.9%	8
Bus, minibus or coach	17.2%	709	7.8%	7	25.8%	27	23.1%	9	20.1%	8	12.4%	4	3.4%	2	20.8%	7	13.1%	7	17.0%	6	25.3%	31	13.2%	10
Using park & ride facility	0.0%	2	0.0%	0	0.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	4.2%	174	9.9%	9	1.9%	2	0.8%	0	1.2%	1	0.0%	0	1.5%	1	4.2%	2	0.9%	0	4.9%	2	2.0%	2	4.1%	3
Taxi	1.1%	46	1.4%	1	0.7%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.9%	1
Train	6.4%	262	11.4%	10	6.9%	7	8.2%	3	11.1%	5	9.9%	3	6.2%	3	3.4%	1	10.7%	6	4.1%	1	6.9%	9	4.7%	3
Bicycle	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	4.5%	1	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.1%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Ring & Ride	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1
Tram	0.2%	10	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.6%	26	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Weighted base:	4114		89		105		40		41		35		51		36		54		32		123		72	
Sample:	4299		79		76		84		76		70		69		79		71		81		78		77	

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Q24 Where do you normally do most of your household's shopping for CDs, vinyl, DVDs, Blurays, etc.) (Excluding gaming)?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.1%	3	0.0%	0	0.0%	0	7.2%	1	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Birmingham City Centre	6.4%	183	1.2%	1	3.1%	2	7.5%	2	9.7%	3	0.0%	2
Blackheath Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.5%	15	0.0%	0	20.9%	13	5.9%	1	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Burton upon Trent Town Centre	0.2%	5	6.7%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Cannock Town Centre	0.7%	19	2.2%	1	0.0%	0	0.0%	0	9.1%	2	3.9%	2
Cape Hill Local Centre, Smethwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.3%	8	11.4%	6	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Northfield Local Centre, Birmingham	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	1.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Shifnal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.4%	11	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Centre												
Sutton Coldfield Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.1%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.6%	16	0.0%	0	3.5%	2	0.0%	0	1.7%	1	1.8%	0
Tipton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	1.0%	29	0.0%	0	10.0%	6	2.5%	1	3.9%	1	1.8%	0
Wednesbury Town Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	1.4%	40	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	4.2%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.4%	12	0.0%	0	8.3%	5	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	1.4%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	8.3%	238	2.0%	1	0.0%	0	0.0%	0	1.9%	1	3.3%	1
One Stop Retail Park, Walsall Road, Perry Barr	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.2%	6	0.0%	0	0.0%	0	1.6%	0	0.0%	0	8.7%	2
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Road, Wolverhampton												
Telford Forge Shopping Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.2%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Green Street, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, West Street, off Stafford Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	59.9%	1717	71.7%	38	50.5%	33	68.9%	14	76.1%	22	67.4%	12
Asda, Avon Road, Cannock	0.2%	6	0.0%	0	1.8%	1	0.0%	0	0.0%	0	8.0%	1
Asda, Barnes Hill, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane South, Tipton	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Asda, Malinsgate, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Barr	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlegate Way, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Codsall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meole Brace Retail Park, Hereford Road, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge, Walsall	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Morrisons, Charterfield Shopping Centre, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Morrisons, Lichfield Street, Walsall	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sherwood Road, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Spring Hill, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.1%	3	0.0%	0	2.0%	1	0.0%	0	2.2%	1	0.0%	0
Nuneaton Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44										
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Sainsbury's Superstore, Reedswood Way, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	1.5%	1	4.5%	2						
Tesco Extra, Church Street, Lichfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, New Square, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ridgacre Road, Quinton, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	2864		54	64	21	29	19	39	17	33	21	93	43									
Sample:	2524		43	42	37	47	32	43	30	45	43	52	42									

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Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Q25 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.1%	5	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Birmingham City Centre	3.8%	173	3.0%	3	2.3%	2	1.8%	1	3.2%	2	2.1%	1
Blackheath Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.3%	11	0.0%	0	8.1%	8	2.5%	1	0.0%	0	1.0%	0
Bridgnorth Town Centre	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.1%	4	0.0%	0	0.0%	0	1.5%	1	2.0%	1	0.0%	0
Burntwood Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Burton upon Trent Town Centre	0.1%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.0%	44	0.0%	0	0.7%	1	0.0%	0	0.0%	0	3.7%	1
Cape Hill Local Centre, Smethwick	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.4%	16	7.7%	7	0.0%	0	1.6%	1	0.0%	0	4.8%	3
Newport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill Local Centre, Cradley Heath	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Shifnal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Shrewsbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.4%	17	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Stafford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Tamworth Town Centre	0.2%	11	5.5%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Telford Town Centre	0.4%	18	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	1.4%	63	0.0%	0	14.7%	15	13.4%	5	8.2%	4	1.0%	0
Wednesbury Town Centre	0.4%	19	0.0%	0	0.7%	1	1.5%	1	0.0%	0	1.7%	1
Wednesfield Local Centre, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	1.5%	70	0.0%	0	0.0%	0	0.9%	0	1.7%	1	0.0%	0
Willenhall Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	2.5%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Wombourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	2.1%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	1.1%	49	0.0%	0	4.6%	5	0.0%	0	3.4%	2	1.9%	1
Bescot Retail Park, Bescot Crescent, Walsall	0.2%	7	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Gateway Retail Park, Eastern Way, Cannock	0.1%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	1.9%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.5%	24	0.0%	0	6.6%	7	2.7%	1	3.1%	2	0.0%	0
Elgar Retail Park, Blackpole Road, Worcester	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park,	8.8%	401	0.0%	0	22.5%	22	18.3%	7	42.9%	22	6.0%	2

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Weighted:

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	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Junction 9, Wednesbury												
Jerome Retail Park, Bridgeman Street, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.4%	17	0.0%	0	0.0%	0	1.5%	1	1.0%	1	0.0%	0
Linkway Retail Park, Watling Street, Cannock	1.3%	61	0.0%	0	4.3%	4	2.7%	1	0.0%	0	17.5%	6
Madford Retail Park, Stafford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	6.9%	314	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	3.7%	168	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	1.3%	60	0.0%	0	5.7%	6	0.0%	0	0.0%	0	21.7%	7
Princess Alice Retail Park, New Oscott, Sutton Coldfield	1.5%	67	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.1%	6	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Roman Way Retail Park, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	1.3%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull GATE Retail Park, Marshall Lake Road, Solihull	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springvale Way Retail Park, Springvale Way, Bilston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	4.5%	206	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	1.2%	55	20.4%	20	0.7%	1	2.6%	1	0.6%	0	1.9%	1

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Wrekin Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Axletree Way, Park Lane, Wednesbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
B&Q, Cardinal Point Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Solihull Retail Park, Chalford Way, Shirley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Spring Vale Retail Park, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Kings Heath, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, St Johns Retail Park, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	37.0%	1679	54.3%	52	26.8%	27	39.9%	14	28.8%	15	32.9%	11
Abbey Retail Park, Alvechurch Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bearwood Road, Bearwood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Shopping Park, Classic Drive, Coventry	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Freeth Street, Oldbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Raglan Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Asda, Brickhouse Lane South, Tipton	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Crown Wharf Shopping Park, Wolverhampton Street, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, Walsall	0.1%	3	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Brierley Hill												
Asda, Queensway Mall, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodall Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bilston Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradmore Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Capital Appliance Centre, Macrome Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale Retail Park, Chester Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Centrum East Retail Park, Burton upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadsmoor Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hazelwell Street, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Watson Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Derby City Centre	0.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Shopping Park, Walford House, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Walsall Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minehead Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Morrisons, Beacon Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Morrisons, Wallows Lane,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Walsall												
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Penn Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Retail Park, Watling Street, Bridgtown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Chell Road, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Snow Hill, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.1%	4	0.7%	1	0.0%	0	0.0%	0	5.6%	4	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, New Square, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Drive, Sutton Coldfield												
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.0%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
The Range, Walsall Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Wood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warstones Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Retail Park, Ings Road, Wakefield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wythall Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	4542	96	100	36	52	32	63	32	61	31	138	78
Sample:	4397	80	66	73	88	62	80	64	80	71	86	77

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44										
Q26 Where do you normally do most of your household's shopping for books (incl. encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?																						
<i>Excl. Nulls</i>																						
Aldridge Village Centre	0.6%	24	0.0%	0	0.0%	0	10.4%	3	1.9%	1	0.0%	0	0.0%	0	29.5%	18	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	1.5%	2	1.1%	1
Birmingham City Centre	5.5%	234	4.4%	4	5.0%	4	10.9%	3	11.7%	5	0.0%	0	0.0%	0	3.5%	2	1.5%	0	3.7%	4	3.4%	2
Blackheath Town Centre	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.4%	17	0.0%	0	18.1%	13	1.1%	0	0.0%	0	0.9%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.2%	8	0.0%	0	1.0%	1	5.8%	2	0.0%	0	0.0%	0	1.3%	1	15.1%	5	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	2.0%	87	0.0%	0	4.3%	3	0.0%	0	0.0%	0	18.7%	7	6.3%	4	2.6%	1	0.0%	0	2.1%	2	1.1%	1
Cape Hill Local Centre, Smethwick	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	1.1%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	1.3%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.5%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	1.9%	80	41.6%	41	1.0%	1	0.0%	0	0.0%	0	1.8%	1	27.1%	17	10.8%	4	1.3%	1	0.0%	0	0.0%	0
Newport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	1.2%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Redditch Town Centre	1.2%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.2%	10	0.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Stafford Town Centre	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	1.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.8%	75	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Tamworth Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.9%	39	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Tipton Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	3.7%	157	0.0%	0	30.3%	21	24.1%	7	38.1%	17	5.3%	2
Wednesbury Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	2.3%	99	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Willenhall Town Centre	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	5.5%	232	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Wombourne Village Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.8%	33	0.0%	0	0.0%	0	3.0%	1	0.0%	0	5.9%	2
Bescot Retail Park, Bescot Crescent, Walsall	0.0%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.2%	8	0.0%	0	2.7%	2	1.1%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.2%	7	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Armstrong Way,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Willenhall												
Linkway Retail Park, Watling Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	1.8%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1.3%
Merry Hill SHOPPING CENTRE, Brierley Hill	6.8%	290	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Oak Retail Park, Dudley Road, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.1%	4	0.0%	0	1.0%	1	1.1%	0	0.0%	0	6.4%	2
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Telford Bridge Retail Park, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Ventura Retail Park, Tamworth	0.4%	17	3.2%	3	0.0%	0	3.5%	1	0.0%	0	2.4%	2
Wrekin Retail Park, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Green Street, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Pitcairn Drive, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	40.2%	1707	48.1%	48	31.3%	22	23.0%	7	36.6%	16	41.9%	16
Albrighton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Howard Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44										
Alvechurch Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Asda, Avon Road, Cannock	0.2%	10	0.0%	0	1.6%	1	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Asda, Barnes Hill, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane South, Tipton	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Daisy Street, Bilston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, Walsall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hagley Road West, Quinton, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn, Dudley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Kings Heath, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.3%	2	2.9%	2
Asda, New Road, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.4%	15	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Saltwells Road, Cradley Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Minworth, Sutton Coldfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Barr	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodall Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Ashmore Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Aston District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.1%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Bicester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilbrook Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham Airport, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpole Local Cntrre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boston Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Codsall & Wergs Garden Centre, Wergs Hall Road, Codsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franche Road, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotteridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coven Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Finchfield Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wyrley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Hamstead Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Shopping Park, Walford House, Redditch	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Norton Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Friar Park Road, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Lidl, Halesowen Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Industrial Estate, Rose Hill, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Local Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge, Walsall	0.0%	2	0.0%	0	1.0%	1	1.9%	1	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Morrisons, Blaydon Road, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Morrisons, Charterfield Shopping Centre, Kingswinford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3
Morrisons, Holyhead Road, Wednesbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Morrisons, Lichfield Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Spring Hill, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Neptune Industrial Estate, Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Invention Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Office Outlet, Rocky Lane, Aston Cross, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oswestry Town Centre	0.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Parkfield Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushall Local Centre	0.0%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Birmingham												
Sainsbury's Superstore, Reedswood Way, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Brierley Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streetley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.0%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, New Square, West Bromwich	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.1%	6	0.0%	0	0.0%	0	3.9%	1	0.7%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Torquay Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trago Mills, Two Waters Foot, Liskeard	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Gornal Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wall Heath Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Weoley Castle Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Heath Local Centre, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Centre	0.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wood Lane, Bartley Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	18	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Weighted base:	4247	100	71	30	43	38	64	32	60	30	121	61
Sample:	4123	87	54	64	72	70	82	68	75	65	77	62

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Q27 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.1%	5	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Amblecote Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	1.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Birmingham City Centre	4.0%	154	1.4%	1	0.0%	0	2.2%	1	7.6%	3	0.0%	0
Blackheath Town Centre	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.3%	10	0.0%	0	8.0%	7	0.0%	0	0.0%	0	1.2%	0
Bridgnorth Town Centre	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.1%	6	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Burntwood Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Burton upon Trent Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Cannock Town Centre	1.4%	53	0.0%	0	2.7%	2	0.0%	0	8.5%	3	1.6%	1
Cape Hill Local Centre, Smethwick	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.2%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	1.4%	52	28.6%	25	3.1%	3	0.0%	0	0.0%	0	15.5%	7
Lye Local Centre, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Newport Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	1.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	1.2%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Redditch Town Centre	0.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.1%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Stourbridge Town Centre	0.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.7%	26	0.8%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Tamworth Town Centre	0.2%	8	4.2%	4	0.0%	0	0.0%	0	0.0%	3	0.0%	0
Telford Town Centre	0.8%	32	0.0%	0	2.7%	2	0.0%	0	1.1%	0	0.0%	0
Walsall Town Centre	3.4%	129	0.0%	0	25.1%	21	21.8%	6	21.1%	8	12.6%	4
Wednesbury Town Centre	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
West Bromwich Town Centre	2.8%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Willenhall Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	3.7%	141	2.5%	2	0.0%	0	0.0%	0	3.1%	1	1.6%	1
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	2.8%	108	0.0%	0	3.8%	3	7.9%	2	0.0%	0	1.1%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.6%	22	0.0%	0	0.0%	0	0.0%	0	15.8%	6	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Gateway Retail Park, Eastern Way, Cannock	0.2%	7	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Cardinal Point Retail Park,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Tamworth												
Crossley Park, Carpet Trades Way, Kidderminster	1.7%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	1.3%	51	0.0%	0	9.0%	8	15.0%	4	8.9%	4	6.5%	2
Gallagher Retail Park, Junction 9, Wednesbury	1.1%	41	0.0%	0	6.1%	5	2.0%	1	3.0%	1	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.1%	5	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Armstrong Way, Willenhall	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	2.5%	98	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	7.4%	286	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitre Retail Park, Bilston Road, Monmore Green	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	2.0%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.7%	26	0.0%	0	3.6%	3	1.2%	0	0.0%	0	14.5%	4
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.5%	20	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.1%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Reedwood Way Retail Park, Reedwood Way, Walsall	0.5%	19	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Roman Way Retail Park, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springvale Way Retail Park, Springvale Way, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
St Johns Retail Park, Dudley Road, Wolverhampton	0.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.3%	13	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre Retail, Stafford Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	1.2%	47	14.0%	12	0.0%	0	4.0%	1	0.0%	0	2.0%	1
Wrekin Retail Park, Telford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
B&Q, Solihull Retail Park, Chalford Way, Shirley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Wyrley Brook Retail Park, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Chester Road, New Oscott, Sutton Coldfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	33.5%	1289	41.9%	36	27.6%	23	29.7%	8	39.4%	16	40.4%	12
Abbey Retail Park, Alvechurch Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road South, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, Lichfield	0.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Earls Way, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Aldi, Queensville, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Codsall Village Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
County Sports, Worcester Road, Hagley, Stourbridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Saxon Cross House, Watling Street, Gailey	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Dolittles Pet & Aquatic Centre, Bridgnorth Road, Shipley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstall Hill Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Green Street, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Frederick Road, Kidderminster	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Road Retail Park, Hagley Road West, Quinton, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holloway Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hopwood Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horseley Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds United FC, Elland Road, Leeds	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Retail Park, Vulcan Road	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Aston Golf Club, Roman Road, Streetly, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Industrial Estate, Rose Hill, Willenhall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Longbridge Local Centre	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Morrisons, Green Street, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	0.0%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Morrisons, Lichfield Street, Walsall	0.0%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Exhibition Centre, Marston Green, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neptune Industrial Estate, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pacific Nurseries, Chester Road, Streetly, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Town Centre	0.0%	1	0.0%	0	1.3%	1	1.2%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Beeches Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Foldgate Lane, Ludlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port Solent Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Roberts Farm Shop, Kidderminster Road, Stourbridge, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Sainsbury's Superstore, Reedswood Way, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snow Hill, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Camden Street, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Tesco Superstore, Ridgacre Road, Quinton, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2
Tesco Superstore, Victoria Street, Hednesford, Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TFM Superstore, Stableford, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Big Pet Store, Hereward Rise, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Park, Suffrage	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Street, Smethwick												
Walsall Wood Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weavers Wharf, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Garden Centre, Worcester Road, Wychbold	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wychbold Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Bridgnorth Road, Shipley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	6	0.0%	0	1.3%	1	1.2%	0	0.0%	0	0.0%	0
Weighted base:	3851	87	85	26	40	30	47	26	43	24	116	64
Sample:	3415	68	56	48	60	51	57	51	48	47	70	63

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Q28 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.6%	22	0.0%	0	0.0%	0	14.3%	4	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	1.4%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	4.1%	154	10.4%	9	0.0%	0	1.3%	0	3.0%	1	0.0%	0
Blackheath Town Centre	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.2%	6	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.7%	26	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.8%	0
Brierley Hill Town Centre	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.1%	4	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Burntwood Town Centre	0.3%	10	0.0%	0	0.0%	0	1.3%	0	0.0%	0	12.4%	7
Burton upon Trent Town Centre	0.1%	5	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.6%	60	2.5%	2	0.8%	1	3.5%	1	0.0%	0	24.6%	8
Cape Hill Local Centre, Smethwick	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	2.0%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Erdington Local Centre, Birmingham	0.3%	10	0.8%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth Local Centre, Birmingham	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	2.7%	103	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Kingswinford Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.6%	21	15.0%	13	0.8%	1	0.0%	0	0.0%	0	2.2%	1
Lye Local Centre, Stourbridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Northfield Local Centre, Birmingham	1.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.1%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.9%
Shifnal Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.6%	21	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.2%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.2%	9	2.9%	3	0.0%	0	0.0%	0	2.9%	2	3.7%	1
Telford Town Centre	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	2.0%	74	2.5%	2	17.2%	15	16.2%	4	17.4%	8	1.1%	0
Wednesbury Town Centre	1.2%	44	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	1.2%	47	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Willenhall Town Centre	0.7%	26	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Wolverhampton City Centre	3.2%	121	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1
Wombourne Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.9%	34	0.0%	0	6.2%	5	3.4%	1	1.9%	1	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.5%	20	0.0%	0	2.7%	2	2.3%	1	3.2%	1	1.1%	0
Bilston Road Retail Park, Bilston Road, Monmore Green	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Gateway Retail Park, Eastern Way, Cannock	0.5%	20	4.2%	4	2.3%	2	4.0%	1	0.0%	0	3.0%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Cardinal Point Retail Park, Tamworth	0.1%	6	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	1.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.3%	10	0.0%	0	0.0%	0	3.8%	1	4.2%	2	1.1%	0
Elgar Retail Park, Blackpole Road, Worcester	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	6.7%	254	0.0%	0	11.2%	9	1.3%	0	38.9%	18	1.7%	1
Greyfriars Way Retail Park, Stafford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.5%	18	0.0%	0	0.8%	1	5.7%	1	1.1%	1	0.0%	0
Keyway Retail Park, Armstrong Way, Willenhall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.8%	30	0.0%	0	2.3%	2	1.3%	0	1.1%	1	2.8%	1
Merry Hill RETAIL PARK, Brierley Hill	6.0%	227	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	3.9%	147	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitre Retail Park, Bilston Road, Monmore Green	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.5%	20	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	2.3%	88	1.4%	1	4.3%	4	5.8%	2	0.0%	0	25.3%	8
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedwood Way Retail Park, Reedwood Way, Walsall	0.2%	6	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Roman Way Retail Park, Cannock	0.5%	20	0.0%	0	2.7%	2	1.3%	0	0.0%	0	1.7%	1
Selly Oak Shopping Park, Birmingham	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull GATE Retail Park,	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Marshall Lake Road, Solihull												
Solihull Retail Park / Sears Retail Park, Shirley	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springvale Way Retail Park, Springvale Way, Bilston	0.1%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	1.9%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	1.5%	55	19.1%	17	0.0%	0	4.7%	1	2.1%	1	1.9%	1
Wrekin Retail Park, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Axletree Way, Park Lane, Wednesbury	0.3%	12	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Spring Vale Retail Park, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Birchley Lane, Oldbury	0.9%	33	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Homebase, Chester Road, New Oscott, Sutton Coldfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Oldbury Green Retail Park, Warley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, St Johns Retail Park, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury	5.4%	205	4.9%	4	9.5%	8	9.2%	2	3.0%	1	6.6%	2
Leekes, Great Bridge Road, Bilston	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Wickes, Hollies Park Road, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Prospect Road, off Mucklow Hill, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	22.0%	830	16.6%	14	26.8%	23	7.0%	2	13.2%	6	17.8%	6
Acocks Green Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alan Ward Furniture, Ennerdale Road, Shrewsbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alcester Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44	
Asda, Brickhouse Lane South, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, off Windmill Lane, Cape Hill, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, St Lawrence Way, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, Wolverhampton Road, Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
B&M, Bilston Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
B&Q, Dunlop Way, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.9%	1
Bill Samson, Nimmings Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Birchley Industrial Estate, Birchfield Lane, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bishopswood Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Boldmere Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bradeley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bradmore Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Brewood Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bridgtown Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Britannia Enterprise Park, Europa Way, Lichfield	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Broad Street DIY, Worcester Road, Bromsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Brookhill Works/Windsor Road, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Burnt Tree & Birmingham New Road, Dudley, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Caldmore Village Centre	0.1%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	
Castle Vale Retail Park, Chester Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cedars Business Centre, Avon Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	
Cheadle Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	
Cheslyn Hay Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	
Claregate Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Claverley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Codsall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Coney Industrial Estate, Birmingham New Road, Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cookes Furniture, Goosemoore Lane, Erdington	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Coseley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cousins Furniture Store, Hall Street, Dudley	0.1%	5	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Coven Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crewe Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, John Kempe Way, Camp Hill Middleway, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Watling Street, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dormston Trading Estate, Burton Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Bilston Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.7%
Dunstall Hill Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easter Park, Worcester Road, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgbaston Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exchange Industrial Estate, Watling Street, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Finchfield Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finstall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Granada Trading Estate, Park Street, Oldbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Road, Bilston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heath Hill Industrial Estate, Heath Hill, Dawley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highgate Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hill Top Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Croft Road, Coventry	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial Retail Park, Eastern Avenue, Lichfield	0.1%	3	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lane Head Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Retail Park, Vulcan Road	0.0%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Industrial Estate, Rose Hill, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Longbridge Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	0.0%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minehead Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Kingswinford												
New Oscott Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Canes, Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakengates Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldswinford Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Street Industrial Park, Vulcan Road, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pacific Nurseries, Chester Road, Streetly, Aldridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Lane Trading Estate, Park Lane, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Parkfield Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Town Centre	0.1%	3	0.0%	0	2.2%	2	3.5%	1	0.0%	0	1.7%	1
Penn Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenside Retail Park, Erdington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snow Hill, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sparkbrook Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Industrial Estate, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Cross Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sundorne Retail Park, Arlington Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hough Retail Park, Lichfield Road, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Walsall Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Trysull Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyseley District Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Gornal Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wall Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Carpets, Green Lane, Walsall	0.1%	2	0.0%	0	0.0%	0	1.3%	0	1.1%	1	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Walsall Wood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Garden Centre, Kidderminster Road South, Hagley, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Business Park, Trent Valley Road, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wulfrun Trading Estate, Stafford Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Retail Park, London Road, High Wycombe	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Newport Road, Albrighton, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	9	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	3769	87	85	26	45	31	56	24	54	25	106	68
Sample:	3627	75	58	53	75	62	68	52	65	52	66	70

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Q29 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?																								
<i>Excl. Nulls</i>																								
Aldridge Village Centre	0.5%	22	0.0%	0	2.0%	2	5.3%	2	1.3%	1	0.0%	0	0.0%	0	0.9%	0	20.1%	13	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.1%	2	0.0%	0	0.0%	0
Birmingham City Centre	1.0%	45	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath Town Centre	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.8%	37	0.0%	0	25.1%	28	2.7%	1	0.0%	0	1.6%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.8%	36	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.2%	11	0.0%	0	0.6%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	5	5.3%	3	2.2%	1	0.0%	0	0.0%	0
Burntwood Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.2%	57	1.1%	1	0.0%	0	1.8%	1	0.0%	0	12.4%	5	10.8%	8	3.0%	1	2.8%	2	0.0%	0	1.1%	2	2.6%	2
Cape Hill Local Centre, Smethwick	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	0.9%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	1.0%	45	37.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Lye Local Centre, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.9%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Oldbury Town Centre	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxley Local Centre, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Quinton Local Centre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.3%	15	0.0%	0	0.0%	0	1.0%	0	1.0%	1	0.0%	0
Tamworth Town Centre	0.2%	10	1.8%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Telford Town Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	1.5%	71	0.0%	0	11.0%	12	15.3%	5	9.7%	5	0.0%	0
Wednesbury Town Centre	0.5%	21	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	1.0%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	1.9%	88	2.2%	2	1.0%	1	0.0%	0	0.0%	0	13.2%	5
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	2.4%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.7%	31	0.0%	0	6.1%	7	0.0%	0	1.8%	1	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Bilston Road Retail Park, Bilston Road, Monmore Green	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.1%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Bromsgrove	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Cannock Gateway Retail Park, Eastern Way, Cannock	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.7%	0	0.0%	0	1.2%	1	1.9%	1	0.0%	0	0.0%	0
Cardinal Point Retail Park, Tamworth	0.1%	4	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elgar Retail Park, Blackpole Road, Worcester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	3.2%	148	0.0%	0	10.9%	12	2.7%	1	17.7%	9	0.0%	0	1.2%	1	0.0%	0	10.6%	7	0.0%	0	2.1%	3	4.4%	3
Jerome Retail Park, Bridgeman Street, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Tamworth	0.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.3%	12	0.0%	0	0.0%	0	2.7%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Armstrong Way, Willenhall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.2%	8	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	1.2%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	1.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	1.3%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.3%	15	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.9%	42	1.2%	1	5.5%	6	0.0%	0	0.0%	0	12.1%	5	6.8%	5	7.7%	3	1.2%	1	0.0%	0	0.0%	0	1.4%	1
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.2%	11	0.0%	0	1.7%	2	2.7%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Way Retail Park, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Selly Oak Shopping Park, Birmingham	0.9%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull GATE Retail Park, Marshall Lake Road, Solihull	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springvale Way Retail Park, Springvale Way, Bilston	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2 1.4%
St Johns Retail Park, Dudley Road, Wolverhampton	1.5%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2 6.7% 10 1.7%
Telford Bridge Retail Park, Telford	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre Retail, Stafford Street, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Ventura Retail Park, Tamworth	0.5%	25	4.4%	4	0.0%	0	0.0%	0	0.7%	0	1.5%	1 0.0%
Wrekin Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
B&Q, Axletree Way, Park Lane, Wednesbury	8.2%	381	0.0%	0	11.6%	13	41.8%	14	48.9%	24	0.0%	0
B&Q, Cardinal Point Retail Park, Tamworth	0.4%	19	13.3%	13	0.0%	0	0.0%	0	0.8%	0	0.0%	0
B&Q, Green Street, Kidderminster	3.7%	174	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Hough Retail Park, Stafford	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
B&Q, Jinnah Road, Redditch	0.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	10.4%	485	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Solihull Retail Park, Chalford Way, Shirley	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Spring Vale Retail Park, Bilston	6.8%	319	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.3%	10 14.4%
B&Q, Telford Bridge Retail Park, Telford	0.4%	20	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
B&Q, Wyrley Brook Retail Park, Cannock	4.2%	197	0.0%	0	12.5%	14	8.4%	3	0.0%	0	63.2%	27 32.3%
Dunelm, Birchley Lane, Oldbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Brook Retail	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Park, Bromsgrove												
Homebase, Chester Road, New Oscott, Sutton Coldfield	1.9%	90	2.8%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Homebase, Kings Heath, Birmingham	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Oldbury Green Retail Park, Warley	1.7%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Orbital Retail Park, Cannock	0.8%	36	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	0
Homebase, Spennells Valley Road, Kidderminster	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, St Johns Retail Park, Wolverhampton	1.3%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Homebase, Wrekin Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury	0.3%	15	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Makro, Pitcairn Drive, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aldridge Road, Perry Barr	0.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Ash Tree Road, Stirchley	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Hollies Park Road, Cannock	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Wickes, Holyhead Road, Handsworth	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Prospect Road, off Mucklow Hill, Halesowen	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, West Street, off Stafford Road, Wolverhampton	1.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	8.7%	408	7.8%	8	8.3%	9	3.6%	1	4.6%	2	0.8%	0
A5 Trade Center, Watling Street, Four Crosses, Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Albrighton Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridge Cross Road, Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
South, Tipton												
Asda, George Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashmore Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashwood Nurseries, Ashwood Lower Lane, Kinver, Kingswinford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aston Cross Industrial Estate, Aston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bilston Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.1%	3	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
B&M, Ferrie Grove, Brownhills, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
B&Q, Dunlop Way, Birmingham	0.4%	21	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.2%	1
B&Q, Spring Lane, Malvern	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Wellington Road, Derby, Burton-on-Trent	0.0%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnett Hill by Cherry Lane, Worcester Road, Clent, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnt Green Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartley Green Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beechcroft Nurseries & Garden Centre, Madeley Road, Belbroughton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bolton Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradmore Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Britannia Enterprise Park, Europa Way, Lichfield	0.1%	4	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broad Street DIY, Worcester Road, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carters Green Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carvers Building Supplies, Little's Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Castle Nurseries, Birmingham Road, Studley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clent Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall & Wergs Garden Centre, Wergs Hall Road, Codsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Coltham Road, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trysull Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coseley Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crankhall Lane, Wednesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curborough Hall Farm Countryside Centre, Watery Lane, Lichfield	0.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Watling Street, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dimmingsdale Bridge Garden Centre, Ebstree Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Birmingham Road, Shenstone, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.5%	1
Dobbies Garden Centre, Nuneaton Road, Atherstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Dobbies Garden Centre, Saxon Cross House, Watling Street, Gailey	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enterprise Trading Estate, Pedmore Road, Brierley Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frankley Industrial Estate, Tay Road, Rubery	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden Village, Bridgnorth Road, Shipley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grangewood Garden Centre, Bonehill Road, Mile Oak, Tamworth	0.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grasmere Garden Centre & Aquatics, Lichfield Road, Brownhills, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	5.2%	2
Hagley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halls Garden Centre, Chester Road, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Heath Hill Industrial Estate, Heath Hill, Dawley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highdown Nursey, Sugar Loaf Lane, Kinver	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hirons Garden Centre, Wellington Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hodgehill Garden Centre, Birmingham Road, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollybush Garden Centre and Aquaria, Warstone Road, Shareshill	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2.6%
Hollywood Local Centre, Hollywood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ionic Park, Birmingham New Road, Dudley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Shopping Park, Walford House, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswood Road Nurseries, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lazy Hill Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Lealans Garden Centre, Bridgnorth Road, Shipley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stalling's Lane, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Industrial Estate, Rose Hill, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mappleborough Green Garden Centre, A435, Mappleborough Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maypole Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Park Garden Centre, Stafford Road, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mica Hardware & DIY, Waterloo Road, Smethwick	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minworth Industrial Park, Minworth, Sutton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Coldfield												
Minworth Village Centre	0.0%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Mucklow Hill Trading Estate, Halesowen	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neptune Industrial Estate, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Oscott Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newlife Superstore, Hemlock Way, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oreton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pacific Nurseries, Chester Road, Streetly, Aldridge	0.1%	6	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.5%	1
Pelsall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Pendeford Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.9%
Penn Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Beeches Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pillaton Garden Centre, Penkridge, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Piper Nurseries & Garden Centre, Watling Street, Penkridge, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plugs 2 Plants, Wallows Road, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ringway Industrial Estate, Eastern Avenue, Lichfield	0.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushall Local Centre	0.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandiacre Farm Shop, Himley Lane, Himley, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Birmingham Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
West Bromwich												
Screwfix, Globe Street, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hewell Road, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Marston Road, Wolverhampton	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Screwfix, Prospect Drive, Lichfield	0.0%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Sovereign Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Walkmill Lane, Bridgtown, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.9%
Screwfix, Walsall Road, Walsall Wood	0.1%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	4.6%	3
Selco Builders Warehouse, Chester Road, Off Tyburn Island, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shareshill Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shortheath Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Singletons Nurseries, Birmingham Road, Lydiate Ash, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snow Hill, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalybridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport Marina, Sandy Lane, Stourport-on-Severn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streetley Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TFM Superstore, Brickhouse Lane, Stoke Prior, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TFM Superstore, Northgate, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Elms Day Nursery, Edgbaston Park Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Walsall Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
The Stourbridge Estate,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Stourbridge												
Toolstation, Ash Tree Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Bridgeman Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	1	1.0%	1	0.0%	0
Travis Perkins, Lichfield Road, Walsall	0.0%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Untouchables, Cross Street North, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Gornal Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Nurseries, Erdington Road, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Walsall Garden Centre, Sutton Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	1	1.8%	1	0.0%	0
Webbs Garden Centre, Kidderminster Road South, Hagley, Stourbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Garden Centre, Worcester Road, Wychbold	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wentworth Garden Rooms, Rounds Green Road, Oldbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Somerset Garden Centre, Mart Road, Minehead	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Oak Park, Dudley Road, Brierley Hill	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Redditch Ringway, Redditch	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St George's, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Vulcan Road, Lichfield	0.2%	10	6.2%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Wickes, Walmley Ash Road, Minworth, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WM Wheat & Son Garden Centre, Chester Road, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wulfrun Trading Estate, Stafford Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Bridgnorth Road, Shipley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Wyevale Garden Centre, Maple Road, Birmingham	0.1% 6	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Wyevale Garden Centre, Wolseley Bridge, Stafford	0.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Wylde Green Local Centre Abroad	0.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
	0.3% 14	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	4665	100	111	34	49	42	71	34	63	36	145	74
Sample:	4601	86	74	69	83	82	92	74	81	81	92	78

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Q30 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?																								
<i>Excl. Nulls</i>																								
Aldridge Village Centre	1.1%	56	0.0%	0	4.3%	6	14.8%	6	2.6%	1	0.0%	0	0.0%	0	0.0%	0	53.2%	39	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	1.4%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2	0.6%	1	0.0%	0	0.0%	0
Birmingham City Centre	4.0%	205	2.5%	3	2.4%	3	1.5%	1	8.1%	5	1.1%	1	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	2.0%	2
Blackheath Town Centre	0.9%	48	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	1.0%	53	0.0%	0	28.6%	40	2.1%	1	0.9%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	1.1%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Brierley Hill Town Centre	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	1.2%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.4%	20	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.1%	1	29.0%	12	4.3%	3	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	2.3%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.9%	12	8.0%	6	2.8%	1	0.0%	0	0.0%	0	6.6%	10	2.6%	2
Cape Hill Local Centre, Smethwick	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	2.1%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	1.8%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth Local Centre, Birmingham	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	2.0%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	2.3%	118	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.8%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	2.1%	109	64.5%	72	1.4%	2	0.7%	0	0.0%	0	0.0%	0	22.8%	17	9.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Lye Local Centre, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	1.4%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill Local Centre, Cradley Heath	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.9%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxley Local Centre, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Quinton Local Centre, Birmingham	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Redditch Town Centre	0.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.1%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.2%	13	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Stafford Town Centre	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Stirchley Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	2.1%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.1%	55	0.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tamworth Town Centre	0.1%	6	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.5%	24	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.6%	1
Tipton Town Centre	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	4.2%	219	0.0%	0	28.2%	40	36.6%	16	44.1%	25	0.7%	0
Wednesbury Town Centre	1.1%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
West Bromwich Town Centre	2.9%	152	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0
Willenhall Town Centre	0.9%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Wolverhampton City Centre	5.8%	297	1.9%	2	0.0%	0	0.0%	0	1.4%	1	35.0%	13
Wombourne Village Centre	0.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	2.1%	111	0.0%	0	2.4%	3	0.0%	0	3.1%	2	0.0%	0
Bromsgrove Retail Park,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Birmingham Road, Bromsgrove																								
Cannock Gateway Retail Park, Eastern Way, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.2%	10	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elgar Retail Park, Blackpole Road, Worcester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.8%	39	0.0%	0	1.6%	2	1.4%	1	5.7%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Tamworth	0.1%	3	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.1%	5	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Armstrong Way, Willenhall	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Merry Hill RETAIL PARK, Brierley Hill	0.9%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	5.7%	292	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	1.0%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	1.2%	63	0.0%	0	4.4%	6	0.7%	0	0.0%	0	27.3%	13	3.5%	3	7.8%	3	4.1%	3	0.0%	0	1.9%	3	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.9%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.2%	9	0.0%	0	0.9%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.8%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
St Johns Retail Park, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre Retail, Stafford Street, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.4%	21	2.7%	3	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.1%	5	0.0%	0	0.8%	1	0.0%	0	0.0%	0	3.5%	2
B&Q, Axletree Way, Park Lane, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Oldbury Green Retail Park, Warley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Spennells Valley Road, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	11.2%	578	7.3%	8	15.6%	22	9.9%	4	7.2%	4	7.3%	4
Abbey Retail Park, Alvechurch Highway, Redditch	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alcester Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Birmingham	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridge Cross Road, Burntwood	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4
Aldi, Bridgnorth Road, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road South, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Aldi, Green Street, Kidderminster	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Howard Street,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Wolverhampton												
Aldi, Maypole Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Aldi, Station Drive, Ludlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stourbridge Road, Bridgnorth	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
All Saints Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvechurch Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	0.1%	4	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0
Asda, Barnes Hill, Birmingham	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane South, Tipton	0.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, Walsall	0.1%	7	0.0%	0	0.8%	1	0.7%	0	4.0%	2	0.0%	0
Asda, Hagley Road West, Quinton, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5.0%
Asda, off Windmill Lane, Cape Hill, Smethwick	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.8%	42	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Asda, Parkgate Shopping Centre, Stratford Road, Shirley, Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rumer Hill, Lichfield Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Asda, Saltwells Road, Cradley Road, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Asda, Walmley Ash Road, Minworth, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Asda, Wolverhampton Road, Oldbury	0.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Asda, Woodall Street, Walsall	0.1%	4	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0.7%
Ashmore Park Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.9%
B&M, Coppice Lane, Walsall Wood, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Bartley Green Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilbrook Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldmere Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boley Park Local Centre	0.0%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradeley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradmore Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brandhall Lane, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Bristol Road, Selly Oak	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushbury Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.4%
Caldmore Village Centre	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Cannock Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Carters Green Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlecroft Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catshill Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadsmoor Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	11.0%	5	0.0%	0
Claverley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Centre	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franche Road, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hazelwell Street, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trysull Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coseley Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotteridge Local Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coven Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Edgbaston Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3
Fallings Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Farmfoods, High Street, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Featherstone Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5
Finchfield Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordhouses Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Four Oaks Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal Local Centre	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wyrley Village Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	9.3%	4	0.0%	0
Hagley Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamstead Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heath Hayes Local Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Highley Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hill Top Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Local Centre, Hollywood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Shopping Park, Walford House, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Norton Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladywood Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leek Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Lidl, Blackhalve Lane, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Lidl, Finchfield Hill, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Walsall Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stalling's Lane, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Farm Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Local Centre	0.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Gornal Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Mere Green Local Centre	0.3%	14	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Morrisons, Anchor Road, Aldridge, Walsall	0.1%	7	0.0%	0	0.0%	0	9.8%	4	0.0%	0	0.0%	0
Morrisons, Beacon Street,	0.1%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Lichfield												
Morrisons, Black Country Route, Bilston	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Morrisons, Blaydon Road, Wolverhampton	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5
Morrisons, Charterfield Shopping Centre, Kingswinford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hagley Road, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.2%	10	0.0%	0	0.0%	0	0.0%	0	12.7%	10	1.4%	1
Morrisons, Holyhead Road, Wednesbury	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, Walsall	0.1%	5	0.0%	0	0.0%	0	2.2%	1	0.6%	0	0.0%	0
Morrisons, Market Street, Rugeley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Morrisons, Mill Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sherwood Road, Bromsgrove	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Spring Hill, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.1%	6	0.0%	0	0.9%	1	2.1%	1	1.9%	1	0.0%	0
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moseley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moxley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neptune Industrial Estate, Willenhall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Netherton Local Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Invention Local Centre	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldswinford Local Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkfield Local Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkhall Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Pattingham Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Town Centre	0.1%	3	0.0%	0	1.6%	2	0.7%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44			
Penn Village Centre	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Perry Barr Local Centre	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Perton Village Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Phoenix Retail Park, Cannock Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Quarry Bank Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Rowley Regis Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Rubery Village Centre	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Rushall Local Centre	0.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0			
Sainsbury's Superstore, Alcester Road South, Birmingham	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Sainsbury's Superstore, Anders Square, Perton	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Sainsbury's Superstore, Frankley Beeches Road, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Sainsbury's Superstore, Freeth Street, Oldbury	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Sainsbury's Superstore, Halesowen Street, Rowley Regis	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Sainsbury's Superstore, Inglewhite Road, Longridge, Preston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Sainsbury's Superstore, Reedswood Way, Walsall	0.1%	5	0.0%	0	0.0%	0	0.7%	0	0.9%	1	1.4%	1			
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
										2.7%	1	1.5%	2	4.2%	4

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Sainsbury's Superstore, Sandringham Way, Brierley Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotlands Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Shelfield Village Centre	0.0%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Shenstone Village Centre	0.0%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shortheath Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Cross Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streetley Local Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristnall Hall Road, Birmingham, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Tesco Extra, Church Street, Lichfield	0.2%	8	5.8%	7	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Tesco Extra, Coldfield Drive, Redditch	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.0%	2	0.0%	0	0.0%	0	0.7%	0	1.9%	1	0.0%	0
Tesco Extra, New Square, West Bromwich	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newport Road, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Camden Street, Birmingham	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.2%	10	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.0%	1
Tesco Superstore, Power	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Station Road, Rugeley												
Tesco Superstore, Ridgacre Road, Quinton, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.2%	10	0.0%	0	1.4%	2	1.5%	1	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford, Cannock	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhall Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tivdale Local Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonneyland Drive, Lichfield	0.1%	5	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wall Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Wood Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warbler Place, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weoley Castle Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Heath Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheaton Aston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteheath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitmore Reans Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witton Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylde Green Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wythall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yew Tree Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0
Abroad	0.4%	18	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	5170		112		140		44		56		48	
Sample:	5258		101		97		89		99		94	
									76		76	
									42		42	
									73		73	
									37		37	
									154		154	
									89		89	

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Q31 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses)?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.4%	13	0.0%	0	1.1%	1	14.9%	3	0.9%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	13.9%	459	15.0%	12	6.3%	4	18.9%	4	31.5%	11	5.6%	1
Blackheath Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.2%	6	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.3%	10	8.0%	6	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Cannock Town Centre	1.3%	44	0.0%	0	3.0%	2	0.0%	0	0.0%	0	17.8%	4
Cape Hill Local Centre, Smethwick	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.3%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Lichfield City Centre	1.7%	58	41.8%	33	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Northfield Local Centre, Birmingham	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	1.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Shrewsbury Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.5%	17	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	1.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.3%	43	2.3%	2	0.0%	0	3.9%	1	1.4%	1	0.0%	0
Tamworth Town Centre	0.1%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	1.1%	38	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Walsall Town Centre	3.9%	128	0.0%	0	31.2%	20	26.6%	6	19.0%	7	9.3%	2
Wednesbury Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	3.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	6.8%	224	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.7%	23	0.0%	0	7.0%	5	2.6%	1	0.0%	0	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Gateway Retail Park, Eastern Way, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.8%	26	0.0%	0	7.8%	5	3.9%	1	3.1%	1	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Greyfriars Way Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Armstrong Way, Willenhall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Linkway Retail Park, Watling Street, Cannock	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	2.7%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	2.9%	95	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	11.8%	390	0.0%	0	2.0%	1	6.9%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	2	1.3%	0	4.3%	4	2.3%	1
Mitre Retail Park, Bilston Road, Monmore Green	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	3	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.1%	5	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.4%	15	7.6%	6	0.0%	0	0.0%	0	0.0%	0	2.4%	1	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Telford Bridge Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Birchley Lane, Oldbury	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2
Homebase, Chester Road, New Oscott, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane,	0.7%	23	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Wednesbury																								
Internet / delivery	28.6%	948	15.9%	13	26.5%	17	15.4%	4	31.0%	11	31.3%	8	33.5%	14	26.1%	5	20.9%	8	33.9%	6	30.3%	29	25.2%	11
Abbey Retail Park, Alvechurch Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Freeth Street, Oldbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Raglan Street, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane South, Tipton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet Centre, Pingle Drive, Bicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Bilston Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Lichfield Street, Burton upon Trent	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport, Longford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Shopping Park, Walford House, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leek Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stalling's Lane,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Kingswinford												
Longacres Industrial Estate, Rose Hill, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Morrisons, Spring Hill, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Rowley Regis Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Tesco Express, Coombs Road, Dudley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, New Square, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Holyhead Road, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
The Range, Walsall Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trentham Estate, Stone Road, Stoke-on-Trent	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonneyland Drive, Lichfield	0.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weavers Wharf, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weoley Castle Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.9%	64	2.7%	2	7.5%	5	1.4%	0	1.4%	1	1.3%	0
Weighted base:	3317	79	65	23	35	25	42	21	39	18	94	45
Sample:	3065	70	45	44	56	47	51	42	48	39	53	43

Q32 Do you or your household visit the following leisure attractions? [MR/PR]

Bingo / casino / bookmaker	7.5%	454	6.3%	8	7.7%	12	2.3%	1	3.0%	2	8.0%	4	6.8%	6	3.9%	2	4.5%	3	8.5%	4	8.0%	14	12.5%	13
Cinema	54.7%	3321	64.5%	83	56.8%	86	49.2%	25	60.2%	37	46.6%	25	45.7%	39	43.0%	20	45.0%	35	38.7%	19	48.9%	86	44.1%	45
Gym / health club / sports facility	21.1%	1284	37.0%	48	27.4%	41	15.6%	8	22.1%	14	12.5%	7	18.8%	16	12.6%	6	27.8%	22	19.4%	10	15.4%	27	12.4%	13
Theatre / concert / music venue	37.9%	2305	59.0%	76	39.8%	60	33.5%	17	37.9%	24	45.3%	24	40.4%	35	30.2%	14	43.7%	34	38.2%	19	38.0%	67	37.8%	39
Museum / gallery or place of historical / cultural interest	26.6%	1617	40.2%	52	21.3%	32	28.3%	14	26.2%	16	29.0%	16	25.1%	22	20.7%	10	19.0%	15	17.5%	9	23.8%	42	23.4%	24
Pub / bar / nightclub	51.1%	3105	59.7%	77	62.2%	94	46.2%	23	50.1%	31	44.3%	24	54.2%	47	45.9%	22	62.4%	48	46.8%	23	52.0%	91	36.7%	38
Restaurant / café / eating out	69.8%	4243	85.6%	111	69.1%	104	72.5%	37	77.5%	48	73.8%	40	73.6%	63	67.0%	32	76.7%	59	49.5%	24	64.2%	112	62.8%	65
Family entertainment (e.g. tenpin bowling, skating rink)	23.0%	1396	28.2%	37	23.3%	35	22.9%	12	27.7%	17	23.0%	12	28.7%	25	26.1%	12	27.1%	21	22.9%	11	17.6%	31	22.5%	23
Other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishing	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horse riding	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Place of worship / religious meeting	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Walking	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't visit ANY leisure activities	11.2%	681	4.3%	6	10.8%	16	9.9%	5	9.7%	6	7.6%	4	10.1%	9	14.0%	7	8.3%	6	16.2%	8	16.5%	29	15.2%	16
Weighted base:	6076	129	151	50	62	54	86	47	78	49	175	103												
Sample:	6076	113	109	108	108	105	112	105	105	116	112	110												

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Q33 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?																								
<i>Those that said 'Bingo / casino / bookmaker' at Q32 AND Excl. Nulls</i>																								
BJ's Bingo, Mackadown Lane, Birmingham	1.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Buzz Bingo (Gala), Bushbury Lane, Wolverhampton	5.7%	24	0.0%	0	9.7%	1	0.0%	0	0.0%	0	20.3%	1	0.0%	0	37.6%	1	0.0%	0	0.0%	0	28.7%	4	24.0%	3
Buzz Bingo (Gala), Kingsbury Road, Birmingham	3.2%	14	22.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo (Gala), Lichfield Road, Wolverhampton	4.1%	17	0.0%	0	6.0%	1	0.0%	0	0.0%	0	42.8%	2	22.3%	1	0.0%	0	0.0%	0	18.7%	1	30.0%	4	32.7%	4
Buzz Bingo (Gala), Park Lane, Wednesbury	4.3%	18	0.0%	0	0.0%	0	0.0%	0	54.0%	1	0.0%	0	0.0%	0	0.0%	0	76.4%	2	15.1%	1	0.0%	0	5.3%	1
Buzz Bingo (Gala), Park Way, Rubery, Rednal	4.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo (Gala), Spinning School Lane, Tamworth	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo (Gala), Streetly Road, Erdington, Birmingham	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Bingo, Barnes Hill, Birmingham	6.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Bingo, Chase Gateway, Hednesford	4.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	0	34.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luda, Park Street, Walsall	0.7%	3	0.0%	0	0.0%	0	27.7%	0	46.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Acocks Green, Birmingham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Dudley Street, Wednesbury	5.9%	25	0.0%	0	9.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Halesowen Street, Oldbury	12.2%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	1
Mecca, High Street, Brierley Hill	9.1%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Kettlehouse Road, Birmingham	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Southwater Square, Telford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Springvale Way Retail Park, Bilston	6.9%	29	0.0%	0	9.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.4%	2	6.3%	1	8.5%	1	8.5%	1
Shipleys Bingo Club, New Road, Kidderminster	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Village Centre	0.1%	0	0.0%	0	0.0%	0	27.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvechurch Village Hall,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44		
Bear Hill, Alvechurch, Birmingham														
Ashmore Park Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Bartley Green Social Club, Field Lane, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betfred, Alcaster Road South, Maypole, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betfred, Dudley Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betfred, High Street, Rowley Regis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betfred, High Street, Tipton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilbrook Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston & District Labour Club, Wellington Road, Bilston	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	0	0.0%	0
Bilston Community Centre, Prouds Lane, Bilston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	1.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Blackheath Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.2%	1	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brockmoor Community Centre, Pensnett Road, Brierley Hill	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Community Centre, Chester Road North, Brownhills, Walsall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.8%	3	39.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo, Jerome Retail Park, Midland Road, Walsall	1.6%	7	0.0%	0	33.3%	4	44.6%	1	0.0%	0	0.0%	0	23.6%	0
Casino 36, Temple Street, City Centre, Wolverhampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Casino, Castle Hill, Dudley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chapel Ash Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	0	0.0%	0
Christ Church, Blakenhall Heath	0.2%	1	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Club Dudley Social Club, Waterloo Street, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Hall, Wolverhampton Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Codsall												
Coral, Bradford Street, Shifnal	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coral, Bradford Street, Walsall	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coral, Cannock Road, Cannock	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotteridge Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fiveways Leisure Complex, Broad Street, Birmingham	1.4%	6	22.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Genting International Casino, Resort World, Marston Green, Birmingham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Community Hub, Vicarage Rise, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grosvenor Casino, Bentley Mill Way, Walsall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	0
Haling Dene Centre, Cannock Road, Penkridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanchurch Village Hall, Whitmore Road, Tittensor, Newcastle-under-Lyme	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth Wood Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawkins Sports & Social Club, Coppice Lane, Cannock	0.1%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	0	0.0%	0
Kidderminster Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladbrokes, High Street, Wolverhampton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litchfield Town Centre	0.3%	1	14.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low Hill Community Centre, Kempthorne Avenue, Wolverhampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	2
Lower Gornal Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Garrick Parade, Lord Street, Southport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MegaBet, High Road, Willenhall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre,	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Birmingham												
Ogley Hay Working Mens Club, Ogley Road, Brownhills, Walsall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Social Club, Norton Road, Pelsall, Walsall	0.5%	2	0.0%	0	19.5%	2	0.0%	0	0.0%	0	0.0%	0
Preston City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Working Mens Club, School Street, Sedgley, Dudley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
Shaftesbury Casino, High Street, West Bromwich	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipleys Luxury Bingo, Alcester Street, Redditch	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Labour Club & Institute, Coopers Lane, Smethwick	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hangar, Pountney Street, Wolverhampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Pavillion Club, Stafford Road, Wolverhampton	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	2
The Royal British Legion, Summerhill, Kingswinford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	0
West Bromwich Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitby Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5.3%
William Hill, Bloxwich Road, Walsall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
William Hill, High Street, Rowley Regis	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
William Hill, High Street, West Bromwich	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
William Hill, Kingstanding Road, Birmingham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
William Hill, Walsall Road, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witton Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	22.3%	1	0.0%	0
Wombourne Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Weighted base:	424	8	12	1	2	4	6	2	2	4	14	12
Sample:	390	5	9	3	2	7	6	4	2	10	9	14

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Q34 Where do you or members of your household normally go to the cinema?																								
<i>Those that said 'Cinema' at Q32 AND Excl. Nulls</i>																								
Cineworld, Bentley Bridge Leisure Park, Wolverhampton	12.9%	420	2.8%	2	14.5%	12	4.5%	1	2.4%	1	39.1%	10	4.6%	2	15.1%	3	10.9%	4	72.6%	13	78.2%	67	66.1%	29
Cineworld, Fiveways Entertainment Centre, Birmingham	5.9%	192	0.9%	1	2.6%	2	3.4%	1	9.9%	4	1.4%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Middle Way Park, Burton upon Trent	0.2%	7	7.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Telford Shopping Centre, Telford	1.5%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2
Cineworld, Touchwood Shopping Centre, Solihull	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Palace Picture House, Cannock	1.4%	46	0.0%	0	1.3%	1	0.0%	0	0.0%	0	19.0%	5	15.2%	6	1.7%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Empire, Birmingham Great Park	12.5%	406	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire, Sutton Coldfield	2.0%	64	0.9%	1	1.3%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	7.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Everyman, Mailbox, Birmingham	1.2%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Light House, Wolverhampton	1.5%	48	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	7	0.0%	0
Odeon, Bolebridge Street, Tamworth	2.8%	92	52.2%	41	0.0%	0	2.1%	1	0.0%	0	0.0%	0	35.9%	14	6.5%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Broadway Plaza, Birmingham	3.3%	109	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0	12.5%	4	0.0%	0	0.0%	0	0.0%	0
Odeon, Foregate Street, Worcester	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Forge Gate, Telford	1.1%	36	0.0%	0	2.3%	2	3.6%	1	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	8.6%	4
Odeon, Merry Hill, Brierley Hill, Dudley	9.1%	294	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Odeon, New Square, West Bromwich	5.9%	192	0.0%	0	0.0%	0	0.0%	0	15.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, New Street, Birmingham	2.6%	84	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Waterfront Way, Stafford	1.0%	33	0.0%	0	0.0%	0	4.2%	1	0.0%	0	6.2%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3
Red Carpet Cinema, Barton-Under-Needwood	0.9%	31	25.3%	20	0.0%	0	0.0%	0	0.0%	0	2.2%	1	11.5%	4	6.5%	1	4.1%	1	0.0%	0	0.0%	0	0.0%	0
Reel Cinema, Kidderminster	1.9%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reel Cinema, Quinton	2.0%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase, Bentley Mill Way, Walsall	4.0%	131	0.0%	0	21.0%	18	11.0%	3	13.0%	5	12.2%	3	4.2%	2	9.9%	2	6.8%	2	12.5%	2	5.7%	5	3.8%	2
Showcase, Castlegate Way, Dudley	12.0%	390	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	2	1.0%	1	2.7%	1		1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
The Electric Cinema, Birmingham	0.3%	11	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Light Cinema, Walsall	7.3%	236	0.0%	0	54.7%	47	68.7%	17	43.9%	16	13.5%	3	19.9%	8	51.3%	10	60.8%	21	2.5%	0	1.7%	1	6.4%	3
Vue, Friar Street, Worcester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Kingfisher Shopping Centre, Redditch	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Star City, Watson Road, Birmingham	3.5%	115	5.1%	4	2.3%	2	2.4%	1	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Cinema, Noddy Park Road, Aldridge, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Youth Theatre, Noddy Park Road, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Arena Theatre, Wulfruna Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Artrix, Slideslow Drive, Bromsgrove	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Jubilee Hall, Bargate Street, Brewood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Plaza, Ladywood Middleway, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Festival Leisure Park, Basildon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Old Potts Way, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Resorts World, Pendigo Way, Birmingham	0.1%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Assembly Rooms, Mill Street, Ludlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Majestic Cinema, Whitburn Street, Bridgnorth	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Midlands Arts Centre, Cannon Hill Park, Queen's Ride, Birmingham	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Number 8 Arts Centre, High Street, Pershore	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Market Hall, The Square, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Village Hall, Aston Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St George's Hall, Load Street, Bewdley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Hall, Crown Lane, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Weighted base:	3252	78	86	25	37	25	39	19	34	17	86	44
Sample:	2817	65	57	45	58	47	43	40	40	36	51	39

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Q35 Where do you or members of your household normally go to use a gym / healthclub / sports facility?												
<i>Those that said 'Gym / health club / sports facility' at Q32 AND Excl. Nulls</i>												
Aldridge Village Centre	0.6%	8	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	2
Birmingham City Centre	3.3%	40	0.0%	0	0.0%	0	7.4%	1	0.0%	0	0.0%	0
Blackheath Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	1.2%	15	0.0%	0	35.7%	12	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	1
Brierley Hill Town Centre	1.8%	22	0.0%	0	0.0%	0	0.0%	0	8.8%	1	0.0%	0
Bromsgrove Town Centre	2.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	16.6%	1	0.0%	0
Burntwood Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.1%	7
Cannock Town Centre	2.0%	23	0.0%	0	0.0%	0	13.4%	1	0.0%	0	26.6%	1
Cape Hill Local Centre, Smethwick	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	1.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	8.6%	1	0.0%	0
Great Bridge Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	1.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth Local Centre, Birmingham	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	1.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	2.7%	32	58.6%	28	0.0%	0	0.0%	0	8.8%	1	0.0%	0
Northfield Local Centre, Birmingham	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill Local Centre, Cradley Heath	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxley Local Centre, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre,	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Birmingham												
Redditch Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	2.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.2%	15	0.0%	0	6.6%	2	0.0%	0	3.7%	1	0.0%	0
Tamworth Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	3.2%	38	0.0%	0	11.9%	4	48.8%	4	28.4%	4	19.4%	1
Wednesbury Town Centre	1.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	1.8%	21	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Willenhall Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1
Wolverhampton City Centre	3.8%	46	0.0%	0	0.0%	0	0.0%	0	7.4%	1	0.0%	0
Wombourne Village Centre	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	1
Worcester City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	1.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.9%	4
Bescot Retail Park, Bescot Crescent, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
The Fort Shopping Park, Birmingham	0.3%	4	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
24/7 Fitness, Foley Grove, Kidderminster	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
24/7 Fitness, Hagley Road, Birmingham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
24/7 Fitness, Hallens Drive, Wednesbury	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbey Stadium, Birmingham Road, Redditch	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Action Heart, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altered Images, Worcester Road, Bromsgrove	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anytime Fitness, Queensway, Halesowen	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bannatyne Health, Bonehill Road, Bitterscote, Tamworth	0.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeches Pool & Fitness Centre, Beeches Road, Birmingham	0.7%	8	0.0%	0	0.0%	0	0.0%	3.7%	1	0.0%	0	0.0%
Bentley Town Centre	0.1%	1	0.0%	0	0.0%	0	11.4%	1	0.0%	0	0.0%	0
Better Gym, Lichfield Road, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better Gym, Lichfield Road, Walsall Wood, Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	1
Better Gym, Wyrley Brook Park, Vine Lane, Cannock	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Hospital, Dudley Road, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Country Barbell, Talbot Street, Stourbridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blakenhall Community and Healthy Living Centre, Bromley Street, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Active Living, High Street, Walsall	0.7%	8	0.0%	0	19.5%	7	0.0%	0	0.0%	0	0.0%	0
Brewood Jubilee Hall, Bargate Street, Brewood, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Plaza, Ladywood Middleway, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Sport & Leisure Centre, School Drive,	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Bromsgrove												
Brownhills Activity Centre, Pelsall Road, Brownhills, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Leisure Centre, High Street, Burntwood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chase Leisure Centre and Golf Course, Stafford Road, Cannock	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Leisure Centre, Saredon Road, Cheslyn Hay, Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	31.4%	2	0.0%	0
Cheslyn Hay Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	0	0.0%	0
Chester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Classic Physiques Gym, Garratts Lane, Cradley Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claverley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cocks Moors Woods Leisure Centre, Alcester Road South, Kings Heath	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Leisure Centre, Elliotts Lane, Codsall, Wolverhampton	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	2
Coventry City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crystal Leisure Centre, Bell Street, Stourbridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Birmingham Road, Shenstone, Lichfield	0.2%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1
David Lloyd, One Lichfield South Wall Island, Birmingham Road, Shenstone, Lichfield	0.4%	5	10.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Pensnett Road, Dudley, Brierley Hill	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Shady Lane, Birmingham	0.1%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	2.2%	0
David Lloyd, Slideslow Drive, Bromsgrove	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daytona Tamworth, Robeys Lane, Tamworth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doug Ellis Sports Centre, Wellhead Lane, Birmingham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Sports Centre, Wellington Road, Dudley	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DW Fitness First, Weavers	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Wharf, Black Horse Lane, Kidderminster												
Easy Gym, Corporation Street, Birmingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgbaston Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everlast Fitness Club, Bristol Road South, Birmingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairlawns Hotel and Spa, Little Aston Road, Walsall	0.0%	1	0.0%	0	0.0%	0	7.5%	1	0.0%	0	0.0%	0
Firewalker Fitness and Martial Arts, Salisbury Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fortnocks Ultimate Health & Fitness Centre, Stalling's Lane, Kingswinford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foundry Gym, Cooper Street, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foundry Gym, Pool Street, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Friary Grange Leisure Centre, Eastern Avenue, Lichfield	0.2%	2	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym & Slim, Union Drive, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym Unity, Tye Road, Fradley Park, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gymophobics, Orbital Plaza, Bridge Street, Cannock	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gymophobics, Rookery Lane, Aldridge, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haden Hill Leisure Centre, Barrs Road, Cradley Heath	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Leisure Centre, Great Cornbow, Halesowen	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halo Bridgnorth Endowed Leisure Centre, North Gate, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth Wellbeing Centre, Holly Road, Birmingham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Pool & Fitness Centre, Lordswood Road, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harry Mitchell Leisure Centre, Broomfield,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44	
Smethwick													
Harvington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Haughton Hall Hotel & Leisure Club, Haughton Lane, Shifnal	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Heathbrook Fitness, Swindon Road, Wall Heath, Kingswinford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Holiday Inn, Chapel Lane, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
JD Gyms, Phoenix Retail Park, Stafford Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
King Edward VI Sports Centre, King's Hill Road, Lichfield	0.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kings Heath Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Klassics Heath & Leisure, Kidderminster Road, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Langley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Langley Lodge, Common Road, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Langley Swimming Centre, Vicarage Road, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Le Club Merry Hill, Level Street, Brierley Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Leamore Park, Blakenall Lane, Walsall	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	
Liberty Leisure Centre, Saxon Way, Stoke Road, Wychbold, Droitwich Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lifestyle Fitness, Stockwell Avenue, Brierley Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Longbridge Town Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mary Stevens Park, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mercure Hotel, Habberley Road, Kidderminster	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mercure Hotel, Penn Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mere Green Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	
Netherton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
New Cross Hospital, Wolverhampton Road, Heath Town,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
												6.0%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Wolverhampton												
Newport Swimming Pool, Victoria Park, Newport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, Ashbrook Drive, Rubery, Birmingham	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, Broadway Plaza, Ladywood Middleway, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, East Cannock Road, Cannock	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, Telford Forge Retail Park, Colliers Way, Telford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, Wolverhampton Business Park, Broadlands	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.8%	7
Oak Park Active Living Centre, Coppice Road, Walsall Wood, Walsall	1.4%	17	3.8%	2	12.2%	4	0.0%	0	0.0%	0	0.0%	0
Pelsall Community Centre, Station Road, Pelsall, Walsall	0.1%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Penkridge Leisure Centre, Cannock Road, Penkridge, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portway Lifestyle Centre, Newbury Lane, Oldbury	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pulse Wednesbury, Friar Park Road, Wednesbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pump Gyms, High Street, Ryemarket, Stourbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Astle Retail Park, Cronehills Linkway, West Bromwich	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Bentley Bridge Retail Park, Bentley Bridge Way, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2
											9.7%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
PureGym, Birmingham Road, Wolverhampton	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Central Square, Brodie House, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Dudley Port, Tipton	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Imperial Retail Park, Lichfield	0.4%	5	7.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Kingfisher Square, Redditch	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Level Street, Brierley Hill	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Park Street, Walsall	0.8%	10	0.0%	0	0.0%	0	18.9%	1	6.3%	1	0.0%	0
PureGym, Snow Hill Plaza, Street. Chads Queensway, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Victoria Street, Hednesford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Windmill Shopping Centre, Cape Hill, Smethwick	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinborne Community Centre, Ridgacre Road, Quinton, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RAF Cosford, Albrighton, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richard Dunn Sports Centre, Rooley Avenue, Bradford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Russells Hall Hospital, Pensnett Road, Dudley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryland Centre, New Road, Bromsgrove	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone Village Centre	0.3%	4	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Golf Club, Decker Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Gym, Bentley Mill Way, Walsall	0.6%	7	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0
Smethwick Swimming Centre, Thimblemill Road, Smethwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snap Fitness, Hagley Road, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Snap Fitness, Milestone Way, Burntwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoneleigh Performance Fitness Centre, Stoneleigh Park, Stoneleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonnall Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhall Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Chase Golf Health Club & Spa, Pottal Pool Road, Huntington, Penkridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Edgbaston Priory Club, Sir Harrys Road, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Alexandra Street, Wolverhampton	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Broadway, Ladywood Middleway, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Hagley Road West, Halesowen	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Kingsbury Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2
The Gym, Parkgate Shopping Centre, Stratford Road, Shirley, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, The Parade, Sutton Coldfield, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0
The Gym, Wrottesley Park Road, Perton, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Health Factory, Market Street, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Morris Centre Club, Queen Elizabeth Hospital, Birmingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Leisure Centre, Alexandra Road, Tipton	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Sports Academy, Wednesbury Oak Road, Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ultimate Fitness, Doulton Trading Estate, Doulton Road, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
University of Birminham Sports & Fitness, Bristol	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44											
WV Active Bilston-Bert Williams, Nettlefolds Way, Bilston	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
WV Active Central, Bath Avenue, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	
Wyre Forest Leisure Centre, Stourport Road, Kidderminster	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Xercise4Less, Crystal House Business Park, Smethwick	0.3%	3	0.0%	0	0.0%	0	0.0%	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Xercise4Less, High Street, Brierley Hill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
YMCA Gym, Carter's Green, West Bromwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Weighted base:	1205	48	35	8	14	6	15	5	21	10	26	11											
Sample:	1050	38	24	13	19	11	15	12	21	20	14	10											

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Q36 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?																								
<i>Those that said 'Theatre / concert / music venue' at Q32 AND Excl. Nulls</i>																								
Arena Theatre, Wolverhampton	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1		
Artrix Theatre, Bromsgrove	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	
Birmingham Hippodrome, Birmingham	19.0%	395	2.8%	2	4.5%	3	8.1%	1	35.3%	8	14.7%	3	10.3%	3	6.4%	1	18.2%	6	9.6%	2	0.0%	0	8.0%	3
Birmingham Repertory Theatre, Birmingham	1.2%	25	2.0%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Birmingham Town Hall, Birmingham	1.1%	23	2.8%	2	6.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2
Brierley Hill Civic Hall, Brierley Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0
Dudley Town Hall, Dudley	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Garrick Theatre, Lichfield	3.6%	74	37.2%	25	16.9%	10	7.7%	1	2.8%	1	10.9%	3	46.2%	15	17.6%	2	8.5%	3	0.0%	0	0.0%	0	0.0%	0
Light House, Wolverhampton	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
New Alexandra Theatre, Birmingham	3.5%	73	3.3%	2	2.2%	1	0.0%	0	9.2%	2	0.0%	0	2.4%	1	6.1%	1	11.2%	4	2.5%	0	1.5%	1	0.0%	0
Oakengates Theatre (The Place), Telford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Rep, Barlow Theatre, Oldbury	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prince of Wales Theatre, Cannock	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	5.7%	2	2.3%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Royal Shakespeare Theatre, Stratford-upon-Avon	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Gatehouse Theatre, Eastgate Street, Stafford	0.2%	5	1.0%	1	0.0%	0	6.9%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Playhouse, Stratford-upon-Avon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swan Theatre, Stratford upon Avon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Crescent Theatre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Other Place, Stratford-upon-Avon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Robin 2, Mount Pleasant, Bilston	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
The Rose Theatre, Kidderminster	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre on the Steps, Bridgnorth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Grand Theatre, Wolverhampton	17.3%	360	0.0%	0	14.2%	8	25.6%	4	16.4%	4	22.9%	5	0.0%	0	6.1%	1	4.1%	1	56.7%	10	69.5%	40	54.6%	20

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Bilston Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Birmingham City Centre	30.4%	631	28.6%	19	37.0%	22	34.0%	5	25.4%	6	15.7%	4	21.5%	7	39.7%	5	38.9%	12	6.6%	1	9.8%	6	14.9%	6
Brierley Hill Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	0.1%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Central London	4.0%	82	7.7%	5	1.2%	1	3.4%	1	4.5%	1	3.8%	1	3.0%	1	2.3%	0	2.9%	1	3.8%	1	2.5%	1	5.9%	2
Cradley Heath Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.5%	10	7.7%	5	1.2%	1	4.3%	1	0.0%	0	1.4%	0	3.9%	1	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.3%	5	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	0.3%	6	0.0%	0	4.5%	3	2.1%	0	1.4%	0	0.0%	0	0.0%	0	2.3%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	4.0%	83	0.0%	0	1.2%	1	5.9%	1	0.0%	0	12.3%	3	0.0%	0	2.3%	0	5.5%	2	12.8%	2	12.4%	7	3.5%	1
Worcester City Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Birmingham, King Edwards Road, Birmingham	0.6%	12	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beacon Centre, Wolverhampton Road, Dudley, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Gate, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Theatre, Church Street, Blackpool	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Theatre, St Leonardgate, Lancaster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holiday Resort Unity, Coast Road, Brean, Sands, Burnham-on-Sea	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.1%	3	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Malvern Theatre, Grange Road, Malvern	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Centre, Dudley, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Molineux Stadium, Waterloo Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
NEC, North Avenue, Marston Green, Birmingham	1.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.8%
Nottingham City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
O2 Academy, Horse Fair, Birmingham	0.6%	11	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0
O2 Institute, Digbeth, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Principality Stadium, Westgate Street, Cardiff	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regent Theatre, Piccadilly, Stoke-on-Trent	0.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Resorts World Arena, Perimeter Road, Birmingham	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Birmingham Conservatoire, Jennens Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Helens Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley District Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-Upon-Avon Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Symphony Hall, Broad Street, Birmingham	0.9%	18	3.8%	3	0.0%	0	0.0%	0	2.7%	1	2.3%	0
The Alexandra, Suffolk Street, Queensway, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Big Comfy Bookshop, Far Gosford Street, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Grange Playhouse, Broadway North, Walsall	0.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
The Pavilion Club, Stafford Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.1%
Theatre 7, Frankwell Quay, Shrewsbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thimblemill Library, Thimblemill Road,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Smethwick												
Topsham Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Villa Park, Trinity Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-Super-Mare Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Civic Hall, North Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	2075	66	59	15	22	23	32	14	32	18	58	37
Sample:	2197	64	42	34	43	46	44	29	40	43	39	38

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Q37 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?																								
<i>Those that said 'Museum / gallery or place of historical / cultural interest' at Q32 AND Excl. Nulls</i>																								
Ancient High House, Stafford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aston Hall, Birmingham	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bantock House Museum, Wolverhampton	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0
Birmingham Back to Backs Houses, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham Museum & Art Gallery, Birmingham	15.2%	187	9.1%	3	4.4%	1	3.0%	0	19.9%	3	7.8%	1	5.6%	1	8.8%	1	10.5%	1	0.0%	0	4.7%	2	0.0%	0
Black Country Living Museum, Dudley	7.0%	86	0.0%	0	0.0%	0	5.4%	1	10.4%	2	4.8%	1	0.0%	0	13.4%	1	9.8%	1	14.5%	1	11.5%	4	0.0%	0
Blakesley Hall, Yardley, Birmingham	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Museum & Art Gallery, Dudley	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forge Mill Needle Museum, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lapworth Museum of Geology, Birmingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museum of Cannock Chase, Hednesford, Cannock	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak House Museum, West Bromwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Air Force Museum, Shifnal	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Samuel Johnson Birthplace Museum, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soho House Museum, Birmingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staffordshire Regiment Museum, Whittington Barracks, Lichfield	0.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Museum Collection Centre, Nechells, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Pen Museum, Birmingham	0.1%	1	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thinktank Birmingham Science Museum, Birmingham	0.8%	9	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Leather Museum, Walsall	0.4%	5	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Museum, Central Library, Walsall	1.4%	17	0.0%	0	7.5%	2	19.2%	2	0.0%	0	6.0%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Bilston Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Birmingham City Centre	38.4%	472	41.0%	14	59.7%	15	34.1%	4	35.0%	5	26.4%	3	33.1%	4	25.3%	2	53.1%	7	18.5%	1	19.4%	7	30.2%	5
Blackheath Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	9.0%	111	18.9%	7	2.7%	1	9.6%	1	11.2%	2	15.6%	2	3.5%	0	8.8%	1	0.0%	0	7.3%	0	9.0%	3	15.5%	2
Droitwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.4%	5	10.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Rugeley Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Stourbridge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	1.7%	21	0.0%	0	4.9%	1	22.7%	2	0.0%	0	9.7%	1	0.0%	0	4.9%	0	5.6%	1	0.0%	0	8.5%	3	4.3%	1
West Bromwich Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	5.7%	70	0.0%	0	2.7%	1	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.6%	2	37.5%	13	27.4%	4	0.0%	0
Worcester City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	5.2%	64	5.0%	2	0.0%	0	0.0%	0	0.0%	0	16.6%	2	7.0%	1	12.7%	1	9.1%	1	15.1%	1	6.9%	2	0.0%	0
Aberystwyth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anson Engine Museum, Anson Road, Poynton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blakney Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camarthen Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre	0.2%	3	0.0%	0	8.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Verney Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastbourne Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgbaston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giant's Causeway National Truse, Causeway Road, Bushmills	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Gloucester City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester Warwickshire Steam Railway, The Railway Station, Toddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanbury Hall, Hanbury	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikon Gallery, Oozells Square, Brindleyplace, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkwall Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laurel and Hardy Museum, The Roxy, Brogden Street, Ulverston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
Leeds City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.2%	2	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester Museum, University of Manchester, Oxford Road, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor House Museum, Hall Green Road, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museum of Lincolnshire Life, Burton Road, Lincoln	0.2%	2	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Space Centre, Exploration Drive, Leicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Natural History Museum, Cromwell Road, South Kensington, London	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northe Fort, Barrack Road, Weymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0
Norwich City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Red House Glass Cone Museum, High Street, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandsfoot Castle, Weymouth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scottish National Portrait Gallery, Queen Street, Edinburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soldiers of Gloucestershire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Museum, Commercial Road, Gloucester												
Stoke-on-Trent City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Hall, Heelis, Kemble Drive, Swindon	0.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Beatles Story, Britannia Vaults, Albert Dock, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Ironbridge Gorge Museum, Coach Road, Coalbrookdale, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The New Art Gallery, Gallery Square, Walsall	0.1%	2	0.0%	0	0.0%	0	3.9%	1	0.0%	0	3.5%	0
Torquay Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-under-Lizard Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wightwick Manor, Wightwick Bank, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	13.9%
Wolverhampton Art Gallery, Lichfield Street, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	11.1%
Wordsley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Museum, William Brown Street, Liverpool	0.0%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
York City Centre	0.1%	1	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0
Weighted base:	1229	35	26	11	15	11	14	7	13	6	34	15
Sample:	1270	35	20	24	26	22	18	14	20	15	22	15

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Q38 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to when visiting pubs / bars / nightclubs?																								
<i>Those that said 'Pub / bar / nightclub' at Q32 AND Excl. Nulls</i>																								
Aldridge Village Centre	1.1%	29	0.0%	0	0.0%	0	14.8%	3	2.3%	1	0.0%	0	0.0%	0	9.3%	2	51.2%	23	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	1.1%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	17.9%	470	6.6%	5	13.7%	11	2.8%	1	27.8%	8	14.8%	3	0.0%	0	3.1%	1	22.0%	10	15.0%	3	5.5%	4	12.1%	4
Blackheath Town Centre	0.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	1.1%	30	0.0%	0	25.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	1.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Brierley Hill Town Centre	1.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	1.9%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	43.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.9%	23	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	4	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	3.0%	79	0.0%	0	5.3%	4	17.4%	3	0.0%	0	35.9%	8	3.2%	1	4.8%	1	0.0%	0	0.0%	0	3.3%	2	5.1%	2
Cape Hill Local Centre, Smethwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clebury Mortimer Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	2.6%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	1.9%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth Local Centre, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	3.0%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	2.3%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	1.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	4.0%	106	79.2%	57	12.4%	10	8.1%	2	0.0%	0	11.3%	3	28.3%	12	16.9%	3	6.4%	3	0.0%	0	0.0%	0	1.8%	1
Lye Local Centre, Stourbridge	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Newport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	1.2%	31	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Oxley Local Centre, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.1%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	1.1%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Shifnal Town Centre	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.7%	18	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Stafford Town Centre	0.5%	13	0.0%	0	0.8%	1	0.0%	0	0.0%	0	5.1%	1
Stirchley Local Centre, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	3.6%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	2.8%	73	0.9%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Tamworth Town Centre	0.1%	3	3.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Telford Town Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	4.0%	106	0.0%	0	34.3%	29	39.3%	7	39.4%	11	5.1%	1
Wednesbury Town Centre	1.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	2.1%	55	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Willenhall Town Centre	1.4%	37	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Wolverhampton City Centre	7.8%	206	0.0%	0	2.2%	2	3.2%	1	0.0%	0	2.4%	1
Wombourne Village Centre	0.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill SHOPPING	0.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
CENTRE, Brierley Hill												
One Stop Retail Park, Walsall Road, Perry Barr	0.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.5%	14	0.0%	0	2.7%	2	0.0%	0	0.0%	0	1.2%	0
Albrighton Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvechurch Village Centre	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alveley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aston Fields Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnt Green Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartley Green Village Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berkswell Village Centre	0.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishopswood Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Lake Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bobbington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldmere Local Centre	0.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boley Park Local Centre	0.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourneville Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradmore Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Village Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Road, Compton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Sea Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burwarton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlegate Leisure Park, Castlegate Way, Dudley	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catshill Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caunsall Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chaddesley Corbett Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chapel Ash Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Cheslyn Hay Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Chester Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claverley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clent Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Town Centre	0.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Compton Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookley Village Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Coseley Local Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coven Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donnington Valley Golf Club, Snelsmore Common, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgbaston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Far Forest Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Featherstone Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchfield Local Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foley Road West, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Fordhouses Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gailey Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gentleshaw Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Gornal Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wyrley Local Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	18.4%	4	0.0%	0
Hagley Road West, Smethwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Village Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Half Penny Farm, Joseph Street, Oldbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamstead Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heath Hayes Local Centre	0.2%	4	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Hereford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Higley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Himley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holyhead Road, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hopwood Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hull City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Huntington Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ironbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kemberton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Norton Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lapworth Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ledbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Road, Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Aston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandudno Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Town Centre	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Longton Town Centre	0.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Gornal Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Malvern Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maypole Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mercury Drive, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Mere Green Local Centre	0.6%	16	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Moseley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Invention Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Canes Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldswinford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oswestry Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pattingham Village Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Town Centre	0.2%	6	0.0%	0	2.9%	2	1.8%	0	0.0%	0	1.7%	0
Pendeford Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quarry Bank Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley Village Centre	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seisdon Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Local Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Park Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shareshill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield City Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelfield Village Centre	0.0%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Shenstone Village Centre	0.1%	3	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shortheath Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skegness Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Prior Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stottesdon Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streetley Local Centre	0.4%	10	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0
Studley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Road, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Tettenhall Village Centre	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tividale Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tong Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trysull Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trysull Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wall Heath Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Wood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheaton Aston Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley Village Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worfield Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	2634	71	84	19	27	22	41	18	44	20	70	35
Sample:	2533	63	56	40	46	42	52	43	49	45	40	36

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Q39 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?																								
<i>Those that said 'Restaurant / café / eating out' at Q32 AND Excl. Nulls</i>																								
Aldridge Village Centre	1.3%	43	2.2%	2	2.6%	2	12.5%	4	3.0%	1	0.0%	0	0.0%	0	8.4%	2	49.6%	27	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	1.2%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	2.6%	2	0.0%	0	0.0%	0
Birmingham City Centre	20.4%	688	2.6%	3	15.6%	14	12.3%	4	41.0%	17	15.5%	5	3.8%	2	7.6%	2	20.8%	11	15.5%	3	4.2%	4	0.0%	0
Blackheath Town Centre	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.4%	15	0.0%	0	13.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Bridgnorth Town Centre	1.5%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	1.7%	56	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.3%	10	0.0%	0	1.2%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	27.0%	6	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.6%	19	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	31.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	3.3%	112	0.0%	0	5.4%	5	4.5%	1	0.0%	0	39.5%	13	6.4%	3	5.1%	1	0.0%	0	0.0%	0	7.5%	7	0.0%	0
Cape Hill Local Centre, Smethwick	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	2.2%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Erdington Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	1.6%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	3.5%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	2.4%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	1.6%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	5.4%	181	85.0%	84	16.8%	15	15.8%	5	0.8%	0	6.5%	2	39.2%	20	22.2%	5	6.4%	3	0.0%	0	0.0%	0	0.0%	0
Lye Local Centre,	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Stourbridge												
Newport Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill Local Centre, Cradley Heath	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxley Local Centre, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Quinton Local Centre, Birmingham	0.5%	15	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Shifnal Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Smethwick Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.8%	26	0.0%	0	4.1%	4	0.0%	0	3.8%	1	0.0%	4
Stirchley Local Centre, Birmingham	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	2.7%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	3.0%	101	1.3%	1	2.5%	2	3.1%	1	9.8%	4	3.8%	1
Tamworth Town Centre	0.1%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Telford Town Centre	0.9%	29	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Tipton Town Centre	0.2%	8	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	3.7%	125	0.0%	0	25.6%	23	33.7%	11	28.7%	12	6.2%	2
Wednesbury Town Centre	1.1%	37	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	3.0%	102	0.0%	0	0.0%	0	1.0%	0	7.7%	3	0.0%	0
Willenhall Town Centre	0.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	6.7%	227	0.0%	0	0.8%	1	1.9%	1	0.0%	0	5.4%	2
Wombourne Village Centre	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	1.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	1.9%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	3
Bescot Retail Park, Bescot	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Crescent, Walsall												
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.1%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Cannock Gateway Retail Park, Eastern Way, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.5%	16	0.0%	0	1.2%	1	1.7%	1	2.4%	1	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.2%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	2.1%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Reedswood Way Retail Park, Reedswood Way, Walsall	0.1%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springvale Way Retail Park, Springvale Way, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
Telford Forge Shopping Park, Telford	0.1%	3	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Abroad	0.3%	10	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.3%	2
Abergavanne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton Trussell Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Albrighton Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alcester Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alum Rock Local Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvechurch Village Centre	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alveley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aston Fields Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baginton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnet Green Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartley Green Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Belbroughton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Road North, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billbrook Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham Road, Shenstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham Road, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Lake Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bobbington Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldmere Local Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boley Park Local Centre	0.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourneville Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradmore Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Village Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Road, Shatterford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.0%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Bushbury Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Calf Heath Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Chase District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Cannock Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlecroft Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlegate Leisure Park, Castlegate Way, Dudley	1.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chapel Ash Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chasetown Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Chester Road, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheylesmore Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Claverley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clent Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalport Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Town Centre	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Compton Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Conwy Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Cookley Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coseley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotteridge Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coven Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Coventry City Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Dickens Heath Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgbaston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enville Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.4%
Evesham Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Far Forest Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchfield Local Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordhouses Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Gentleshaw Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Goldthorn Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Park, Rubery	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wyrley Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	8.2%	3	0.0%	0
Hagley Road West, Smethwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Road, Edgbaston	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Half Penny Farm, Joseph Street, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Farm Shop, Pershore Road, Evesham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamstead Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartlebury Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heath Hayes Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Himley Hall, Himley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Himley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hopwood Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Illey Lane, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ironbridge Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.1%
Kings Heath Local Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Norton Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lapworth Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Ledbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandudno Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	1.0%	35	0.0%	0	0.0%	0	1.9%	1	0.8%	0	0.0%	0
Merry Hill Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moseley Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Invention Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Canes Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Stafford Road, Coven	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Oswestry Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Patshull Park Hotel Golf and Country Club, Pattingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pattingham Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Town Centre	0.1%	4	0.0%	0	1.2%	1	2.9%	1	0.0%	0	0.0%	0
Pendeford Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.3%	10	0.0%	0	0.8%	1	0.0%	0	1.0%	0	0.0%	0
Penn Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Penn Village Centre	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Perry Barr Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rednal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley Village Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushall Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Shelfield Village Centre	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Shenstone Village Centre	0.1%	5	2.9%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Shipley Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Shortheath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sparkbrook Local Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sparkhill Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Stourbridge Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streetley Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Road, Walsall	0.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Tettenhall Village Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tividale Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tong Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trysull Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trysull Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyburn Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Wall Heath Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wedges Mills Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheaton Aston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Centre	0.1%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Business Park, Greenfield Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Wolverhampton Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Wordsley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worfield Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wythall Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	3378	99	91	32	42	34	52	24	54	17	92	49
Sample:	3340	89	63	68	70	64	67	51	66	40	58	52

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Q40 Where do you or members of your household normally go for family entertainment?												
<i>Those that said 'Family entertainment (e.g. tenpin bowling, skating rink)' at Q32 AND Excl. Nulls</i>												
Aldridge Village Centre	0.4%	5	0.0%	0	0.0%	0	16.5%	2	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	17.9%	196	0.0%	0	13.4%	4	10.6%	1	45.6%	7	10.3%	1
Bloxwich Town Centre	0.5%	5	0.0%	0	9.4%	3	3.3%	0	3.2%	1	0.0%	0
Bridgnorth Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	2
Burton upon Trent Town Centre	0.3%	4	6.4%	2	0.0%	0	0.0%	0	0.0%	0	8.3%	2
Cannock Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	10.3%	1	4.2%	1
Cape Hill Local Centre, Smethwick	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	5.7%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.4%	5	11.8%	4	0.0%	0	0.0%	0	0.0%	0	6.4%	1
Northfield Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	5.3%	58	45.9%	16	0.0%	0	3.3%	0	0.0%	0	30.6%	6
Telford Town Centre	2.5%	28	0.0%	0	0.0%	0	5.3%	1	0.0%	0	13.9%	1
Walsall Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	16.6%	3	5.1%	1
Wednesbury Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre,	0.5%	5	0.0%	0	0.0%	0	5.3%	1	0.0%	0	3.2%	0

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Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Wolverhampton												
West Bromwich Town Centre	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	4.0%	44	0.0%	0	8.4%	3	9.0%	1	0.0%	0	0.0%	0
Worcester City Centre	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	14.6%	160	0.0%	0	65.3%	21	46.8%	5	13.0%	2	40.0%	4
Cardinal Point Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Crown Wharf Shopping Park, Walsall	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0
Telford Forge Shopping Park, Telford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1
The Fort Shopping Park, Birmingham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	1.9%	21	12.7%	4	0.0%	0	0.0%	0	0.0%	0	12.5%	2
Abroad	0.5%	6	0.0%	0	3.6%	1	0.0%	0	3.2%	1	0.0%	0
AFC Telford United, Watling Street, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Towers, Farley Lane, Alton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AMF Bowling, Brixton Way, Harlescott, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Pleasure Beach, Ocean Boulevard, Blackpool	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blymhill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Bournemouth City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Plaza, Ladywood Middleway, Birmingham	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushby Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7.0%
Buxton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Castlegate Leisure Park, Castlegate Way, Dudley	10.8%	118	0.0%	0	0.0%	0	0.0%	3.2%	1	0.0%	0	0.0%
CineBowl, Town Meadows Way, Uttoxeter	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	8.3%	2	0.0%
Cookley Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Drayton Manor Theme Park, Fazeley, Mile Oak, Tamworth	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Dudley Golf Club, Turner's Hill, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Dudley Zoological Gardens, Castle Hill, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Fallings Park Methodist Church, Wimborne Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.9%
Fiveways Entertainment Centre, Broad Street, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Great Park, Park Way, Rubery, Birmingham	7.0%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Ice Skate Birmingham, New Canal Street, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Namco Funscape, Castle Grounds, Riverdrive, Tamworth	0.6%	6	7.4%	3	0.0%	0	0.0%	0	0.0%	11.3%	2	3.6%
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Planet Ice, Hobs Moat Road, Solihull	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Planet Ice, Lakeside Plaza, Walkmill Lane, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	5.1%	1	0.0%	0	0.0%
Rubery Village Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
SnowDome, Leisure Island, Riverdrive, Tamworth	0.3%	4	10.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Springhill Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Star City, Watson Road, Birmingham	3.8%	42	0.0%	0	0.0%	0	0.0%	15.2%	2	0.0%	0	0.0%
Tamworth Castle, Lady Bank, Holloway, Tamworth	0.2%	2	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Telford Ice Rink, St Quentin Gate, Telford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Tenpin, Greyfriars Place,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Stafford												
Tenpin, Perdiswell Park, Droitwich Road, Worcester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin, St Quentin Gate, Telford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The ECC Sports & Social Club, Showell Road, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Villa Park, Trinity Road, Birmingham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs, Worcester Road, Droitwich Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Albion FC, Birmingham Road, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Midland Safari Park, Spring Grove Road, Bewdley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn Safari Park, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Wanderers FC, Molineux Stadium, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1093	34	32	10	16	10	18	9	20	8	22	17
Sample:	869	23	20	15	21	19	19	17	18	15	13	14

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Q41 Where do you or members of your household normally go for (OTHER ACTIVITY FROM Q32)?												
<i>Those that said 'Cycling', 'Fishing', 'Horse riding', 'Place of worship / religious meeting' or 'Walking' at Q32 AND Excl. Nulls</i>												
Aldridge Village Centre	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	15.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	15.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Village Centre	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coseley Local Centre	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotteridge Local Centre	21.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Village Centre	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifespring Church, Clifton Street, Wolverhampton	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llangollen Town Centre	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pridewood Hops, Ashperton, Ledbury	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Arboretum, Walsall	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Community Association, Bridgnorth Road, Stourbridge	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	16	0	0	0	0	0	0	0	1	0	1	0
Sample:	18	0	0	0	0	0	0	0	1	0	1	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
Q42 What improvements could be made to the leisure offer in your Council area that would make you visit / partake in leisure activities more often? [MR]																								
A casino	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.7%	2										
A swimming pool	5.9%	359	14.5%	19	0.0%	0	1.2%	1	4.5%	3	3.7%	2	3.3%	3	4.6%	2	1.7%	1	4.7%	2	9.2%	16	2.2%	2
A theatre	1.7%	104	1.9%	3	2.9%	4	0.6%	0	3.8%	2	1.7%	1	1.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
A multi-screen cinema	5.8%	353	29.8%	39	7.8%	12	1.8%	1	0.0%	0	6.7%	4	28.2%	24	12.5%	6	5.3%	4	0.9%	0	2.7%	5	1.0%	1
An art house cinema	0.7%	44	3.2%	4	0.0%	0	1.8%	1	2.6%	2	0.0%	0	0.6%	0	0.0%	0	1.7%	1	0.9%	0	0.0%	0	0.0%	0
Bingo	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Cheaper prices	8.9%	541	5.7%	7	9.9%	15	8.2%	4	6.9%	4	1.7%	1	6.9%	6	1.3%	1	0.0%	0	14.1%	7	10.5%	18	12.9%	13
Improved access by foot and cycle	1.2%	73	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Improved public transport	2.9%	178	2.0%	3	0.8%	1	2.2%	1	0.0%	0	2.6%	1	1.8%	2	0.7%	0	0.0%	0	0.0%	0	1.7%	3	0.6%	1
Improved security / CCTV	4.4%	269	3.9%	5	13.8%	21	6.5%	3	2.2%	1	1.1%	1	0.0%	0	1.2%	1	0.0%	0	2.9%	1	4.7%	8	2.7%	3
Improved street furniture	0.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Improvements in the built environment	1.5%	90	0.8%	1	1.8%	3	0.0%	0	1.6%	1	2.3%	1	0.0%	0	0.0%	0	1.7%	1	2.9%	1	0.0%	0	1.7%	2
More / better car parking	4.8%	293	5.3%	7	1.3%	2	4.2%	2	5.9%	4	0.0%	0	4.8%	4	0.7%	0	0.0%	0	4.8%	2	1.4%	2	6.7%	7
More / better cultural facilities	1.8%	107	0.0%	0	2.3%	3	1.8%	1	5.4%	3	1.6%	1	1.8%	2	0.0%	0	1.7%	1	0.0%	0	1.4%	2	0.0%	0
More / better disabled access	1.6%	96	0.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.9%	2	0.0%	0	0.0%	0
More / better health clubs / gyms	2.1%	130	1.3%	2	0.0%	0	1.0%	1	3.1%	2	3.7%	2	3.0%	3	1.2%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0
More / better parks / green spaces	4.3%	261	2.3%	3	1.3%	2	2.4%	1	2.2%	1	3.9%	2	0.6%	0	4.7%	2	1.1%	1	1.8%	1	5.0%	9	4.7%	5
More / better policing	3.8%	230	1.9%	3	13.2%	20	2.4%	1	0.5%	0	0.0%	0	0.6%	0	1.9%	1	3.0%	2	2.7%	1	6.6%	12	1.7%	2
More / better pubs / bars	2.8%	170	0.0%	0	4.1%	6	2.1%	1	3.0%	2	1.7%	1	1.4%	1	2.4%	1	4.6%	4	0.0%	0	7.0%	12	2.1%	2
More / better seats	1.8%	107	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	2	2.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
More / better signposting and information	0.4%	26	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for children	9.2%	559	4.4%	6	6.7%	10	5.3%	3	10.1%	6	4.0%	2	10.3%	9	16.2%	8	11.6%	9	11.2%	6	9.4%	16	7.9%	8
More local sports & recreation facilities	3.2%	195	8.8%	11	4.8%	7	5.3%	3	5.0%	3	1.7%	1	7.8%	7	4.7%	2	5.4%	4	3.8%	2	1.8%	3	3.4%	3
More nightclubs	1.2%	71	1.4%	2	7.2%	11	0.0%	0	0.8%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	2	1.4%	2	1.7%	2
More pavement cafes	1.8%	111	1.7%	2	2.3%	3	0.6%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.6%	1
More quality restaurants	6.5%	392	4.5%	6	9.4%	14	2.4%	1	5.1%	3	4.1%	2	5.8%	5	4.2%	2	7.5%	6	3.4%	2	8.2%	14	3.0%	3
More street cleaning	2.8%	170	1.4%	2	8.2%	12	4.1%	2	1.9%	1	3.0%	2	0.0%	0	2.4%	1	1.7%	1	0.0%	0	1.4%	2	1.7%	2
Provision of public toilets	2.5%	154	4.3%	6	0.0%	0	1.9%	1	0.0%	0	0.0%	0	3.3%	3	2.8%	1	0.0%	0	2.7%	1	2.3%	4	0.0%	0
Ten-pin bowling	3.5%	211	12.1%	16	5.9%	9	9.0%	5	3.6%	2	2.1%	1	6.5%	6	6.9%	3	3.3%	3	1.4%	1	0.9%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adventure park	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security / safety	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better takeaways	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Climbing walls / rock climbing centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Community centre	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Dog walking facilities	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't close any leisure	0.1%	5	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
centres / swimming baths												
Entertainment / leisure complex	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendlier / more helpful staff	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go-karting	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	0.7%	41	0.0%	0	0.0%	0	2.2%	1	1.4%	1	0.0%	0
Improved access by car	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Indoor ski centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Indoor water park	0.1%	9	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Laser tag	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure venues open longer / more days	0.2%	12	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.7%	0
More / better leisure facilities in general	0.8%	48	1.3%	2	0.5%	1	0.0%	0	1.6%	1	0.0%	0
More / better mountain bike trails	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better shops	0.6%	38	1.7%	2	0.0%	0	1.3%	1	0.5%	0	0.6%	0
More advertising of what's available	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More family orientated venues / events	0.2%	14	1.4%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0
More leisure activities / facilities for older people	0.5%	29	0.0%	0	0.5%	1	0.6%	0	0.0%	0	3.0%	2
More leisure activities / facilities for young people / teenagers	0.9%	52	0.0%	0	1.8%	3	1.8%	1	1.6%	1	0.0%	0
More leisure activities for women	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More live music venues	0.2%	11	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More outdoor exercise facilities / classes	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More special events / festivals	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More varied classes / activities available	0.3%	21	0.0%	0	2.0%	3	0.6%	0	0.0%	0	0.0%	0
More walking events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
New / improved leisure centre	0.6%	36	1.7%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0
New / improved library	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce parking prices	0.1%	8	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Skate park	0.1%	7	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Speedway track	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trampoline park	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Velodrome	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watersports	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
(Don't do leisure activities)	4.6% 282	0.0% 0	5.1% 8	16.6% 8	3.8% 2	5.9% 3	8.5% 7	11.2% 5	3.4% 3	10.5% 5	3.2% 6	10.5% 11
(Don't know)	6.4% 392	7.2% 9	8.8% 13	3.1% 2	7.9% 5	9.4% 5	4.0% 3	6.1% 3	5.1% 4	4.5% 2	11.1% 19	3.3% 3
(Nothing)	39.6% 2408	29.7% 38	32.8% 49	39.5% 20	45.0% 28	52.8% 28	36.9% 32	36.2% 17	63.2% 49	38.6% 19	32.6% 57	45.5% 47
Weighted base:	6076	129	151	50	62	54	86	47	78	49	175	103
Sample:	6076	113	109	108	108	105	112	105	105	116	112	110

GEN Gender of respondent:

Male	34.2% 2078	34.6% 45	31.8% 48	30.7% 16	23.6% 15	38.7% 21	33.5% 29	21.8% 10	39.2% 30	54.2% 27	32.7% 57	32.9% 34
Female	65.8% 3998	65.4% 85	68.2% 103	69.3% 35	76.4% 47	61.3% 33	66.6% 57	78.2% 37	60.8% 47	45.8% 22	67.3% 118	67.1% 69
Weighted base:	6076	129	151	50	62	54	86	47	78	49	175	103
Sample:	6076	113	109	108	108	105	112	105	105	116	112	110

AGE Can I ask how old you are please?

18 to 24	8.2% 497	12.8% 17	15.4% 23	1.8% 1	8.4% 5	5.2% 3	4.6% 4	1.9% 1	5.0% 4	9.5% 5	11.2% 20	5.2% 5
25 to 34	15.4% 938	14.2% 18	14.2% 21	14.2% 7	14.0% 9	15.5% 8	7.6% 7	7.4% 4	10.0% 8	13.6% 7	18.1% 32	8.6% 9
35 to 44	19.5% 1185	16.7% 22	28.7% 43	8.4% 4	26.3% 16	6.1% 3	19.6% 17	6.5% 3	15.6% 12	20.7% 10	13.1% 23	12.1% 12
45 to 54	17.7% 1073	17.4% 23	18.8% 28	11.4% 6	22.9% 14	24.1% 13	25.7% 22	13.0% 6	17.5% 14	9.5% 5	18.7% 33	18.0% 19
55 to 64	16.6% 1009	14.0% 18	7.6% 11	22.2% 11	9.2% 6	18.0% 10	16.0% 14	31.6% 15	21.8% 17	23.1% 11	19.2% 34	16.9% 17
65 +	22.6% 1375	24.8% 32	15.4% 23	42.0% 21	19.3% 12	31.2% 17	26.5% 23	39.7% 19	30.2% 23	23.6% 12	19.7% 35	39.3% 40
(Refused)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	6076	129	151	50	62	54	86	47	78	49	175	103
Sample:	6076	113	109	108	108	105	112	105	105	116	112	110

CAR How many cars does your household own or have the use of?

None	14.6% 889	7.5% 10	23.7% 36	14.2% 7	6.9% 4	7.5% 4	11.3% 10	19.2% 9	9.1% 7	18.4% 9	15.5% 27	13.2% 14
One	41.4% 2515	35.8% 46	30.9% 47	40.1% 20	33.7% 21	42.3% 23	40.9% 35	37.8% 18	33.8% 26	43.3% 21	46.1% 81	37.3% 38
Two	29.1% 1769	31.5% 41	33.6% 51	38.1% 19	42.2% 26	36.3% 19	24.4% 21	27.3% 13	41.5% 32	22.0% 11	21.7% 38	27.8% 29
Three or more	11.6% 702	19.9% 26	10.5% 16	7.5% 4	14.4% 9	9.9% 5	20.2% 17	14.4% 7	14.6% 11	10.3% 5	11.0% 19	17.3% 18
(Refused)	3.3% 201	5.4% 7	1.3% 2	0.0% 0	2.8% 2	4.0% 2	3.2% 3	1.2% 1	1.0% 1	5.9% 3	5.7% 10	4.4% 5
Weighted base:	6076	129	151	50	62	54	86	47	78	49	175	103
Sample:	6076	113	109	108	108	105	112	105	105	116	112	110

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]																								
Working full time	45.9%	2786	48.8%	63	58.5%	88	27.7%	14	55.0%	34	51.5%	28	39.4%	34	42.5%	20	43.6%	34	41.7%	20	43.0%	75	42.0%	43
Working part time	11.0%	667	8.0%	10	8.0%	12	10.9%	6	10.6%	7	9.2%	5	13.6%	12	5.3%	2	4.2%	3	10.6%	5	10.6%	19	4.4%	5
Unemployed	3.8%	230	2.3%	3	8.5%	13	4.0%	2	2.2%	1	0.0%	0	4.6%	4	1.1%	1	1.0%	1	7.8%	4	8.4%	15	1.1%	1
Retired	26.6%	1614	27.4%	35	15.9%	24	51.4%	26	20.0%	12	31.3%	17	28.9%	25	37.5%	18	39.3%	30	25.7%	13	24.9%	44	45.0%	46
A housewife	2.1%	126	2.8%	4	1.3%	2	1.8%	1	0.8%	1	0.0%	0	0.9%	1	4.3%	2	6.4%	5	0.0%	0	0.8%	1	2.0%	2
A student	0.7%	44	2.8%	4	2.6%	4	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Self employed	3.3%	201	1.3%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	3.8%	3	1.9%	1	2.9%	2	2.1%	1	0.8%	1	1.0%	1
Sick / disabled	2.7%	164	1.8%	2	2.0%	3	1.8%	1	2.6%	2	4.0%	2	1.5%	1	4.3%	2	0.0%	0	4.9%	2	5.7%	10	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carer	0.2%	12	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	3.8%	233	4.9%	6	2.6%	4	0.6%	0	5.8%	4	4.0%	2	6.4%	6	1.2%	1	1.0%	1	7.3%	4	5.8%	10	4.4%	5
Weighted base:		6076		129		151		50		62		54		86		47		78		49		175		103
Sample:		6076		113		109		108		108		105		112		105		105		116		112		110

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44						
QUOTA Zone																		
Zone 1	3.4%	207	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 2	6.2%	374	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 3	3.5%	213	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 4	4.2%	258	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 5	1.9%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 6	1.8%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 7	1.4%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 8	2.6%	155	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 9	1.2%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 10	1.7%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 11	0.8%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 12	1.1%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 13	1.1%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 14	3.0%	180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 15	1.4%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 16	1.4%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 17	1.5%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 18	2.7%	162	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 19	1.6%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 20	3.2%	197	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 21	1.7%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 22	1.7%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 23	2.1%	130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 24	2.1%	125	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 25	1.4%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 26	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 27	2.4%	147	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 28	1.5%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 29	0.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 30	1.3%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 31	1.9%	118	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 32	2.3%	140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 33	3.8%	230	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 34	2.1%	129	100.0%	129	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 35	2.5%	151	0.0%	0	100.0%	151	0.0%	0	0.0%	0	0.0%	0						
Zone 36	0.8%	50	0.0%	0	0.0%	0	100.0%	50	0.0%	0	0.0%	0						
Zone 37	1.0%	62	0.0%	0	0.0%	0	0.0%	0	100.0%	62	0.0%	0						
Zone 38	0.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	54						
Zone 39	1.4%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%	86					
Zone 40	0.8%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%	100.0%	47				
Zone 41	1.3%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%	0.0%	100.0%	78			
Zone 42	0.8%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%	0.0%	0.0%	100.0%	49		
Zone 43	2.9%	175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	175	
Zone 44	1.7%	103	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	103
Zone 45	1.2%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
Zone 46	1.0% 63	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 47	2.3% 141	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 48	0.5% 31	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 49	0.8% 50	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 50	3.0% 180	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 51	1.6% 100	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 52	0.8% 46	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 53	0.8% 51	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 54	1.4% 87	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 55	1.3% 78	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	6076	129	151	50	62	54	86	47	78	49	175	103
Sample:	6076	113	109	108	108	105	112	105	105	116	112	110

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
PC Postcode Sector												
B16 0	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B16 8	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B16 9	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 0	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 8	0.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 9	0.8%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 4	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 5	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 6	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 7	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 1	0.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 2	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 3	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 0	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 8	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 9	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 4	0.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 5	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 6	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 7	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B30 1	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B30 2	0.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B30 3	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 1	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 2	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 3	0.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 4	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 5	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 1	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 2	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 3	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 4	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B38 0	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B38 8	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B38 9	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B42 1	1.0%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B42 2	1.3%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B43 5	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B43 6	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B43 7	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 0	0.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 8	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 9	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B45 0	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B45 8	0.6%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
B45 9	1.1%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B47 5	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B47 6	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B48 7	0.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 1	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 2	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 3	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 4	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 0	0.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 7	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 8	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 9	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 0	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 8	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 9	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 1	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 2	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 3	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 4	0.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B64 5	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B64 6	0.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B64 7	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B65 0	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B65 8	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B65 9	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 1	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 2	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 3	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 4	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B67 5	0.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B67 6	0.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B67 7	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B68 0	0.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B68 8	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B68 9	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 1	0.8%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 2	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 3	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 4	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 0	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 6	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 7	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 8	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 9	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 1	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 2	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 3	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
B71 4	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B73 5	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B73 6	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 2	0.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 3	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 4	0.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 1	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 2	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 3	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 4	0.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 1	0.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 2	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 3	0.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 4	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 5	0.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 6	0.7%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 7	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY12 1	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY12 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY14 0	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY14 8	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 0	0.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 7	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 8	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 9	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 1	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 2	0.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 3	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 4	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 0	0.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 7	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 8	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 9	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 1	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 2	0.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 3	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 4	0.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 0	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 7	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 8	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 9	0.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY7 5	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY7 6	0.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 1	0.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 2	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 3	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 4	0.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
DY8 5	0.8%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 0	0.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 7	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 8	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 9	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST19 5	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST19 9	0.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF11 8	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF11 9	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 1	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 2	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 3	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 4	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 0	0.9%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 7	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 8	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 9	0.8%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 0	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 1	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 4	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 5	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 6	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 7	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 8	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 9	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 0	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 1	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 2	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 3	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 4	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 6	0.7%	43	33.6%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 7	0.4%	24	18.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 8	0.2%	15	11.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 0	0.2%	13	9.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 9	0.6%	34	26.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 0	0.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 7	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 8	0.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 9	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 1	0.4%	26	0.0%	0	17.1%	26	0.0%	0	0.0%	0	0.0%	0
WS3 2	0.7%	43	0.0%	0	28.2%	43	0.0%	0	0.0%	0	0.0%	0
WS3 3	0.7%	45	0.0%	0	29.8%	45	0.0%	0	0.0%	0	0.0%	0
WS3 4	0.5%	28	0.0%	0	18.6%	28	0.0%	0	0.0%	0	0.0%	0
WS3 5	0.2%	10	0.0%	0	6.4%	10	0.0%	0	0.0%	0	0.0%	0
WS4 1	0.5%	33	0.0%	0	0.0%	0	66.0%	33	0.0%	0	0.0%	0
WS4 2	0.3%	17	0.0%	0	0.0%	0	34.0%	17	0.0%	0	0.0%	0
WS5 3	0.5%	30	0.0%	0	0.0%	0	0.0%	47.8%	30	0.0%	0	0.0%

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44												
WS5 4	0.5%	32	0.0%	0	0.0%	0	0.0%	0	52.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS6 6	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS6 7	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 0	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 1	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 2	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 3	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 4	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 9	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS8 6	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS8 7	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 0	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.3%	27	0.0%	0	0.0%	0	0.0%	0
WS9 8	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.4%	30	0.0%	0	0.0%	0	0.0%	0
WS9 9	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	21	0.0%	0	0.0%	0	0.0%	0
WV1 1	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	12	0.0%	0	0.0%	0	0.0%	0
WV1 2	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.5%	23	0.0%	0	0.0%	0	0.0%	0
WV1 3	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	5	0.0%	0	0.0%	0	0.0%	0
WV1 4	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	9	0.0%	0	0.0%	0	0.0%	0
WV10 0	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	32	0.0%	0	0.0%	0
WV10 6	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.8%	40	0.0%	0	0.0%	0
WV10 7	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	23	0.0%	0	0.0%	0
WV10 8	0.9%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	53	0.0%	0	0.0%	0
WV10 9	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	28	0.0%	0	0.0%	0
WV11 1	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.0%	30	0.0%	0
WV11 2	0.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.0%	45	0.0%	0
WV11 3	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.1%	28	0.0%	0
WV12 4	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV12 5	1.1%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 1	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 2	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 3	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 0	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 6	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 7	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 8	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 9	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV15 5	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV15 6	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV16 5	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV16 6	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 1	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 2	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 3	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 4	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 0	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 7	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 8	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39	Zone 40	Zone 41	Zone 42	Zone 43	Zone 44
WV3 9	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV4 4	0.9%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV4 5	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV4 6	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
WV5 0	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 7	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 8	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 9	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 0	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 7	0.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 8	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 9	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV7 3	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV8 1	0.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV8 2	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV9 5	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	6076	129	151	50	62	54	86	47	78	49	175	103
Sample:	6076	113	109	108	108	105	112	105	105	116	112	110

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Q01 Where do you normally shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?																								
<i>Excl. Nulls</i>																								
Aldi, Audley Avenue, Newport	0.1%	4	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Aldi, Bearwood Road, Bearwood	0.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bentley Bridge Shopping Park, Wednesfield	0.9%	54	15.9%	12	3.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Aldi, Birmingham Road, Great Barr	1.3%	77	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridge Cross Road, Burntwood	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	0.4%	26	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, Moxley, Wednesbury	0.5%	29	0.0%	0	2.5%	2	2.4%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, Chase Gateway, Victoria Street, Hednesford	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chester Road, New Oscott	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, Lichfield	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cinder Bank, Peartree Lane, Dudley	0.2%	14	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, College Road, Kingstanding	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Brierley Hill	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.8%	46	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Lye	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Earls Way, Halesowen	0.8%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Edgbaston Road, Birmingham	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Goldthorn Hill Road, Wolverhampton	0.8%	48	0.0%	0	0.0%	0	1.5%	2	0.0%	0	22.9%	12	2.8%	5	13.3%	13	1.9%	1	4.8%	2	0.0%	0	0.0%	0
Aldi, Grange Central, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, Kidderminster	0.7%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	7
Aldi, Grooms Alley, Wellington, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, High Street, Brownhills	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Aldi, Howard Street, Wolverhampton	0.5%	33	0.0%	0	0.0%	0	0.8%	1	0.0%	0	11.0%	6	4.6%	8	6.0%	6	1.9%	1	1.3%	1	1.1%	1	0.0%	0
Aldi, Kingsmead Retail Park, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Madeley Court, Parkway, Madeley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.8%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.8%	5	0.0%	0	0.0%	0	3.4%	2	11.7%	10	0.0%	0
Aldi, New Road, Stourbridge	0.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Priory Road, Dudley	0.3%	21	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Queensville, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwells Road, Netherton	0.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stourbridge Road, Bridgnorth	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	6.2%	3	0.0%	0	27.1%	21
Aldi, Stratford Road, Sparkbrook	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Gateway, Holyhead Road, Snedshill, Telford	0.1%	6	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, The Parade, Sutton Coldfield	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.7%	45	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wellington Road, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.9%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	1.4%	85	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Asda, Barnes Hill Road, Barnes Hill, Birmingham	1.3%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane, Great Bridge, Tipton	2.1%	129	0.0%	0	2.7%	2	3.9%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Carter Square, Carter Street, Uttoxeter	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Daisy Street, North Bilston, Coseley	0.1%	7	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, St. Matthews, Walsall	0.9%	56	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hagley Road West, Quinton, Birmingham	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn Street, Sedgley	0.6%	37	0.0%	0	0.0%	0	4.4%	6	0.0%	0	1.7%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Dudley	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Kings Heath, Birmingham	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Asda, Merryhill Centre,	1.1%	66	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Dudley																								
Asda, Molineux Way, Waterloo Road, Wolverhampton	1.2%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	4	10.2%	18	4.8%	5	0.0%	0	3.6%	2	3.6%	3	0.0%	0
Asda, New Road, Kidderminster	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Asda, off Windmill Lane, Cape Hill, Smethwick	1.7%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, off Queslet Road, Great Barr, Birmingham	2.5%	150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill	0.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	1.3%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rumer Hill, Lichfield Road, Cannock	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Saltwells Road, Cradley Road, Netherton, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington Wood, Telford	0.1%	8	0.0%	0	0.0%	0	0.0%	0	14.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.6%	1	0.0%	0
Asda, St Lawrence Way, Darlaston	1.1%	70	1.9%	1	8.4%	5	5.2%	7	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ventura Road, Tamworth	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Minworth, Sutton Coldfield	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Barr, Birmingham	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.6%	34	0.0%	0	0.0%	0	8.2%	12	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Heath Town, Wolverhampton	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Asda, Wolverhampton Road, Oldbury	1.2%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodhall Street, Bloxwich	1.0%	62	10.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) High Street, Cleobury Mortimer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Co-op, (Petrol) Wolverhampton Road, Penkridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Co-op, Bearwood Road, Warley Smethwick	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Boley Park Centre, Ryknild Street, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bradford Street, Shifnal	0.0%	2	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0
Co-op, Brewood Road, Coven	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dibdale Road West, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franche Road, Kidderminster	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Co-op, Gibbs Lane, Catshill	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Co-op, Griffiths Drive, Ashmore	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hazelwell Street, Stirchley	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Albrighton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Co-op, High Street, Highley, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kingswinford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kinver	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Pattingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Co-op, High Street, Shifnal	0.0%	2	0.0%	0	0.0%	0	6.4%	2	0.0%	0	0.0%	0
Co-op, Hill Top, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kempthorne Avenue, Bushbury, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lichfield Road, Shelfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Liskeard Road, Parkhall, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Whittington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Brewood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Street, Penkrige	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mill Street, Low Town, Bridgnorth	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2.3%
Co-op, New Road, Rubery	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Pendeford Avenue, Claregate, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Co-op, Spies Lane,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Halesowen												
Co-op, St. Kenelms Road, Romsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trysull Road, Merry Hill, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Wood Road, Aldridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wardles Lane, Great Wyrley	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Warstones Road, Penn	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wolverhampton Road, Codsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Co-op, Wood Lane, Codsall	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	10
Iceland, (Food Warehouse), The Peel Centre, Stafford Street, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bearwood Road, Warley, Smethwick	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Birmingham Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Street, Bilston	0.1%	3	0.0%	0	0.0%	0	1.7%	2	0.0%	0	1.6%	1
Iceland, Churchill Shopping Centre, Dudley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Dudley Street, Sedgley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Iceland, Hagley Street, Halesowen, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Cradley Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harborne, Birmingham	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kings Square, Sandwell Centre, West Bromwich	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Bloxwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Cannock	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Lichfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Merry Hill Retail Park, Brierley Hill	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Moor Centre,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Brierley Hill												
Iceland, The Rye Market, Stourbridge	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Union Street, Wednesbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Windmill Shopping Park, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Wulfrun Centre, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.3%	1
Lidl, Ablewell Street, Walsall	0.2%	13	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Birmingham Road, Bromsgrove	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wolverhampton	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bordesley Green, Birmingham	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brettell Lane, Stourbridge	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Lidl, Dudley Road, Winson Green, Birmingham	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Eastern Avenue, Lichfield	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Finchfield, Wolverhampton	0.5%	31	0.0%	0	0.0%	0	0.0%	0	2.0%	1	12.7%	23
Lidl, Friar Park Road, Wednesbury	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Lidl, Hagley Road, Halesowen	0.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Netherton	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Bilston	0.1%	4	0.0%	0	0.5%	0	2.1%	3	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Horseley Heath, Great Bridge, Tipton	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lower High Street, Cradley Heath	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madeley Court Way, Madeley, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Lidl, Moseley Road, Balsall Heath, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Lidl, New Road, Willenhall	0.3%	18	5.6%	4	14.7%	9	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Walsall Road, Hamstead Industrial Estate, Hamstead	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Parkside House, Oldbury Road, Blackheath	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Silver Street, Kings Heath, Birmingham	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Soho Road, Handsworth, Birmingham	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stallings Lane, Kingswinford	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Lidl, The Quadrant, Redditch Ringway, Redditch	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Vale Road, Stourport-on-Severn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.1%
Marks & Spencer (Foodhall), Axeltree Way, Wednesbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Orbital Retail Park, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Handyman House, St John Street, Bridgnorth	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Marks & Spencer (Simply Food), High Street, Harborne, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Hilton Park, M6 North, Essington, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Westbridge Park, Stafford Road, Stone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.3%	1
Marks & Spencer, High Street, Longbridge	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Parade Grace Church Centre, Sutton Coldfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Stafford Riverside, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Merryhill Centre, Pedmore Road, Brierley Hill	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1

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Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Marks & Spencer, Ventura Park, Bitterscote, Tamworth	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Marks & Spencer, Weavers Wharf, Lower Mill Street, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Morrisons, Anchor Road, Aldridge	1.2%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Morrisons, Beacon Street, Lichfield	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Morrisons, Black Country Route, Bilston	1.4%	87	0.0%	0	5.6%	4	34.1%	48	0.0%	0	17.1%	9	1.6%	3	11.5%	11	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Pendeford	0.9%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	7	0.6%	1	0.0%	0	0.0%	0	36.0%	31	0.0%	0	0.0%	0
Morrisons, Buntsford Park Road, Bromsgrove	0.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, Kingswinford	0.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	4.0%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.9%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Morrisons, High Street, Burntwood	1.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	1.2%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, Walsall	0.5%	30	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Market Street, Rugeley	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Marlborough Way, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	1.1%	66	21.8%	16	31.9%	20	0.9%	1	0.0%	0	1.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mill Street, Cannock	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Morrisons, Newdale, Lawley Drive, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Morrisons, Rubery, Birmingham	1.1%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.8%	51	0.6%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Birmingham Road, Wylde Green, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bridgnorth Road, Wolverhampton	0.1%	6	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	5.1%	4

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Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Sainsbury's Local, Compton Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Sainsbury's Local, High Street, Pensnett, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lawnswood Road, Wordsley, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Louise Street, Gornal Wood, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stone Cross, Penkridge, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Victoria Square, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Walsall Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton, Wolverhampton	0.7%	42	0.0%	0	0.0%	0	0.7%	0	0.6%	0	6.1%	11
Sainsbury's Superstore, Bitterscote Drive, Bonehill, Tamworth	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.9%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Castle Vale Retail Park, Birmingham	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Chell Road, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road, Northfield, Birmingham	1.4%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	1.2%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Blackheath	0.8%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.8%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Orbital Retail Park,	0.9%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Voyager Drive, Cannock	1.5%	93	1.8%	1	1.0%	1	0.8%	1	0.0%	0	11.9%	6	29.7%	54	14.8%	15	1.7%	1	8.3%	4	2.2%	2	0.0%	0
Sainsbury's Superstore, Raglan Street, St Marks, Wolverhampton	0.6%	35	11.4%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	1.2%	70	7.8%	6	10.0%	6	3.1%	4	0.0%	0	1.1%	1	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wednesfield, Wolverhampton	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Amblecote, Brierley Hill	0.2%	13	0.0%	0	0.0%	0	0.0%	0	19.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	3.6%	3	0.9%	1
Sainsbury's Superstore, Telford Forge Retail Park, Telford	0.2%	12	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.6%	1	0.6%	1	9.1%	7
Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cann Hall Bypass, Bridgnorth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cannock Road, Bushbury	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Hagley Road, Stourbridge	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Highland Road, Dudley	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Lichfield Road, Wednesfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Lichfield Road, Willenhall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Walsall Road, Great Wyrley	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Alridge Tavern, Aldridge, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birches Barn Road, Bradmore, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birmingham Road, Shenstone	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bridge Road, Cookley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristnall Hall Road, Bristnall, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Tesco Express, Codsall Road, Claregate, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coombs Road, Dudley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Frederick Street, Jewellery Quarter, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Edgbaston	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Haygate Road, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.6%
Tesco Express, High Street, Pensnett	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Netherstowe, Netherstowe, Lichfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oxhill Road, Handsworth	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Tesco Express, Penn Road, Penn Manor, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Tesco Express, Platts Road, Audnam, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stafford Road, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stone Road, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Arcade, Gornal Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sandwell, Stone Cross, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sutton Coldfield	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Bilston	0.1%	4	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Tesco Extra, Crown Centre, Stourbridge	0.9%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	1.2%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.8%	50	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newport Road, Stafford	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Sandwell Centre, New Square, West Bromwich	1.4%	85	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Dudley	1.8%	108	0.0%	0	0.0%	0	5.3%	7	0.0%	0	0.6%	0
Tesco Extra, Wrekin Retail Park, Telford	0.0%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Tesco Superstore, Camden Street, Springhill, Birmingham	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Cannock	0.6%	34	0.6%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco Superstore, Neptune Industrial Estate, Willenhall	0.4%	21	2.9%	2	11.2%	7	0.8%	1	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Tesco Superstore, Power Station Road, Rugeley	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ridgacre Road, Quinton	0.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.9%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Audley Road, Newport	0.0%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Waitrose, High Street, Birmingham	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Highgate Centre, Sutton Coldfield	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Waitrose, Ryemarket, Stourbridge	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St. John Street, Bromsgrove	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonneyland	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Drive, Lichfield																								
Internet / delivery	7.7%	465	7.0%	5	4.0%	3	8.3%	12	5.1%	2	1.2%	1	7.2%	13	6.1%	6	7.1%	3	7.7%	4	5.7%	5	17.0%	13
Aldi, Birmingham Road, Bromsgrove	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Aldi, Birmingham Road, Studley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road South, Northfield	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Broad Gauge Way, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Aldi, Essington Road, Willenhall	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Maypole Lane, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Sherwood Road, Bromsgrove	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Silverwoods Way, Kidderminster	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Aldi, Station Drive, Ludlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Aldi, Stratford Road, Hall Green	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Trescott Road, Redditch	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Jinnah Road, Redditch	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Parkgate Shopping Centre, Stratford Road, Shirley, Solihull	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Trident Shopping, Centre, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Codsall, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, High Street, Erdington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Market Street, Manchester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Alvechurch, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Vicarage Road, Kings Heath, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Watson Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Costcutter, Fishley Lane, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Trinity Centre, Halesowen Road, Cradley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Heath												
Farmfoods, Bescot Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Bloxwich Road, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Heath Town	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Farley Centre, West Bromwich	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Fisher Street, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Halesowen Road, Halesowen	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brownhills	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Tipton	0.0%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Castle Street, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Church Street, Bilston	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Heron Foods, High Street, Rowley Regis	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Wednesfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Market Street, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Saddlers Shopping Centre, Walsall	0.0%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Watford Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Bristol Road South, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Churchill Shopping Centre, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, High Street, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Jerome Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Town Centre Shopping Scheme, Bloxwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Oldbury Green Retail Park, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Grosvenor Centre,	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Northfield												
Iceland, High Street, Rowley Regis	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Jerome Retail Park, Walsall	0.0%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kingstanding Road, Birmingham	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Mill Lane, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scotts Arms Centre, Walsall Road, Birmingham	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J&N Super Foodstore, Blackhalve Lane, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jack's, New Road, Rubery	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Selly Oak Shopping Park, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bilston Town Centre	0.0%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Local market, Blackheath Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bartley Green Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bilston Town Centre	0.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Local shops, Birmingham City Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brewood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bridgnorth Town Centre	0.0%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	1.8%
Local shops, Brierley Hill Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bromsgrove Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cape Hill Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cheslyn Hay Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Town Centre	0.0%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Local shops, Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Bridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Village Centre												
Local shops, Harborne Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oldbury Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, One Stop Shopping Park, Perry Barr	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Perry Beeches Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Redditch Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rubery Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Selly Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Smethwick Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Spring Hill Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sutton Coldfield Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Telford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Local shops, Walsall Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesfield Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, West Bromwich Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton City Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Local shops, Wolverhampton Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Local shops, Wombourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
M&T Supermarket, Caldmore Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Covercroft, Droitwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hagley Road, Birmingham	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Morrisons, Whitchurch Road, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nijjar Supermarket, Owen Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Highgate Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Mervyn Place, Bilston	0.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Poundland, Cannock Shopping Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Taverners Close Off Essington Road, Willenhall	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S&D Supermarket, Barcroft Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsbury's Superstore, Abbey Trading Centre, Redditch	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Maypole, Birmingham	0.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Caldly Valley Road, Great Boughton, Chester	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Inglewhite Road, Longridge, Preston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	1.0%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Meole Brace Retail Park, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Swindon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Selly Oak Shopping Park, Birmingham	0.9%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, William Hunter Way, Brentwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Spar, Harvest Road, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Queslett Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, School Road, Wheaton Aston, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Spar, Stafford Street, Brewwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Linden Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hawthorn Road, Birmingham	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Load Street, Bewdley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.6%
Tesco Express, Rowley Village, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.9%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Stratford Road, Shirley, Solihull	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Caxton Gate, New Street, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Aston Lane, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.6%
Tesco Superstore, Coleshill Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mill Wood Drive, Worcester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Drive, Ludlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.9%
Tesco Superstore, Stratford Road, Shirley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Homer Road, Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Moorfield Road, Alcester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warley Supermarket, Fenton Street, Smethwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	6066	75	63	141	31	50	180	100	46	51	87	78
Sample:	6065	108	110	114	102	101	176	105	102	47	104	106

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Q02 Which retailer do you purchase your main food internet / home delivery shopping from?																								
<i>Those who do their main food shopping via the internet at Q01</i>																								
Asda	30.3%	141	100.0%	5	42.5%	1	41.4%	5	49.7%	1	0.0%	0	62.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Morrisons	10.7%	50	0.0%	0	36.3%	1	35.5%	4	0.0%	0	0.0%	0	0.0%	0	39.9%	2	17.0%	1	0.0%	0	33.7%	2	0.0%	0
Iceland	5.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	8.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	15.4%	72	0.0%	0	0.0%	0	17.6%	2	13.2%	0	0.0%	0	0.0%	0	18.9%	1	18.8%	1	100.0%	4	20.8%	1	85.5%	11
Tesco	24.2%	113	0.0%	0	21.2%	1	0.0%	0	37.1%	1	0.0%	0	13.1%	2	15.2%	1	64.3%	2	0.0%	0	28.7%	1	14.5%	2
Ocado	11.4%	53	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	1	0.0%	0
Waitrose	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Able & Cole	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon Pantry	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Milkman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milk & More	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak House Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverford Organic Farmers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidhu Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	7.6%	1	26.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		465		5		3		12		2		1		13		6		3		4		5		13
Sample:		364		5		3		8		5		2		9		6		6		2		5		13

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Q03 What do you like about (LOCATION MENTIONED AT Q01)? [MR]																								
<i>Not those who do their main food shopping via the internet at Q01</i>																								
Clean store	4.1%	231	2.8%	2	5.9%	4	4.8%	6	0.7%	0	2.4%	1	3.3%	6	2.9%	3	2.3%	1	3.9%	2	4.6%	4	9.3%	6
Close to family / friends	0.7%	40	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	2.5%	1	0.0%	0	0.7%	0
Convenient to home	36.7%	2060	35.2%	24	41.2%	25	46.7%	60	25.2%	7	24.5%	12	26.8%	45	31.1%	29	56.2%	24	45.5%	22	45.6%	37	37.8%	25
Convenient to work	2.1%	117	2.2%	2	0.9%	1	1.4%	2	0.0%	0	3.2%	2	4.3%	7	2.1%	2	0.0%	0	0.0%	0	1.1%	1	4.0%	3
Delivery service	0.9%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Easy to get to by car	5.5%	310	6.6%	5	6.8%	4	8.2%	11	0.7%	0	2.0%	1	8.6%	14	3.7%	3	0.0%	0	1.4%	1	5.6%	5	16.2%	11
Easy to get to by foot	2.1%	115	0.0%	0	6.1%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.4%	1	2.5%	1	0.6%	1	0.0%	0
Easy to get to by public transport	1.5%	85	3.3%	2	2.1%	1	3.6%	5	0.0%	0	0.6%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ethical policy	0.1%	7	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / helpful staff	3.9%	219	5.3%	4	3.5%	2	4.5%	6	4.7%	1	10.0%	5	3.0%	5	3.1%	3	4.5%	2	6.7%	3	7.7%	6	4.5%	3
Good layout / easy to get around	6.8%	384	5.0%	3	3.6%	2	10.2%	13	4.7%	1	7.3%	4	9.8%	16	7.2%	7	1.4%	1	1.4%	1	4.4%	4	4.5%	3
Good offers	6.3%	355	3.8%	3	3.1%	2	3.8%	5	0.0%	0	6.3%	3	2.3%	4	4.0%	4	0.0%	0	4.5%	2	0.6%	1	3.2%	2
Habit / always used it	5.4%	301	10.5%	7	10.7%	6	3.5%	5	5.3%	2	1.8%	1	5.8%	10	3.7%	3	2.1%	1	2.5%	1	2.4%	2	7.7%	5
Has a cafe	0.8%	43	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Has a petrol station	1.8%	101	0.0%	0	1.5%	1	0.5%	1	0.0%	0	0.6%	0	2.0%	3	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.7%	0
Large store	5.2%	290	4.5%	3	14.1%	9	1.0%	1	0.0%	0	0.0%	0	3.3%	5	1.6%	1	0.7%	0	3.6%	2	2.4%	2	2.2%	1
Long opening hours	2.4%	132	0.0%	0	0.0%	0	1.6%	2	0.0%	0	1.0%	1	2.6%	4	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low prices / value for money	26.5%	1485	26.7%	19	25.7%	16	23.2%	30	31.2%	9	35.8%	18	25.4%	42	31.2%	29	30.0%	13	27.6%	13	23.5%	19	38.7%	25
Loyalty scheme / reward points	2.5%	139	0.7%	0	2.5%	2	6.2%	8	0.0%	0	0.0%	0	3.7%	6	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0
Online shopping is convenient	0.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Only one in the area	1.3%	70	0.0%	0	0.6%	0	1.4%	2	0.0%	0	0.6%	0	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Parking is free	4.9%	272	0.7%	0	0.6%	0	1.8%	2	0.7%	0	3.8%	2	5.6%	9	1.7%	2	0.0%	0	6.1%	3	0.0%	0	4.7%	3
Parking prices are low	1.0%	59	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.2%	1
Parking provision is good	4.4%	246	3.7%	3	3.9%	2	4.0%	5	1.4%	0	1.8%	1	7.7%	13	1.8%	2	3.8%	2	7.3%	3	0.6%	1	5.6%	4
Pleasant shopping environment	2.3%	129	0.7%	0	3.6%	2	6.1%	8	0.0%	0	1.3%	1	5.5%	9	2.9%	3	1.4%	1	0.0%	0	3.4%	3	0.7%	0
Preference for retailer	2.6%	146	0.0%	0	2.3%	1	0.0%	0	2.2%	1	1.7%	1	2.2%	4	3.2%	3	0.7%	0	5.9%	3	1.1%	1	0.7%	0
Quality of food goods available	13.8%	772	14.2%	10	13.1%	8	7.9%	10	19.5%	6	18.4%	9	19.7%	33	17.2%	16	10.8%	5	13.1%	6	20.3%	17	17.0%	11
Self-service checkouts	1.3%	73	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	3.8%	2	0.0%	0	0.0%	0
Quality of non-food goods available	1.8%	102	2.2%	2	1.5%	1	0.0%	0	0.7%	0	0.0%	0	1.9%	3	0.6%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	0
Range of food goods available	17.0%	953	9.9%	7	17.2%	10	11.5%	15	31.5%	9	25.2%	13	17.0%	28	20.4%	19	15.3%	7	12.3%	6	13.8%	11	14.6%	10
Range of non-food goods available	2.0%	114	0.0%	0	0.0%	0	0.9%	1	3.3%	1	0.0%	0	0.6%	1	4.3%	4	0.0%	0	1.4%	1	0.0%	0	0.7%	0
Safe shopping environment	0.9%	51	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Small / quiet store	1.7%	95	4.8%	3	3.1%	2	1.6%	2	3.5%	1	1.7%	1	1.0%	2	1.7%	2	0.0%	0	2.5%	1	2.8%	2	0.0%	0
Staff discount / work there	1.6%	88	1.9%	1	6.3%	4	2.3%	3	0.0%	0	1.1%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.7%	0
Supporting local business	0.3%	16	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accepts vouchers	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get a lift there	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I need there	0.3%	15	0.0%	0	1.0%	1	0.5%	1	0.0%	0	0.0%	0
Convenient to other shops / services	0.4%	21	0.7%	0	0.6%	0	0.5%	1	0.0%	0	0.6%	0
Familiar / know where everything is	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	0
Free trolleys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.1%	7	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Has electric charge points	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New store	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Offers Click & Collect	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Offers scan-as-you-shop	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Quick service / no queues	0.1%	6	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
(Don't know / nothing)	4.1%	231	7.3%	5	2.0%	1	4.4%	6	8.8%	3	5.6%	3
Weighted base:	5611	70	61	129	29	50	167	94	43	47	82	65
Sample:	5712	103	107	106	97	99	167	99	96	45	99	94

Q04 How do you normally travel to (LOCATION MENTIONED AT Q01)?*Not those who do their main food shopping via the internet at Q01*

Car / van (as driver)	68.2%	3827	65.4%	45	61.0%	37	59.2%	76	76.3%	22	60.0%	30	73.6%	123	70.3%	66	82.6%	36	88.5%	42	71.0%	58	78.9%	51
Car / van (as passenger)	11.9%	670	18.3%	13	18.0%	11	15.6%	20	11.3%	3	14.1%	7	14.6%	24	16.1%	15	8.9%	4	3.6%	2	13.8%	11	14.4%	9
Bus, minibus or coach	6.5%	366	12.4%	9	1.7%	1	8.2%	11	2.7%	1	10.3%	5	3.8%	6	3.8%	4	0.0%	0	0.0%	0	0.6%	1	0.7%	0
Using park & ride facility	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.2%	10	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	10.6%	592	2.6%	2	18.2%	11	12.4%	16	9.7%	3	10.9%	5	6.6%	11	6.5%	6	5.4%	2	3.9%	2	14.5%	12	6.0%	4
Taxi	1.3%	76	0.7%	0	0.6%	0	4.6%	6	0.0%	0	3.4%	2	0.7%	1	3.3%	3	3.0%	1	1.4%	1	0.0%	0	0.0%	0
Train	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ring & Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tram	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.5%	26	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Weighted base:	5611	70	61	129	29	50	167	94	43	47	82	65												
Sample:	5712	103	107	106	97	99	167	99	96	45	99	94												

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Q05 When you visit (LOCATION MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]																								
<i>Not those who do their main food shopping via the internet at Q01</i>																								
Yes - non-food shopping	12.0%	671	20.2%	14	25.8%	16	8.5%	11	11.9%	3	15.9%	8	7.8%	13	8.1%	8	3.2%	1	16.2%	8	14.4%	12	11.6%	8
Yes - other food shopping	10.1%	568	6.1%	4	13.2%	8	2.1%	3	10.6%	3	13.1%	7	4.7%	8	1.6%	1	4.6%	2	4.2%	2	6.3%	5	7.9%	5
Yes - bars / pubs	1.0%	55	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.7%	0	2.5%	1	0.6%	1	0.0%	0
Yes - bingo	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - cafés	3.8%	213	4.7%	3	2.1%	1	0.5%	1	3.2%	1	0.6%	0	0.0%	0	2.8%	3	3.2%	1	0.0%	0	0.0%	0	2.8%	2
Yes - cinemas	0.7%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - get petrol	4.3%	242	2.8%	2	2.8%	2	6.5%	8	1.4%	0	0.6%	0	1.2%	2	2.7%	2	2.0%	1	2.5%	1	0.6%	1	2.5%	2
Yes - go to park	1.1%	64	2.6%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.6%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.7%	0
Yes - gyms / health and fitness	1.5%	85	0.0%	0	0.0%	0	1.6%	2	0.7%	0	0.0%	0	4.2%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Yes - library	0.8%	46	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.6%	0	0.4%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	2.5%	2
Yes - markets	0.9%	52	0.7%	0	2.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Yes - meeting family	2.0%	114	0.7%	0	1.5%	1	2.5%	3	0.0%	0	0.0%	0	2.0%	3	2.7%	2	3.9%	2	2.5%	1	0.0%	0	4.4%	3
Yes - meeting friends	1.5%	86	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.8%	1	1.0%	2	1.7%	2	0.0%	0	2.5%	1	0.6%	1	1.9%	1
Yes - museums / art gallery	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Yes - other service (e.g. travel agent, estate agent etc.)	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	2	1.2%	1
Yes - personal service (e.g. hairdressers, beauty salon etc.)	0.8%	47	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.8%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.7%	0
Yes - restaurants	1.5%	82	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.6%	0	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.6%	1	1.8%	1
Yes - swimming	0.4%	25	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - theatre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting services such as banks and other financial institutions	2.7%	151	6.4%	4	0.6%	0	1.6%	2	1.4%	0	1.7%	1	0.4%	1	0.0%	0	0.0%	0	10.7%	5	1.8%	1	1.9%	1
Yes - work	2.0%	110	1.2%	1	3.6%	2	2.4%	3	4.3%	1	3.8%	2	4.9%	8	1.0%	1	2.0%	1	4.5%	2	0.0%	0	0.0%	0
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - art / craft class	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - dance class	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - football	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - go for a walk / walk the dog	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0
Yes - health service (e.g. doctors, dentist etc.)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.1%	1	0.0%	0
Yes - leisure activity	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - school run	0.2%	9	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - snooker / pool club	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visit carehome	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visit cemetery / crematorium	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visit church	0.0%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Yes - window shopping / browsing	0.1% 7	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.9% 1
(No)	67.6% 3792	61.0% 42	58.7% 36	73.6% 95	64.3% 19	62.0% 31	74.7% 125	80.0% 75	82.3% 35	61.6% 29	77.4% 63	67.8% 44
(Don't know)	1.0% 57	2.6% 2	0.6% 0	0.9% 1	2.6% 1	1.7% 1	2.3% 4	0.0% 0	0.0% 0	0.0% 0	0.6% 1	0.0% 0
Weighted base:	5611	70	61	129	29	50	167	94	43	47	82	65
Sample:	5712	103	107	106	97	99	167	99	96	45	99	94

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Q06 When you combine your trip with other activities, where do you normally go?												
<i>Those who combine their main food shopping trip with other activities at Q05 AND Excl. Nulls</i>												
Aldridge Village Centre	2.0%	28	0.0%	0	0.0%	0	12.6%	4	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	1.4%	20	0.0%	0	5.8%	1	29.1%	9	0.0%	0	20.0%	3
Birmingham City Centre	3.2%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Blackheath Town Centre	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.7%	11	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.7%	11	0.0%	0	0.0%	0	2.1%	1	4.0%	0	0.0%	0
Brierley Hill Town Centre	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	2.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	2.6%	38	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.6%	9	0.0%	0	0.0%	0	6.8%	2	0.0%	0	0.0%	0
Droitwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	2.7%	39	0.0%	0	0.0%	0	13.0%	4	0.0%	0	1.8%	0
Erdington Local Centre, Birmingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	1.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	1.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	2.1%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	4.4%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	1.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	20.3%	2	0.0%	0
Northfield Local Centre, Birmingham	1.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Old Hill Local Centre, Cradley Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.9%	13	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Oxley Local Centre, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.3%	5	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.4%	6	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
Shifnal Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	13.3%	1	0.0%	0
Shrewsbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	2.3%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	2
Stourport-on-Severn Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	25.7%	2	0.0%	0
Tipton Town Centre	0.5%	8	0.0%	0	0.0%	0	6.8%	2	0.0%	0	3.3%	1
Walsall Town Centre	4.0%	57	12.8%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Wednesbury Town Centre	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.8%	12	10.1%	2	6.7%	1	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	3.7%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Willenhall Town Centre	1.7%	25	21.8%	5	48.0%	10	3.4%	1	0.0%	0	1.8%	0
Wolverhampton City Centre	4.4%	63	0.0%	0	5.4%	1	6.8%	2	0.0%	0	44.0%	8
Wombourne Village Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	2.5%	36	12.1%	3	8.3%	2	0.0%	0	0.0%	0	3.3%	1
Bescot Retail Park, Bescot Crescent, Walsall	0.2%	3	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Brook Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Bromsgrove												
Cannock Gateway Retail Park, Eastern Way, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Armstrong Way, Willenhall	0.1%	2	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	1.3%	19	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	2.5%	37	0.0%	0	0.0%	0	10.6%	3	0.0%	0	0.0%	0
Mitre Retail Park, Bilston Road, Monmore Green	0.0%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedwood Way Retail Park, Reedwood Way, Walsall	0.4%	6	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	2
Telford Forge Shopping Park, Telford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre Retail,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Stafford Street, Wolverhampton												
Ventura Retail Park, Tamworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbey Retail Park, Alvechurch Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Aldi, Bearwood Road, Smethwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridge Cross Road, Burntwood	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road South, Northfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, Wednesbury	0.1%	2	0.0%	0	2.6%	1	3.4%	1	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Earls Way, Halesowen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Goldthorn Hill, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	1	2.9%	1
Aldi, High Street, Brownhills, Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Howard Street, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Maypole Lane, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, New Road, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwells Road, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Silverwoods Way, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Springfield Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
All Saints Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
Asda, Avon Road, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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South, Tipton												
Asda, George Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Great Barr, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bilston Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Featherbed Lane, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Bargain Buys, Birmingham Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartley Green Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boley Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradshaws Farm Shop, Bleak House Farm/Ironstone Road, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Branston Water Park, Lichfield Road, Branston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Chase Hospital, Brunswick Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carters Green Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlecroft Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chaddesley Corbett Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bradford Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dibdale Road West, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kinver, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Brewood, Stafford																
Costcutter, Barke Street, Highley, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0		
Donnington Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	9.8%	1	0.0%	0	0.0%	0		
Eccleshall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Edgbaston Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Essington Farm Shop, Bognop Road, Essington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Finchfield Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0		
Foley Business Park, Stourport Road, Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1
Four Oaks Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Great Park, Rubery	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Haden Hill Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Hamstead Local Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Hollywood Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Iceland, The Square, Aldridge, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
IKEA, Park Lane, Wednesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Kings Heath Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Kinver Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Langley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Lichfield Golf & Country Club, Seedy Mill Lane, Rugeley, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Lidl, Ablewell Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Lidl, Eastern Avenue, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Lidl, Lower High Street, Cradley Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Lidl, Madeley Court Way, Madeley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0		
Lidl, Silver Street, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Lidl, Stalling's Lane, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Longbridge Town Centre	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ludlow Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Madeley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0		
Marks & Spencer, Cope Street, Stafford Riverside, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Marks & Spencer, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0		

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Street, Wolverhampton	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Rednal, Birmingham	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mary Stevens Park, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Lime Grove, Smethwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maypole Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Pendeford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1
Morrisons, Buntsford Park Road, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, Kingswinford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	0
Morrisons, Green Street, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.2%	3	4.0%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Morrisons, Mill Street, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Morrisons, Wallows Lane, Walsall	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moxley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neptune Industrial Estate, Willenhall	0.1%	2	3.6%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Cross Hospital, Wolverhampton Road, Heath Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1
Newdale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.3%
Oak Park Active Living Centre, Coppice Road, Walsall Wood, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkfield Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Pendeford Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Penkridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.9%	5
Phoenix Park, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Dudley Port, Tipton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Russells Hall Hospital, Pensnett Road, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lawnswood Road, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Abbey Trading Centre, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Birmingham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Blackheath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Raglan Street, St Marks, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.1%	2	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wednesfield, Wolverhampton	0.3%	4	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55		
Amblecote, Brierley Hill Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1
Sandwell District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wardles Lane, Great Wyrley, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spring Hill Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Cross Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Studley Garden Store, Henley Road, Mappleborough Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Hotel & Golf Resort, Great Hay Drive, Sutton Heights, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0
Tesco Express, Bristnall Hall Road, Birmingham, Oldbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Streetly, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Dudley	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neptune Industrial Estate, Willenhall	0.1%	1	2.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhall Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
The Gym, Alexandra Street, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	6.3%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Village Gym, Castlegate Park, Dudley	0.1%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weavers Wharf Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0
West Bromwich Leisure Centre, Moor Street, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windmill Shopping Centre, Cape Hill, Smethwick	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witton Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Leisure Centre, Ounsdale Road, Wombourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1437	24	21	30	9	17	34	15	8	14	17	19
Sample:	1501	41	36	22	34	37	37	16	16	12	22	32

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Q07 In addition to (LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?																								
<i>Excl. Nulls</i>																								
Aldi, Audley Avenue, Newport	0.1%	4	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3	0.0%	0
Aldi, Bearwood Road, Bearwood	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bentley Bridge Shopping Park, Wednesfield	0.7%	24	5.6%	3	1.5%	1	2.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Great Barr	1.2%	43	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridge Cross Road, Burntwood	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, Moxley, Wednesbury	0.6%	23	0.0%	0	1.7%	1	9.7%	7	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chase Gateway, Victoria Street, Hednesford	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chester Road, New Oscott	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, Lichfield	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cinder Bank, Peartree Lane, Dudley	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, College Road, Kingstanding	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Brierley Hill	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Lye	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Earls Way, Halesowen	1.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Edgbaston Road, Birmingham	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Goldthorn Hill Road, Wolverhampton	0.5%	20	0.0%	0	0.0%	0	1.5%	1	0.0%	0	12.6%	4	4.5%	5	12.2%	8	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Grange Central, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, Kidderminster	0.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Aldi, High Street, Brownhills	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Newtown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Howard Street,	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	6.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55		
Wolverhampton														
Aldi, Kingsmead Retail Park, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Aldi, Madeley Court, Parkway, Madeley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.6%	22	0.0%	0	0.0%	0	0.0%	0	1.0%	0	5.6%	6	0.0%	0
Aldi, New Road, Stourbridge	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Priory Road, Dudley	0.3%	10	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Queensville, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwells Road, Netherton	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saxon Drive, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stourbridge Road, Bridgnorth	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Aldi, The Gateway, Holyhead Road, Snedshill, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Aldi, The Parade, Sutton Coldfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wellington Road, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	7.4%	1	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	1.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Asda, Avon Road, Cannock	1.4%	52	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill Road, Barnes Hill, Birmingham	1.2%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane, Great Bridge, Tipton	1.0%	36	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Daisy Street, North Bilston, Coseley	0.2%	9	0.0%	0	0.0%	0	8.6%	6	0.0%	0	0.0%	0	0.9%	1
Asda, George Street, St. Matthews, Walsall	1.2%	43	1.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hagley Road West, Quinton, Birmingham	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn Street, Sedgley	0.6%	20	0.0%	0	0.0%	0	2.7%	2	0.0%	0	1.0%	0	2.4%	1
Asda, High Street, Dudley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Kings Heath, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Asda, Merryhill Centre, Dudley	1.2%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Asda, Molineux Way, Waterloo Road,	1.2%	44	0.0%	0	0.0%	0	0.0%	0	5.5%	2	9.3%	10	8.3%	5

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Wolverhampton												
Asda, New Road, Kidderminster	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, off Queslet Road, Great Barr, Birmingham	2.0%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rumer Hill, Lichfield Road, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Saltwells Road, Cradley Road, Netherton, Dudley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington Wood, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	13.2%	3	0.0%	0
Asda, St Lawrence Way, Darlaston	0.6%	24	2.6%	1	7.1%	3	6.5%	5	0.0%	0	0.0%	0
Asda, Ventura Road, Tamworth	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmlay Ash Road, Minworth, Sutton Coldfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Barr, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.4%	15	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Heath Town, Wolverhampton	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	1.5%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodhall Street, Bloxwich	0.4%	16	7.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) High Street, Harborne	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Anglesey Street, Hednesford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bassnage Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Baswich Lane, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Co-op, Bearwood Road, Warley Smethwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Boley Park Centre, Ryknild Street, Lichfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bradford Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0
Co-op, Burton Square, Rising Brook, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cannock Road, Blackford, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Lane, Handsworth Wood	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dibdale Road West, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dudley Road West, Tividale	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franche Road, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gilbert Road, Charford Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Glebe Lane, Norton Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Griffiths Drive, Ashmore	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hazelwell Street, Stirchley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Highley, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.8%
Co-op, High Street, Kingswinford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kinver	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Pattingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Co-op, High Street, Shifnal	0.0%	2	0.0%	0	0.0%	0	0.0%	0	8.5%	2	0.0%	0
Co-op, High Street, Tettenhall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Co-op, Highfields Road, Chasetown	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hill Top, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hollyhedge Road, Stonecross, Charlemont	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kempthorne Avenue, Bushbury, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lombard Street, Stourport-On-Severn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.9%
Co-op, Market Place,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Brewood												
Co-op, Market Street, Penkridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mill Street, Low Town, Bridgnorth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8.0%
Co-op, Morley Road, Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, New Road, Rubery	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Square Shopping Gate, Bridge Street, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Pershore Road, Cotteridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Quinton Road West, Quinton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, School Road, Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.0%	0	0.0%
Co-op, Sedgley Road, Woodsetton, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spies Lane, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stafford Road, Oxley, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Co-op, Stubby Lane, Perry Hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sutton Road, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Swan Corner Shopping Precinct, Burntwood Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Tame Road, Brandhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Broadway, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Green, Kings Norton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Thornhill Road, Streetly, Sutton Coldfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trysull Road, Merry Hill, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Co-op, Turves Green, Northfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Unity Walk, Owen Street, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Road, Great Barr	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Wood Road, Aldridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Co-op, Wardles Lane, Great Wyrley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Warstones Road, Penn	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	6
Co-op, West Heath Road, Northfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wolverhampton Road, Codsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.0%
Co-op, Wood Lane, Codsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Iceland, (Food Warehouse), Linkway Retail Park, Watling Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), The Peel Centre, Stafford Street, Wolverhampton	0.3%	11	2.8%	1	0.0%	0	0.0%	0	1.0%	0	1.7%	1
Iceland, Bearwood Road, Warley, Smethwick	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Birmingham Road, Wolverhampton	0.5%	18	0.0%	0	0.0%	0	1.4%	1	0.0%	0	8.1%	2
Iceland, Church Street, Bilston	0.1%	3	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Iceland, Churchill Shopping Centre, Dudley	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Dudley Street, Sedgley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hagley Street, Halesowen, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Cradley Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harborne, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kings Square, Sandwell Centre, West Bromwich	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Bloxwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Cannock	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Lichfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Merry Hill Retail Park, Brierley Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, Birmingham	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, South Water Square, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Iceland, The Moor Centre,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Brierley Hill												
Iceland, The Rye Market, Stourbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Aldridge	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Union Street, Wednesbury	0.4%	14	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Windmill Shopping Park, Smethwick	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Wulfrun Centre, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.6%	1
Lidl, Ablewell Street, Walsall	0.6%	21	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Audley Avenue, Newport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Lidl, Birmingham Road, Bromsgrove	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wolverhampton	0.6%	22	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bolebridge Street, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brettell Lane, Stourbridge	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Castle Street, Hadley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Lidl, Dudley Road, Winson Green, Birmingham	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Eastern Avenue, Lichfield	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Finchfield, Wolverhampton	0.8%	28	0.0%	0	0.0%	0	0.0%	0	6.3%	2	16.4%	18
Lidl, Friar Park Road, Wednesbury	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hagley Road, Halesowen	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Netherton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Bilston	0.2%	7	0.0%	0	0.0%	0	6.5%	5	0.0%	0	3.9%	1
Lidl, High Street, West Bromwich	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Horseley Heath, Great Bridge, Tipton	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kingsbury Road, Erdington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Lidl, Lower High Street, Cradley Heath	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madeley Court Way, Madeley, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Lidl, Madford Retail Park, Foregate Street, Stafford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Willenhall	0.3%	13	6.6%	3	17.0%	6	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Walsall Road, Hamstead Industrial Estate, Hamstead	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Parkside House, Oldbury Road, Blackheath	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Silver Street, Kings Heath, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Soho Road, Handsworth, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stallings Lane, Kingswinford	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.9%	1
Lidl, Vale Road, Stourport-on-Severn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Penns Lane, Sutton Coldfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Axeltree Way, Wednesbury	0.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Lichfield Road, Mere Green	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Orbital Retail Park, Cannock	0.2%	6	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Selly Oak Shopping Park, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Birmingham New Street Railway Station, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Handyman House, St John Street, Bridgnorth	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Marks & Spencer (Simply Food), High Street, Harborne, Birmingham	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Hilton Park, M6	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
North, Essington, Wolverhampton												
Marks & Spencer (Simply Food), Princes Park, Chester Road North, New Oscott	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, Wolverhampton	0.2%	6	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Longbridge	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Parade Grace Church Centre, Sutton Coldfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Telford Shopping Centre, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Marks & Spencer, The Merryhill Centre, Pedmore Road, Brierley Hill	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ventura Park, Bitterscote, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf, Lower Mill Street, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge	0.7%	26	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	1.0%	36	0.0%	0	5.7%	2	16.2%	12	0.0%	0	12.5%	4
Morrisons, Blaydon Road, Pendeford	0.9%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Morrisons, Buntsford Park Road, Bromsgrove	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, Kingswinford	0.9%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Morrisons, Green Street, Kidderminster	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	1.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Morrisons, Lichfield Street, Walsall	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Market Street, Rugeley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Morrisons, Middle Piece Way, Willenhall	0.8%	31	18.5%	9	17.7%	6	2.7%	2	0.0%	0	0.0%	0
Morrisons, Mill Street, Cannock	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Newdale, Lawley Drive, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	1.1%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Spring Hill, Wellington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Morrisons, Wallows Lane, Walsall	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Barley Mow, High Street, Wollaston	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Sainsbury's Local, Birmingham Road, Wylde Green, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bridgnorth Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Pensnett, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lawnswood Road, Wordsley, Stourbridge	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Louise Street, Gornal Wood, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stone Cross, Penkridge, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton, Wolverhampton	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5
Sainsbury's Superstore, Bitterscote Drive, Bonehill, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Castle Vale Retail Park, Birmingham	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Chell Road, Stafford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road,	1.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Northfield, Birmingham												
Sainsbury's Superstore, Freeth Street, Oldbury	0.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Blackheath	1.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Orbital Retail Park, Voyager Drive, Cannock	1.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Raglan Street, St Marks, Wolverhampton	1.2%	44	2.8%	1	0.0%	0	3.0%	2	0.0%	0	19.2%	6
Sainsbury's Superstore, Reedswood Way, Walsall	0.6%	23	7.8%	4	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wednesfield, Wolverhampton	0.8%	30	6.2%	3	3.4%	1	0.0%	0	0.0%	0	2.8%	1
Sainsbury's Superstore, Sandringham Way, Amblecote, Brierley Hill	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Telford Forge Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	11.2%	2	0.0%	0
Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cann Hall Bypass, Bridgnorth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cannock Road, Bushbury	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Hagley Road, Stourbridge	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Highland Road, Dudley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Lichfield Road, Willenhall	0.1%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Walsall Road, Great Wyrley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Tesco Express, Alridge Tavern, Aldridge, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birmingham Road, Shenstone	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coombs Road, Dudley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Frederick Street, Jewellery Quarter, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Goose Pub, Bromley Lane, Kingswinford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Granville Street, Bathrow, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Edgbaston	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Willenhall	0.2%	7	5.5%	3	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Penn Road, Penn Manor, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Express, Platts Road, Audnam, Stourbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stafford Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, Halesowen	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Arcade, Gornal Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sandwell, Stone Cross, West Bromwich	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sutton Coldfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Bilston	0.1%	2	0.0%	0	1.5%	1	0.8%	1	0.0%	0	1.7%	1
Tesco Express, Willenhall Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street,	0.9%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Cradley Heath												
Tesco Extra, Littleton Street West, Walsall	0.7%	25	4.2%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newport Road, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Sandwell Centre, New Square, West Bromwich	1.2%	45	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Dudley	1.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wrekin Retail Park, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	12.9%	3	0.0%	0
Tesco Superstore, Camden Street, Springhill, Birmingham	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Superstore, Hawks Green District Centre, Cannock	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neptune Industrial Estate, Willenhall	0.3%	11	1.0%	0	12.6%	5	1.4%	1	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Tesco Superstore, Ridgacre Road, Quinton	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Audley Road, Newport	0.0%	2	0.0%	0	0.0%	0	0.0%	0	7.0%	1	0.0%	0
Waitrose, High Street, Birmingham	1.1%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2
Waitrose, Ryemarket, Stourbridge	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St. John Street, Bromsgrove	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonneyland Drive, Lichfield	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	5.0%	186	6.9%	3	2.6%	1	6.7%	5	2.8%	1	0.0%	0
African Caribbean Food Store, Soho Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Aldi, Birmingham Road, Bromsgrove	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Aldi, Bristol Road South, Northfield	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Broad Gauge Way, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Essington Road, Willenhall	0.0%	1	2.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Maypole Lane, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Sherwood Road, Bromsgrove	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Silverwoods Way, Kidderminster	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Station Drive, Ludlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Trescott Road, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bordesley Green, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Jinnah Road, Redditch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bilston Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Church Street, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Market Street, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Reedswood Retail Park, Reedswood Way	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, The Merry Hill Centre, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cartwrights, High Street, Albrighton, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
City Spices, High Street, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Alvechurch, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Watson Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Common Road, Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Farmfoods, Bescot Retail Park, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Camp Street, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Farmfoods, Cape Hill, Smethwick	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Heath Town	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Farley Centre, West Bromwich	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Fisher Street, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Green Street, Kidderminster	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Halesowen Road, Halesowen	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brierley Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brownhills	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Tipton	0.2%	9	0.0%	0	0.0%	0	2.7%	2	0.0%	0	1.8%	1
Farmfoods, New Road, Rubery	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, The Kingstanding Centre, Kingstanding Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Bristol Road South, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Burntwood Town Shopping Centre, Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Castle Street, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Church Street, Bilston	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.9%	1
Heron Foods, Great Bridge, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Rowley Regis	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Wednesfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, King Street, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Princess Parade, High Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Raynor Road, Fallings Park,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Wolverhampton												
Heron Foods, Roseville Shopping Centre, Castle Street, Bilston	0.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Heron Foods, Saddlers Shopping Centre, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Stafford Street, Willenhall	0.0%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Watford Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Bentley Bridge Retail Park, Backhouse Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Church Street, Bilston	0.0%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Home Bargains, Churchill Shopping Centre, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Duchess Parade, High Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Home Bargains, High Street, Harborne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, High Street, Smethwick	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Keyway Retail Park, Willenhall	0.1%	2	0.0%	0	2.6%	1	1.4%	1	0.0%	0	0.0%	0
Home Bargains, Phoenix Retail Park, Cannock Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Home Bargains, Rookery Parade, Aldridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, The Merry Hill Centre, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Town Centre Shopping Scheme, Bloxwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Bescot Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Bromsgrove Retail Park, Bromsgrove	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Oldbury Green Retail Park, Oldbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse),	0.1%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Walsall Retail Park, Reedswood Way												
Iceland, Alcester Road South, Maypole, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Grosvenor Centre, Northfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rowley Regis	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Jerome Retail Park, Walsall	0.1%	2	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Kingstanding Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Mill Lane, Bromsgrove	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Park Street, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scotts Arms Centre, Walsall Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jack's, New Road, Rubery	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Karim's Supermarket, Heathfield Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Olton Boulevard East, Acocks Green	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bilston Town Centre	0.2%	9	3.2%	2	0.0%	0	7.4%	6	0.0%	0	1.0%	0
Local market, Dudley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, West Bromwich Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Wolverhampton City Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Local shops, Aldridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bilston Town Centre	0.1%	2	0.0%	0	0.9%	0	0.8%	1	0.0%	0	1.6%	1
Local shops, Birmingham City Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Blackheath Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bridgnorth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Town Centre												
Local shops, Broad Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brownhills Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Burntwood Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bushbury Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cannock Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Catshill Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cheslyn Hay Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cleobury Mortimer Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.9%
Local shops, Cotteridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cradley Heath Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dimbles Lane, Lichfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Road, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Local shops, Dudley Town Centre	0.1%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Local shops, Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Halesowen Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Handsworth Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Harborne Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hednesford Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kings Norton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingsmead Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingstanding Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Local shops, Lichfield City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Longbridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Netherton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, One Stop Shopping Park, Perry Barr	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Redditch Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rubery Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shifnal Town Centre	0.0%	1	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Local shops, Smethwick Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stourbridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Streetley Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Walsall Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesbury Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesfield Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, West Bromwich Town Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Willenhall Town Centre	0.0%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Wollaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Local shops, Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Mark Honnor Butchers, May Lane, Hollywood, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, One Stop Shopping Park, Perry Barr	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meat And More, High Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hagley Road, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Nisa, Birches Barn Road, Pennfields, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Devon Court, Bideford Way, Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Festival Court, Pye Green Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bilbrook Road, Codsall, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
One Stop, Cresswell Crescent, Bloxwich, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Horseley Road, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Market Street, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Throne Road, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pat's Butchers, Little Aston Lane, Sutton Coldfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Road Butchers, Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Post Office, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Roberts Farm Shop, Kidderminster Road, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Harborne	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stourbridge Road, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Abbey Trading Centre, Redditch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Maypole, Birmingham	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Barton Yard, Hereford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.5%
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.9%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Northampton Road, Wellingborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Selly	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Oak Shopping Park, Birmingham												
Sainsbury's Superstore, Stratford Road, Shirley, Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhars Supermarket, Wellington Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SC Butchers, Trysull Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharon's Fruit & Veg, High Street, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Local, Curdale Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar (Euro Garage), Wolverhampton Road, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Russells Hall Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Sutton Coldfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hamstead Road, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Paddock Lane, Aldridge, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Redhill Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rowley Village, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Warbler Place, Spennells, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Caxton Gate, New Street, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Aston Lane, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8.0%
Tesco Superstore, Coleshill Road, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Severn Road, Stourport-on-Severn	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5.5%
The Clean Kilo, Gibb Street, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Tom Browns Fruit, Watford Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Saltway, Droitwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Shopping Centre, Oldbury Road, Smethwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Market Street, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, The Lower Parade, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	3684	48	36	75	20	31	108	62	31	35	50	48
Sample:	3733	67	64	62	65	61	107	68	68	32	57	67

Q08 Which internet / home delivery retailer do you use?*Those who do their main food shopping via the internet at Q07*

Asda	20.0%	37	0.0%	0	100.0%	1	34.5%	2	0.0%	0	0.0%	0	0.0%	0	23.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	11.5%	21	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	24.6%	2	0.0%	0	35.6%	0	34.9%	2	0.0%	0	0.0%	0
Iceland	13.5%	25	14.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.8%	2	0.0%	0	0.0%	0	19.5%	1	50.0%	1	0.0%	0
Sainsbury's	13.8%	26	14.6%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	14.3%	1	76.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	34.4%	64	47.3%	2	0.0%	0	40.5%	2	0.0%	0	0.0%	0	16.1%	1	0.0%	0	64.4%	1	45.7%	3	50.0%	1	100.1%	0
Ocado	2.7%	5	23.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Able & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon Pantry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Milkman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milk & More	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak House Foods	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverford Organic Farmers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidhu Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	186	3		1		5		1		0		7		2		1		6		2		0		0
Sample:	134	4		1		4		1		0		5		3		2		4		2		1		1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Meanscore: [£]																								
Q09 How much does your household normally spend on main food shopping in a week?																								
£1 - £10	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.9%	2	2.2%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0		
£11 - £20	2.3%	143	1.3%	1	0.5%	0	4.0%	6	2.7%	1	6.4%	3	3.0%	5	2.1%	2	2.4%	1	2.1%	1	1.8%	2	0.0%	0
£21 - £30	5.3%	320	6.2%	5	3.4%	2	5.1%	7	5.2%	2	13.0%	7	5.4%	10	3.7%	4	5.1%	2	0.0%	0	2.4%	2	4.5%	3
£31 - £40	8.2%	496	11.1%	8	8.9%	6	7.6%	11	6.4%	2	14.1%	7	4.4%	8	6.6%	7	9.9%	5	1.3%	1	5.7%	5	4.3%	3
£41 - £50	12.4%	756	15.9%	12	20.8%	13	13.0%	18	8.0%	2	15.9%	8	16.3%	29	11.0%	11	6.5%	3	8.3%	4	8.2%	7	9.7%	8
£51 - £60	9.1%	553	10.5%	8	10.2%	6	6.2%	9	7.1%	2	7.2%	4	12.3%	22	10.2%	10	8.9%	4	18.9%	10	19.2%	17	3.7%	3
£61 - £70	8.7%	530	7.3%	5	7.9%	5	7.1%	10	7.0%	2	7.5%	4	9.3%	17	12.4%	12	13.5%	6	13.1%	7	10.7%	9	10.5%	8
£71 - £80	9.5%	575	10.6%	8	8.2%	5	12.5%	18	9.1%	3	3.2%	2	7.4%	13	12.1%	12	9.8%	5	9.6%	5	6.7%	6	20.3%	16
£81 - £90	4.7%	286	4.0%	3	3.3%	2	8.1%	11	0.7%	0	3.7%	2	5.1%	9	8.7%	9	0.7%	0	4.8%	2	7.6%	7	10.4%	8
£91 - £100	11.4%	691	7.9%	6	11.9%	8	14.2%	20	13.1%	4	8.4%	4	12.3%	22	8.7%	9	18.1%	8	11.1%	6	9.6%	8	15.2%	12
£101 - £110	1.0%	62	2.1%	2	0.5%	0	0.0%	0	2.3%	1	0.6%	0	1.7%	3	0.0%	0	2.9%	1	0.0%	0	0.6%	1	1.5%	1
£111 - £120	3.0%	179	3.1%	2	1.8%	1	4.1%	6	1.9%	1	0.0%	0	3.1%	6	2.9%	3	4.0%	2	3.4%	2	2.0%	2	5.1%	4
£121 - £130	1.3%	78	3.5%	3	3.1%	2	1.5%	2	0.0%	0	1.1%	1	0.5%	1	0.9%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0
£131 - £140	0.6%	37	1.0%	1	0.9%	1	0.8%	1	0.0%	0	0.0%	0	1.1%	2	0.9%	1	0.0%	0	0.0%	0	1.0%	1	2.1%	2
£141 - £150	3.0%	184	1.3%	1	4.0%	3	0.0%	0	2.2%	1	1.6%	1	0.3%	1	1.0%	1	4.8%	2	1.3%	1	3.0%	3	0.9%	1
£151 - £160	0.3%	17	0.6%	0	1.0%	1	0.0%	0	1.2%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0
£161 - £170	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0
£171 - £180	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
£181 - £190	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£191 - £200	0.7%	41	0.6%	0	0.0%	0	1.3%	2	0.7%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
£201 - £210	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£211 - £220	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£221 - £230	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£231 - £240	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£241 - £250	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
£251+	0.2%	15	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	15.7%	955	12.3%	9	10.9%	7	14.6%	21	22.8%	7	11.5%	6	14.8%	27	11.1%	11	11.2%	5	16.5%	8	16.4%	14	11.3%	9
(Refused)	1.5%	89	0.6%	0	1.8%	1	0.0%	0	9.6%	3	5.1%	3	1.0%	2	3.8%	4	0.0%	0	2.3%	1	1.2%	1	0.6%	0
<i>Mean:</i>	<i>74.29</i>	<i>69.70</i>	<i>75.54</i>	<i>72.38</i>	<i>73.27</i>	<i>55.06</i>	<i>69.67</i>	<i>71.36</i>	<i>74.94</i>	<i>83.53</i>	<i>75.31</i>	<i>79.02</i>												
Weighted base:	6076	75	63	141	31	50	180	100	46	51	87	78												
Sample:	6076	108	110	114	102	101	176	105	102	47	104	107												

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Q10 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?												
<i>Excl. Nulls</i>												
Aldi, Audley Avenue, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bearwood Road, Bearwood	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bentley Bridge Shopping Park, Wednesfield	0.3%	13	0.9%	0	2.5%	1	2.1%	2	0.0%	0	0.0%	0
Aldi, Birmingham Road, Great Barr	1.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridge Cross Road, Burntwood	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, Moxley, Wednesbury	0.1%	5	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Chase Gateway, Victoria Street, Hednesford	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chester Road, New Oscott	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, Lichfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cinder Bank, Peartree Lane, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Brierley Hill	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Aldi, Dudley Road, Lye	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Earls Way, Halesowen	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Edgbaston Road, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Goldthorn Hill Road, Wolverhampton	0.3%	13	0.0%	0	0.0%	0	0.0%	0	7.6%	3	2.3%	3
Aldi, Grange Central, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Aldi, Green Street, Kidderminster	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Brownhills	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Howard Street, Wolverhampton	0.2%	9	0.0%	0	0.0%	0	0.0%	0	10.8%	4	0.0%	0
Aldi, Madeley Court,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Parkway, Madeley												
Aldi, Mercury Drive, Wolverhampton	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, New Road, Stourbridge	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Priory Road, Dudley	0.3%	10	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Aldi, Saltwells Road, Netherton	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saxon Drive, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stourbridge Road, Bridgnorth	0.1%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Aldi, The Parade, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.2%	8	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wellington Road, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill Road, Barnes Hill, Birmingham	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane, Great Bridge, Tipton	0.7%	26	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Asda, Daisy Street, North Bilston, Coseley	0.3%	11	0.0%	0	0.0%	0	11.6%	11	0.0%	0	0.0%	0
Asda, George Street, St. Matthews, Walsall	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hagley Road West, Quinton, Birmingham	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn Street, Sedgley	0.8%	32	0.0%	0	0.0%	0	6.4%	6	0.0%	0	0.0%	0
Asda, High Street, Dudley	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Kings Heath, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merryhill Centre, Dudley	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.9%	0	3.8%	5
Asda, New Road, Kidderminster	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, off Queslet Road, Great Barr, Birmingham	0.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street,	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Brierley Hill												
Asda, Queensway Mall, Halesowen	0.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rumer Hill, Lichfield Road, Cannock	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Saltwells Road, Cradley Road, Netherton, Dudley	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston	0.8%	29	0.0%	0	6.9%	3	3.3%	3	0.0%	0	1.7%	1
Asda, Ventura Road, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Minworth, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Barr, Birmingham	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.4%	14	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Heath Town, Wolverhampton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodhall Street, Bloxwich	0.6%	25	0.9%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) High Street, Cleobury Mortimer	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4.2%
Co-op, (Petrol) High Street, Harborne	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) Kidderminster Road, Bewdley Bridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0.8%
Co-op, (Petrol) Wolverhampton Road, Penkridge	0.1%	5	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Co-op, Albion Parade, Wall Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bassnage Road, Halesowen	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bearwood Road, Warley Smethwick	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Boley Park Centre, Ryknild Street, Lichfield	0.4%	16	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bradford Street, Shifnal	0.2%	6	0.0%	0	0.0%	0	0.0%	25.0%	6	0.0%	0	0.0%

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Co-op, Brewood Road, Coven	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadway, Fullbrook, Walsall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burntwood Crossroads, Norton Canes	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cannock Road, Blackford, Cannock	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cannock Road, Burntwood	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cheslyn Hay, Cannock	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Lane, Handsworth Wood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Co-op, Clarence Road, Four Oaks, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Clayhanger, Brownhills	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Common Lane, Fradley Park Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Court Oak Road, Quinborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Curborough Road, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dibdale Road West, Dudley	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dudley Road West, Tividale	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dyas Road, Old Oscott, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Finchfield Road West, Finchfield, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franche Road, Kidderminster	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gibbs Lane, Catshill	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Co-op, Gilbert Road, Charford Bromsgrove	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Glebe Lane, Norton Stourbridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Griffiths Drive, Ashmore	0.3%	13	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hagley Road West, Quinton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hawthorn Road, Kingstanding	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hazelwell Street,	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55		
Stirchley														
Co-op, High Street, Albrighton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Co-op, High Street, Highley, Bridgnorth	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	5
Co-op, High Street, Kingswinford	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kinver	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Pattingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.1%	6	0.0%	0
Co-op, High Street, Pelsall	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Shifnal	0.3%	11	0.0%	0	0.0%	0	46.4%	11	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Tettenhall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0	0.0%	0
Co-op, High Street, Wombourne	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	3	0.0%	0
Co-op, Highfields Road, Chasetown	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hill Top, West Bromwich	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hollyhedge Road, Stonecross, Charlemont	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kempthorne Avenue, Bushbury, Wolverhampton	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kingstanding Road, Kingstanding	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lichfield Road, Bloxwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lichfield Road, Shelfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lichfield Road, Walsall Wood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Liskeard Road, Parkhall, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Load Street, Bewdley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Co-op, Lodge Lane, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Co-op, Main Street, Whittington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Brewwood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Street, Penkridge	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mill Street, Low Town, Bridgnorth	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0
Co-op, Morley Road, Burntwood	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Co-op, New Road, Rubery	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Square Shopping Gate, Bridge Street, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Oldbury Road, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Overfield Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Pendeford Avenue, Claregate, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	5.1%	6	0.0%	0
Co-op, Pershore Road, Cotteridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queensway, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Quinton Road West, Quinton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Regent Road, Tividale	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sandringham Place, Stourbridge	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, School Road, Wombourne	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Co-op, Sedgley Road, Woodsetton, Dudley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spies Lane, Halesowen	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St. Kenelms Road, Romsley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stafford Road, Huntington, Cannock	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stafford Road, Oxley, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stirchley, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stoke Road, Bromsgrove	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stubby Lane, Perry Hall	0.1%	4	1.9%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Sutton Road, Walsall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Swan Corner Shopping Precinct, Burntwood Green	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Tame Road, Brandhall	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Broadway, Stourbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Green, Kings Norton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Lichfield	0.2%	6	12.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Road, New Invention												
Co-op, Thornhill Road, Streetly, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trysull Road, Merry Hill, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Turnberry Road, Bloxwich	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Turves Green, Northfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Unity Walk, Owen Street, Tipton	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Upper Church Lane, Tipton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Road, Great Barr	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Wood Road, Aldridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wardles Lane, Great Wyrley	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Warstones Road, Penn	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Heath Road, Northfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wolverhampton Road, Codsall	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	6
Co-op, Wood Lane, Codsall	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Co-op, Worcester Road, Hagley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Linkway Retail Park, Watling Street, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), The Peel Centre, Stafford Street, Wolverhampton	0.2%	6	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bearwood Road, Warley, Smethwick	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Street, Bilston	0.3%	11	0.0%	0	0.8%	0	8.8%	8	0.0%	0	3.1%	1
Iceland, Churchill Shopping Centre, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hagley Street, Halesowen, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Cradley Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harborne, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kings Square,	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Sandwell Centre, West Bromwich												
Iceland, Market Place, Bloxwich	0.2%	6	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Rugeley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Lichfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Merry Hill Retail Park, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Moor Centre, Brierley Hill	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Rye Market, Stourbridge	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Aldridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Union Street, Wednesbury	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Windmill Shopping Park, Smethwick	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Wulfrun Centre, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	3.6%	1	3.3%	4
Lidl, Ablewell Street, Walsall	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Birmingham Road, Bromsgrove	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wolverhampton	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Lidl, Brettell Lane, Stourbridge	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dudley Road, Winson Green, Birmingham	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Eastern Avenue, Lichfield	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Finchfield, Wolverhampton	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Lidl, Friar Park Road, Wednesbury	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hagley Road, Halesowen	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Netherton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Lidl, High Street, Bilston	0.1%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Horseley Heath, Great Bridge, Tipton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lower High Street, Cradley Heath	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madeley Court Way, Madeley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Lidl, New Road, Willenhall	0.3%	11	0.0%	0	23.1%	10	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Walsall Road, Hamstead Industrial Estate, Hamstead	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Parkside House, Oldbury Road, Blackheath	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Silver Street, Kings Heath, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Soho Road, Handsworth, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stallings Lane, Kingswinford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Marks & Spencer (BP), Hagley Road, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Axeltree Way, Wednesbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Lichfield Road, Mere Green	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Orbital Retail Park, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Selly Oak Shopping Park, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Birmingham New Street Railway Station, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Handyman House, St John Street, Bridgnorth	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), High Street, Harborne, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Marks & Spencer (Simply Food), Princes Park, Chester Road North, New Oscott	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Marks & Spencer, Dudley Street, Wolverhampton	0.3%	11	0.0%	0	2.5%	1	0.0%	0	0.0%	0	3.6%	1	0.5%	1	1.5%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Marks & Spencer, High Street, Longbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Parade Grace Church Centre, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Stafford Riverside, Stafford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Telford Shopping Centre, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Marks & Spencer, The Merryhill Centre, Pedmore Road, Brierley Hill	0.3%	10	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ventura Park, Bitterscote, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf, Lower Mill Street, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	0.4%	17	0.0%	0	0.0%	0	9.5%	9	0.0%	0	1.9%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Pendeford	0.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.3%	1	0.0%	0	0.0%	0	24.9%	17	0.0%	0
Morrisons, Buntsford Park Road, Bromsgrove	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, Kingswinford	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Morrisons, High Street, Burntwood	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, Walsall	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.6%	22	11.2%	6	24.1%	11	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Morrisons, Mill Street, Cannock	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Newdale, Lawley Drive, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Morrisons, Rubery, Birmingham	0.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Barley Mow, High Street, Wollaston	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Birmingham Road, Wylde Green, Sutton Coldfield	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Boldmere Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bridgnorth Road, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Sainsbury's Local, Compton Road, Wolverhampton	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	10
Sainsbury's Local, High Street, Pensnett, Dudley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lawnswood Road, Wordsley, Stourbridge	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Louise Street, Gornal Wood, Dudley	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stone Cross, Penkridge, Stafford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Victoria Square, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Walsall Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton, Wolverhampton	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Sainsbury's Superstore, Bitterscote Drive, Bonehill, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Castle Vale Retail Park, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Sainsbury's Superstore, Chell Road, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road, Northfield, Birmingham	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.7%	28	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Blackheath	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Orbital Retail Park, Voyager Drive, Cannock	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Raglan Street, St Marks, Wolverhampton	0.5%	21	0.0%	0	0.0%	0	1.2%	1	0.0%	0	5.3%	2
Sainsbury's Superstore, Reedswood Way, Walsall	0.5%	19	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wednesfield, Wolverhampton	0.4%	16	4.3%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Amblecote, Brierley Hill	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Telford Forge Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Tesco Express (Esso), Cann Hall Bypass, Bridgnorth	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Cannock Road, Bushbury	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Tesco Express (Esso), Hagley Road, Stourbridge	0.2%	8	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Tesco Express (Esso), Highland Road, Dudley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso),	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Lichfield Road, Wednesfield												
Tesco Express (Esso), Lichfield Road, Willenhall	0.2%	9	15.5%	8	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco Express (Esso), Walsall Road, Great Wyrley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Aldridge Tavern, Aldridge, Walsall	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birches Barn Road, Bradmore, Wolverhampton	0.2%	9	0.0%	0	0.0%	0	0.0%	0	1.7%	1	6.1%	7
Tesco Express, Birmingham Road, Shenstone	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bridge Road, Cookley	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristnall Hall Road, Bristnall, Birmingham	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Codsall Road, Claregate, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0
Tesco Express, Coombs Road, Dudley Road, Halesowen	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Goose Pub, Bromley Lane, Kingswinford	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Granville Street, Bathrow, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hadley District Centre, Hadley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Edgbaston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Hasbury, Halesowen	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hall Street, Hockley, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Haygate Road, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Willenhall	0.2%	6	8.5%	4	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Pensnett												
Tesco Express, Hurst Road, Bilston	0.2%	8	0.0%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0
Tesco Express, Netherstowe, Netherstowe, Lichfield	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oxhill Road, Handsworth	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Penn Road, Penn Manor, Wolverhampton	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Express, Platts Road, Audnam, Stourbridge	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Express, Stafford Road, Cannock	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	13
Tesco Express, Stourbridge Road, Halesowen	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Arcade, Gornal Dudley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sandwell, Stone Cross, West Bromwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sutton Coldfield	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Wharfside Street, Mailbox, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Bilston	0.2%	6	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.9%	0
Tesco Extra, Church Street, Lichfield	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Tesco Extra, Crown Centre, Stourbridge	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.6%	23	2.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newport Road, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Sandwell Centre, New Square, West Bromwich	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Dudley	0.3%	12	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Tesco Superstore, Camden Street, Springhill,	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Birmingham												
Tesco Superstore, Hawks Green District Centre, Cannock	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neptune Industrial Estate, Willenhall	0.4%	15	1.5%	1	11.1%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Tesco Superstore, Ridgacre Road, Quinton	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose (Little), Colmore Row, Jewellery Quarter, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Audley Road, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Waitrose, High Street, Birmingham	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Highgate Centre, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	4
Waitrose, Ryemarket, Stourbridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St. John Street, Bromsgrove	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonneyland Drive, Lichfield	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	2.3%	88	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.9%	0
A&H Supersave, Churchill Road, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Bromsgrove	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road South, Northfield	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Broad Gauge Way, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Aldi, Essington Road, Willenhall	0.0%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Maypole Lane, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Sherwood Road, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Aldi, Silverwoods Way, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Trescott Road, Redditch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
All in One Supersave, Bushbury Lane, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Parkgate Shopping Centre, Stratford Road, Shirley, Solihull	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Astle Park, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Digbeth, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Ferrie Grove, Brownhills, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Gallagher Retail Park, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Market Street, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Reedswood Retail Park, Reedswood Way	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, The Merry Hill Centre, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Best One, Rocky Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Farm Shop, Dog Lane, Bewdley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birds Corner Stores, Stourbridge Road, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath Post Office, Halesowen Street, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackwood Butchers, Blackwood Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booze Corner, Lichfield Road, Willenhall	0.0%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BP, Walsall Road, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Codsall, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Castle Road West Post	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Office, Castle Road West, Oldbury												
Chase Farm Shop, Weeford Road, Roughley, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clive Lloyd Butchers, Enville Road, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalway News & Booze, Coalway Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bells Lane, Stourbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dad's Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hagley Road, Halesowen	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Racecourse Road, Pershore	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Alvechurch, Birmingham	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barke Street, Highley, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.7%
Costcutter, Bentley Road North, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Common Road, Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Hateley Drive, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Costcutter, High Street, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Long Lane, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Oldbury Road, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Powis Avenue, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, St Mark's Road, Tipton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, The Broadstone, Two Gates, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Trinity Centre, Halesowen Road, Cradley Heath	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Westcroft Avenue, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Wood End Road,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Wolverhampton												
Cradley Heath Newsagents, High Street, Cradley Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DEI Convenience, Friezland Lane, Walsall Wood, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DHL Daily Stores, Stephenson Square, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duleys, Ladbury Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E&S Mears, Walsall Road, Great Wyrley, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edmund Howdle Butchers, High Street, Clayhanger, Brownhills	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Farm Shop, Bognop Road, Essington	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Bescot Retail Park, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Bloxwich Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cape Hill, Smethwick	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Heath Town	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Farley Centre, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Halesowen Road, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Tipton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, The Kingstanding Centre, Kingstanding Road, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillity Wines & Spirits, Gillity Avenue, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Global Wines, Abbey Road, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayhead Farm Shop, Longwood Lane, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Heron Foods, Bristol Road South, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Burntwood Town Shopping Centre, Burntwood	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Castle Square, Weoley Castle, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Castle Street, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Heron Foods, Church Street, Bilston	0.1%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.9%	0
Heron Foods, Great Bridge, Tipton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Erdington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Wednesfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Market Street, Kingswinford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Princess Parade, High Street, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Roseville Shopping Centre, Castle Street, Bilston	0.0%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Heron Foods, Saddlers Shopping Centre, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Stafford Street, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, The Swan Centre, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Union Street, Wednesbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Bentley Bridge Retail Park, Backhouse Lane, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Bristol Road South, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Church Street, Bilston	0.0%	2	0.9%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Home Bargains, Churchill Shopping Centre, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Duchess	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Parade, High Street, West Bromwich												
Home Bargains, High Street, Harborne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, High Street, Smethwick	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Hough Retail Park, Lichfield Road, Safford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Jerome Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Keyway Retail Park, Willenhall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, One Stop Shopping Park, Walsall Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Ringway Church Street, Market Hall, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Rookery Parade, Aldridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, The Merry Hill Centre, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Town Centre Shopping Scheme, Bloxwich	0.0%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Wrenkin Retail Park, Arleston, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.4%
Home Bargains, Wyrley Brook Park, Vine Lane, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Oldbury Green Retail Park, Oldbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Grosvenor Centre, Northfield	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rowley Regis	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kingstanding Road, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Mill Lane, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scotts Arms Centre, Walsall Road,	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Birmingham												
Iqbal & Sons, Long Lane, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J&N Super Foodstore, Blackhalve Lane, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jack's, New Road, Rubery	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Joe's News & Wines, Brooklands Parade, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Karim's Supermarket, Heathfield Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee's Farm Shop, Claverley, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Lidl, Selly Oak Shopping Park, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Express, Causeway Green Road, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle, Glover Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Express, Ida Road, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bilston Town Centre	0.3%	10	3.5%	2	1.4%	1	3.1%	3	0.0%	0	0.5%	1
Local market, Blackheath Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bridgnorth Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6.9%
Local market, Dudley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Ludlow Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.5%
Local market, Stourbridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Albrighton Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Local shops, Aldridge Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Alumwell Road, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ashmore Park	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Banfield Road, Darlaston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bartley Green Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bearwood	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Local Centre												
Local shops, Beckbury Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Local shops, Beechdale Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bentley Bridge Retail & Leisure Park, Wednesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bescot Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bilston Town Centre	0.3%	13	0.0%	0	0.0%	0	10.9%	11	0.0%	0	0.0%	0
Local shops, Birmingham City Centre	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Blackheath Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Blakenhall Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0
Local shops, Bloxwich Town Centre	0.2%	6	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Boldmere Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bournville Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bradmore Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Local shops, Brewwood Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bridgnorth Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Local shops, Brierley Hill Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brook Road, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Broughton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brownhills Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brownsall Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Burntwood Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bushbury Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cannock Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cape Hill Local	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Centre												
Local shops, Castle Vale Retail Park, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Castlecroft Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Local shops, Catshill Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cheslyn Hay Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Claypit Lane, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cleobury Mortimer Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.8%
Local shops, Codsall Road, Cradley Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Codsall Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5.2%
Local shops, Compton Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local shops, Cotteridge Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Coven Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Local shops, Cradley Heath Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Crankhall Lane, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dimbles Lane, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Road, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	1.1%	1	0.0%	0	7.0%	2
Local shops, Dudley Town Centre	0.3%	13	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Local shops, Fallings Park Local Centre, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Featherstone Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Finchfield Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Local shops, Franchise Street, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Gornal Local Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Barr Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Bridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Village Centre												
Local shops, Halesowen	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre												
Local shops, Handsworth	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre												
Local shops, Harborne Local	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre												
Local shops, Heath Road,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham												
Local shops, Hednesford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre												
Local shops, High Mount	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street, Hednesford												
Local shops, Hill Top Local	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre												
Local shops, Hills Lane,	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Madeley												
Local shops, Hollyhead	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Birmingham												
Local shops, Kidderminster	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre												
Local shops, Kings Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Local Centre												
Local shops, Kings Norton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre												
Local shops, Kingstanding	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre												
Local shops, Kingswinford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre												
Local shops, Kinver Village	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre												
Local shops, Lichfield City	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre												
Local shops, Lichfield Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall												
Local shops, Longbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre												
Local shops, Lye Local	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre												
Local shops, Moseley Road,	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall												
Local shops, Netherton Local	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre												
Local shops, Newport Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Centre												
Local shops, Newton Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham												

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Local shops, Northfield Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Northfield Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ocker Hill Local Centre, Tipton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Old Heath Road Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Old Hill Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oldbury Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oldswinford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, One Stop Shopping Park, Perry Barr	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Owen Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Local shops, Parkfield Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Local shops, Pedmore Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pelsall Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pendeford Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Local shops, Penkridge Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Penn Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Local shops, Pensnett Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pershore Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Perton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Local shops, Proffitt Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pye Green Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Queensway, Bewdley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.8%
Local shops, Quinton Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Redditch Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Town Centre												
Local shops, Rubery Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Salop Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sandwell District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sedgley Local Centre	0.1%	5	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Local shops, Sharesill Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shaw Road, Bilston	0.0%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Local shops, Sheffield City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shenstone Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shifnal Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0
Local shops, Shirley District Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shortheath Local Centre	0.0%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Showell Circus Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Small Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Smethwick Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sommerfield Road, Harborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, St Annes Road, Willenhall	0.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Stafford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Station Road, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stourbridge Town Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stream Road, Kingswinford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Streetley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sutton Coldfield Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Telford Town Centre	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Local shops, Tipton Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Trescott Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Local shops, Upeer Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Uttoxeter Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Walsall Town Centre	0.5%	19	0.9%	0	2.1%	1	3.3%	3	0.0%	0	0.0%	0
Local shops, Wednesbury Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesfield Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, West Bromwich Town Centre	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wheaton Aston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Willenhall Town Centre	0.2%	10	4.9%	3	9.8%	4	0.0%	0	0.0%	0	0.0%	0
Local shops, Windermere Place, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Windmill Lane, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wittington Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wollaston Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton City Centre	0.5%	21	0.0%	0	0.0%	0	0.0%	0	11.9%	4	2.4%	3
Local shops, Wolverhampton Road, Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Local shops, Wombourne Village Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	6
Local shops, Yew Tree Hills, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lodge Supermarket, Lodge Road, West Bromwich	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Madeley Road, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Romford Road, Aveley, South Ockendon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Worcester Road, Bromsgrove	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&K Food & Wines, Bristol Road South, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&M Supermarket, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Road, Smethwick												
Maple Superstore, Maple Drive, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marie's Deli, Griffiths Drive, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, One Stop Shopping Park, Perry Barr	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martin's, Hawkesley End, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marty's Convenience, Newton Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Broadway North, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Willenhall Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meat And More, High Street, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mike Grahams, Market Street, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Chester Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Covercroft, Droitwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Road, Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hagley Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitchurch Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.8%
National Stores, Upper Villiers Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Newbury Lane Post Office, Newbury Lane, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nijjar Supermarket, Owen Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Nisa, Ablewell Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Beacon Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Birches Barn Road, Pennfields, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Nisa, Blackhalve Lane, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Nisa, Bromley Lane,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Kingswinford												
Nisa, College Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Deans Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Devon Court, Bideford Way, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Festival Court, Pye Green Road, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Glenthorne Drive, Cheslyn Hay, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Gorsey Lane, Great Wryley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, High Street, Quarry Bank, Dudley, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Lichfield Road, Rushall, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Park Lane, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Pottery Road, Warley, Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Spring Lane, Pelsall, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Stanton Road, Great Barr	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Strathdene Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bilbrook Road, Codsall, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
One Stop, Bourne Street, Bilston	0.0%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
One Stop, Buffery Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bushbury Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Collingwood Road, Bushbury, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cresswell Crescent, Bloxwich, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Griffiths Drive, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Hales Lane, Smethwick	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Hill Tavern,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Watsons Green Road, Dudley												
One Stop, Horseley Road, Tipton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Jiggins Lane, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Mervyn Place, Bilston	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
One Stop, Norton East Road, Norton Canes, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Saltwells Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, School Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
One Stop, Sharon Way, Hednesford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Spring Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Throne Road, Rowley Regis	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Turners Lane, Withymoore Village	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Vicarage Road, West Bromwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Wood End Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Woodland Centre, Wood Lane, Willenhall	0.1%	3	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orchard Hills Bakery, Rookery Lane, Aldridge, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osborne's, Walsall Road, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Dovedale Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Post Office, Dudley Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Post Office, Kendrick Road, Moxley	0.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Post Office, Penn Road, Penn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, Grosvenor Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, Queens Square, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, Walsall Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Premier, Bloxwich Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Clark Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Premier, Granville Drive, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Hales Lane, Uplands	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Hednesford Road, Heath Hayes, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, High Street, Princes End, Tipton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Hollington Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Larkhill Road, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Malvern Avenue, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Market Street, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roberts Farm Shop, Kidderminster Road, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S&D Supermarket, Soho Road, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bristol Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Harborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Standfield Centre, Worsley, Manchester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stourbridge Road, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Abbey Trading Centre, Redditch	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Kings Heath, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Maypole, Birmingham	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Grove Farm Triangle, Leicester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Sainsbury's Superstore, Liverpool Road, Newcastle-under-Lyme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Northampton Road, Wellingborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Selly Oak Shopping Park, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sam's Supermarket, Devonshire Road, Smethwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select & Save, Warstones Drive, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select & Save, Woods Lane, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharon's Fruit & Veg, Market Street, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelfield Petrol Station, Lichfield Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar (Euro Garage), Franche Road, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar (Euro Garage), Wolverhampton Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Bridgnorth Road, Compton, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Bridgnorth Road, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Broad Street, Bromsgrove	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Drakes Cross Parade, Hollywood, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Halesowen Road, Netherton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Harlescott Lane, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Harvest Road, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Pelsall, Walsall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Hobs Road, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Spar, Lawnswood Road, Wordsley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Northgate, Aldridge, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Queensway, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Redditch Road, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Russells Hall Road, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, School Road, Wheaton Aston, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wardles Lane, Great Wyrley, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Watford Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Worcester Lane, Hagley, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wordsley Green, Stourbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS Sidhu, Steel House Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Supersave Discount Store, Johnson Road, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Bewdley Hill, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Linden Road, Birmingham	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Moss Grove, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Alcester Road, Hollywood, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birmingham Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Boldmere Road, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Sutton Coldfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Comberton Hill, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, East Mews, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Tesco Express, Hamstead Road, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Tesco Express, Hawthorn Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hewell Road, Barnt Green, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Load Street, Bewdley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7.0%
Tesco Express, Paddock Lane, Aldridge, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Redhill Road, Birmingham	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rowley Village, Rowley Regis	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourport Road, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Warbler Place, Spennells, Kidderminster	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Caxton Gate, New Street, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Severn Road, Stourport-on-Severn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.5%
The Fruit Tree, Cannock Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tugford News, Tugford Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warley Newstop, Bearwood Road, Smethwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Cross Shopping Centre, Oldbury Road, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteheath Supermarket, Oldbury Road, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Market Place, High Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Market Street, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Oldbury Road, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, St. Georges Parade, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
WT Hill & Son, Butts Road,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Q12 In addition to (LOCATION MENTIONED AT Q10), is there anywhere else you regularly use for your household's small scale top-up food shopping?												
<i>Those who do top-up shopping at Q10 AND Excl. Nulls</i>												
Aldi, Bearwood Road, Bearwood	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bentley Bridge Shopping Park, Wednesfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Great Barr	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridge Cross Road, Burntwood	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, Moxley, Wednesbury	0.6%	9	0.0%	0	5.4%	1	7.5%	3	0.0%	0	0.0%	0
Aldi, Chase Gateway, Victoria Street, Hednesford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chester Road, New Oscott	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, Lichfield	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cinder Bank, Peartree Lane, Dudley	0.3%	5	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0
Aldi, College Road, Kingstanding	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Brierley Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0
Aldi, Dudley Road, Lye	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Earls Way, Halesowen	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Edgbaston Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Goldthorn Hill Road, Wolverhampton	0.6%	8	0.0%	0	0.0%	0	0.0%	0	2.3%	0	1.9%	1
Aldi, Grange Central, Telford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Brownhills	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Newtown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Howard Street, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Aldi, Kingsmead Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Stafford												
Aldi, Madeley Court, Parkway, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, New Road, Stourbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Priory Road, Dudley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwells Road, Netherton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Aldi, Stourbridge Road, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1
Aldi, The Parade, Sutton Coldfield	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill Road, Barnes Hill, Birmingham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane, Great Bridge, Tipton	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Daisy Street, North Bilston, Coseley	0.1%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Asda, George Street, St. Matthews, Walsall	0.7%	11	0.0%	0	1.9%	0	0.0%	0	0.0%	0	4.2%	1
Asda, Hagley Road West, Quinton, Birmingham	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn Street, Sedgley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Asda, High Street, Dudley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Kings Heath, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0
Asda, Merryhill Centre, Dudley	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	7.9%	1	2.1%	1
Asda, off Windmill Lane, Cape Hill, Smethwick	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, off Queslet Road, Great Barr, Birmingham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Asda, Queensway, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rumer Hill, Lichfield Road, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston	0.4%	7	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Ventura Road, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Barr, Birmingham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.4%	6	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Heath Town, Wolverhampton	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodhall Street, Bloxwich	0.3%	4	10.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) High Street, Cleobury Mortimer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.4%
Co-op, (Petrol) High Street, Harborne	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, (Petrol) Wolverhampton Road, Penkridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Albion Parade, Wall Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Anglesey Street, Hednesford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bassnage Road, Halesowen	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bearwood Road, Warley Smethwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Boley Park Centre, Ryknild Street, Lichfield	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bradford Street, Shifnal	0.2%	3	0.0%	0	0.0%	0	0.0%	0	33.0%	3	0.0%	0
Co-op, Burntwood Crossroads, Norton Canes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cannock Road, Burntwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cheslyn Hay, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Lane, Handsworth Wood	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Clayhanger, Brownhills	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Co-op, Dibdale Road West, Dudley	0.3%	4	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Co-op, Finchfield Road West, Finchfield, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franche Road, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5.2%
Co-op, Gibbs Lane, Catshill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Glebe Lane, Norton Stourbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Griffiths Drive, Ashmore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hagley Road West, Quinton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hawthorn Road, Kingstanding	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hazelwell Street, Stirchley	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Albrighton	0.1%	2	0.0%	0	0.0%	0	0.0%	2.0%	0	0.0%	0	5.5%
Co-op, High Street, Highley, Bridgnorth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10.0%
Co-op, High Street, Kingswinford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kinver	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Shifnal	0.1%	2	0.0%	0	0.0%	0	0.0%	17.1%	2	0.0%	0	0.0%
Co-op, High Street, Tettenhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	2.1%	1	0.0%
Co-op, High Street, Wombourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	1
Co-op, Highfields Road, Chasetown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hill Top, West Bromwich	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hollyhedge Road, Stonecross, Charlemont	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kempthorne Avenue, Bushbury, Wolverhampton	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lichfield Road, Shelfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lichfield Road, Walsall Wood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Liskeard Road, Parkhall, Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Load Street, Bewdley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.9%
Co-op, Market Place, Brewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55						
Co-op, Market Street, Penkridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Co-op, Mill Street, Low Town, Bridgnorth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	12.4%	3		
Co-op, New Road, Rubery	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Co-op, Old Square Shopping Gate, Bridge Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Co-op, Pendeford Avenue, Claregate, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0		
Co-op, Pershore Road, Cotteridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Co-op, Quinton Road West, Quinton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Co-op, Regent Road, Tividale	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Co-op, Sandringham Place, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Co-op, School Road, Wombourne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	7.6%	1	0.0%	0	0.0%	0
Co-op, Sedgley Road, Woodsetton, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Co-op, Spies Lane, Halesowen	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Co-op, Stafford Road, Oxley, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Co-op, Stubby Lane, Perry Hall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Co-op, Sutton Road, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Co-op, Swan Corner Shopping Precinct, Burntwood Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Co-op, Tame Road, Brandhall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Co-op, The Square, Lichfield Road, New Invention	0.1%	2	9.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Co-op, Thornhill Road, Streetly, Sutton Coldfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Co-op, Trysull Road, Merry Hill, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0	0.0%	0		
Co-op, Turnberry Road, Bloxwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Co-op, Unity Walk, Owen Street, Tipton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Co-op, Walsall Road, Great Barr	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Co-op, Walsall Wood Road,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Aldridge												
Co-op, Wardles Lane, Great Wyrley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Warstones Road, Penn	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Heath Road, Northfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wolverhampton Road, Codsall	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	3
Co-op, Wood Lane, Codsall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	3
Co-op, Worcester Road, Hagley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Linkway Retail Park, Watling Street, Cannock	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), The Peel Centre, Stafford Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bearwood Road, Warley, Smethwick	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Birmingham Road, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	18.1%	2	0.0%	0
Iceland, Church Street, Bilston	0.4%	6	0.0%	0	0.0%	0	13.6%	6	0.0%	0	0.0%	0
Iceland, Churchill Shopping Centre, Dudley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Dudley Street, Sedgley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hagley Street, Halesowen, Birmingham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Cradley Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harborne, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kings Square, Sandwell Centre, West Bromwich	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Bloxwich	0.1%	2	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Cannock	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Merry Hill Retail Park, Brierley Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Iceland, The Rye Market, Stourbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Aldridge	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Union Street, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Windmill Shopping Park, Smethwick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Wulfrun Centre, Wolverhampton	0.2%	3	0.0%	0	6.2%	1	0.0%	0	0.0%	0	3.1%	2
Lidl, Ablewell Street, Walsall	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Audley Avenue, Newport	0.1%	1	0.0%	0	0.0%	0	7.3%	1	0.0%	0	0.0%	0
Lidl, Birmingham Road, Bromsgrove	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brettell Lane, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dudley Road, Winson Green, Birmingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Eastern Avenue, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Finchfield, Wolverhampton	0.3%	5	0.0%	0	0.0%	0	0.0%	0	5.2%	3	2.7%	1
Lidl, Friar Park Road, Wednesbury	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hagley Road, Halesowen	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Netherton	0.4%	6	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Lidl, High Street, Bilston	0.3%	5	0.0%	0	0.0%	0	7.0%	3	0.0%	0	6.1%	1
Lidl, High Street, West Bromwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Horseley Heath, Great Bridge, Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lower High Street, Cradley Heath	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madford Retail Park, Foregate Street, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Willenhall	0.4%	6	4.5%	1	6.9%	1	4.0%	2	0.0%	0	0.0%	0
Lidl, Old Walsall Road, Hamstead Industrial	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Estate, Hamstead												
Lidl, Parkside House, Oldbury Road, Blackheath	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Silver Street, Kings Heath, Birmingham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Soho Road, Handsworth, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stallings Lane, Kingswinford	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	1
Lidl, The Quadrant, Redditch Ringway, Redditch	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Beacon Hill, Foley, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Hagley Road, Stourbridge	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Axeltree Way, Wednesbury	0.2%	3	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Lichfield Road, Mere Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Orbital Retail Park, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Foodhall), Selly Oak Shopping Park, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Handyman House, St John Street, Bridgnorth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.4%
Marks & Spencer (Simply Food), High Street, Harborne, Birmingham	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Princes Park, Chester Road North, New Oscott	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Stafford Motorway Services, M6 North, Stone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, Wolverhampton	0.3%	5	0.0%	0	0.0%	0	0.0%	0	8.7%	1	7.6%	2
Marks & Spencer, High Street, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Longbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Marks & Spencer, Parade Grace Church Centre, Sutton Coldfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Stafford Riverside, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Telford Shopping Centre, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	7.3%	1	0.0%	0
Marks & Spencer, The Merryhill Centre, Pedmore Road, Brierley Hill	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Marks & Spencer, Ventura Park, Bitterscote, Tamworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf, Lower Mill Street, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	0.6%	9	0.0%	0	0.0%	0	12.1%	5	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Pendeford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Morrisons, Buntsford Park Road, Bromsgrove	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1
Morrisons, Charterfield Shopping Centre, Kingswinford	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1
Morrisons, Green Street, Kidderminster	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Morrisons, High Street, Burntwood	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, Walsall	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Market Street, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.8%	11	2.5%	0	28.5%	5	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mill Street, Cannock	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.5%	8	6.8%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Sainsbury's Local, Barley Mow, High Street, Wollaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Sainsbury's Local, Boldmere Road, Sutton Coldfield	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Sainsbury's Local, Bridgnorth Road, Wolverhampton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	2
Sainsbury's Local, Compton Road, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lawnswood Road, Wordsley, Stourbridge	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Louise Street, Gornal Wood, Dudley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stone Cross, Penkridge, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Walsall Road, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton, Wolverhampton	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	24.5%	3	3.4%	1	0.0%	0
Sainsbury's Superstore, Bitterscote Drive, Bonehill, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Sainsbury's Superstore, Frankley Beeches Road, Northfield, Birmingham	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Blackheath	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Orbital Retail Park, Voyager Drive, Cannock	0.9%	13	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Sainsbury's Superstore, Raglan Street, St Marks, Wolverhampton	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedwood Way, Walsall	0.2%	4	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wednesfield, Wolverhampton	0.2%	3	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Amblecote, Brierley Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Telford Forge Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Hagley Road, Stourbridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Highland Road, Dudley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Lichfield Road, Wednesfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Lichfield Road, Willenhall	0.2%	3	13.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Walsall Road, Great Wyrley	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Aldridge Tavern, Aldridge, Walsall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birches Barn Road, Bradmore, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Tesco Express, Birmingham Road, Shenstone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bridge Road, Cookley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristnall Hall Road, Bristnall, Birmingham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Codsall Road, Claregate, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	0	3.8%	2
Tesco Express, Goose Pub, Bromley Lane, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Edgbaston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Tesco Express, Hagley Road, Hasbury, Halesowen	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Willenhall	0.1%	2	4.9%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Tesco Express, High Street, Bridgnorth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1
Tesco Express, High Street, Pensnett	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hurst Road, Bilston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Netherstowe, Netherstowe, Lichfield	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Penn Road, Penn Manor, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0
Tesco Express, Platts Road, Audnam, Stourbridge	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stafford Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, Halesowen	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Arcade, Gornal Dudley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sandwell, Stone Cross, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Bilston	0.3%	5	6.8%	1	0.0%	0	5.0%	2	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, Wolverhampton	0.1%	2	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Sandwell Centre, New Square, West Bromwich	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Dudley	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	1
Tesco Superstore, Camden Street, Springhill,	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Birmingham												
Tesco Superstore, Hawks Green District Centre, Cannock	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neptune Industrial Estate, Willenhall	0.6%	8	0.0%	0	16.5%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0
Tesco Superstore, Ridgacre Road, Quinton	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Audley Road, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0
Waitrose, High Street, Birmingham	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Highgate Centre, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.9%	13	0.0%	0	0.0%	0	0.0%	0	6.5%	1	11.5%	6
Waitrose, Ryemarket, Stourbridge	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St. John Street, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonneyland Drive, Lichfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	2.7%	41	4.0%	1	0.0%	0	0.0%	0	2.0%	0	0.0%	0
A&H Supersave, Churchill Road, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ellesmere Retail Park, Worsley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Sherwood Road, Bromsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Silverwoods Way, Kidderminster	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
All in One Supersave, Bushbury Lane, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Parkgate Shopping Centre, Stratford Road, Shirley, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Astle Park, West	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Bromwich																								
B&M, Bilston Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bristol Road South, Northfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Droitwich Spa Retail Park, Droitwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Ferrie Grove, Brownhills, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, High Street, Stourport-on-Severn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
B&M, Keyway Retail Park, Willenhall	0.3%	4	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Reedswood Retail Park, Reedswood Way	0.2%	2	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, The Merry Hill Centre, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Trident Shopping, Centre, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Best One, Willenhall Street, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BP, Great Bridge Street, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BP, Walsall Road, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradshaws Farm Shop, Wrottesley Park Road, Perton, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Brierley Hill Market Hall, High Street, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Codsall, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Castle Road West Post Office, Castle Road West, Oldbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chase Farm Shop, Weeford Road, Roughley, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Road Post Office, City Road, Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Birmingham Road, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dad's Lane, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hagley Road,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Halesowen												
Co-op, The Square, Alvechurch, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wenlock Road, Shrewsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1
Costcutter, Barke Street, Highley, Bridgnorth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Horton Square, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Lister Road, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dehal Meat & Poultry, Dudley Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Eastgate Store, Eastgate Street, Burntwood	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Farm Shop, Bognop Road, Essington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Bloxwich Road, Walsall	0.1%	1	2.5%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Camp Street, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cape Hill, Smethwick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Heath Town	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Fisher Street, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Green Street, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Halesowen Road, Halesowen	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Hazelwell Street, Stirchley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Tipton	0.1%	2	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Farmfoods, New Road, Rubery	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, The Kingstanding Centre, Kingstanding Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Global Wines, Abbey Road, Smethwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Burntwood Town Shopping Centre, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Church Street, Bilston	0.1%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0	7.5%	1
Heron Foods, Great Bridge, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Erdington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Rowley Regis	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Wednesfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Market Street, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Raynor Road, Fallings Park, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Saddlers Shopping Centre, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, The Swan Centre, Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Bristol Road South, Birmingham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Church Street, Bilston	0.3%	4	0.0%	0	3.1%	1	8.5%	3	0.0%	0	0.0%	0
Home Bargains, High Street, Harborne	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, High Street, Smethwick	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Phoenix Retail Park, Cannock Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Home Bargains, Ringway Church Street, Market Hall, Cannock	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Rookery Parade, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Ryemarket, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, The Merry Hill Centre, Brierley Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Town Centre Shopping Scheme, Bloxwich	0.1%	2	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Iceland, (Food Warehouse), Bescot Retail Park, Walsall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, (Food Warehouse), Walsall Retail Park, Reedswood Way	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Birmingham Road, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Kidderminster	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Grosvenor Centre, Northfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Jerome Retail Park, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kingstanding Road, Birmingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Mill Lane, Bromsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scotts Arms Centre, Walsall Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jay Mini Market, Uplands Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Express, Birmingham Road, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Express, Causeway Green Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bilston Town Centre	0.4%	6	8.0%	2	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Local market, Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0
Local market, Blackheath Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Bridgnorth Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	13.3%
Local market, Cannock Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Penkridge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Amblecote Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bearwood Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bescot Retail	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Park, Walsall												
Local shops, Bilbrook Village Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bilston Town Centre	0.1%	1	0.0%	0	1.9%	0	1.5%	1	0.0%	0	0.0%	0
Local shops, Birmingham City Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3
Local shops, Blackheath Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bloxwich Town Centre	0.2%	3	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Boldmere Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bridgnorth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brierley Hill Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brownhills Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Burntwood Town Centre	0.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Local shops, Cannock Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cape Hill Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Codsall Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	1
Local shops, Cotteridge Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cradley Heath Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dimbles Lane, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dingle Road, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Local shops, Dudley Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Finchfield Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Local shops, Gornal Local Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Grafton Road, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Barr Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Local shops, Great Bridge Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Halesowen Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Harborne Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hill Top Local Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hurst Green Road, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kidderminster Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingstanding Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingswinford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kinver Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Lichfield City Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Longbridge Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ludlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0
Local shops, Lye Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Merridale Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Mile Oak Local Centre, Tamworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Northway, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oldbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oldswinford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, One Stop Shopping Park, Perry Barr	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pelsall Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Penkridge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Penn Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Local shops, Pensnett Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pleck Road,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Walsall												
Local shops, Redditch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rowley Regis Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rubery Village Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shifnal Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	17.0%	2	0.0%	0
Local shops, Showell Circus Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Smethwick Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stafford Road, Wolverhampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stourbridge Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stubby Lane, Perry Hall	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Tettenhall Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Local shops, The Merry Hill Centre, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Tividale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wall Heath Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Walsall Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesbury Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wednesfield Village Centre	0.1%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, West Bromwich Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Willenhall Town Centre	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wollaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton City Centre	0.4%	5	0.0%	0	0.0%	0	5.0%	2	0.0%	0	2.3%	0
Local shops, Wolverhampton Road, Oldbury	0.1%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Local shops, Wombourne Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	2
Local shops, Woodcross Local Centre	0.1%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Local shops, Wylde Green Local Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Langley High Street, Oldbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Howdle's Lane, Brownhills, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Willenhall Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hagley Road, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Ablewell Street, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Birches Barn Road, Pennfields, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	7.5%	1	2.1%	1
Nisa, Blackhalve Lane, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Deans Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Dimbles Lane, Lichfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Gorseley Lane, Great Wryley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Halesowen Road, Netherton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Lichfield Road, Rushall, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Park Lane, Wednesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Tennyson Way, Offmore, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Vicarage Road, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bilbrook Road, Codsall, Wolverhampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	4
One Stop, Buffery Road, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bushbury Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Griffiths Drive, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Norton East Road, Norton Canes, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, School Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
One Stop, Victoria Road, Wednesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Post Office, Broad Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Coalway Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, High Street, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, The Merry Hill Centre, Dudley, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, Union Street, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Bloxwich Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Copronation Road, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Hednesford Road, Heath Hayes, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Market Street, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Redwood Road, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Raj Food & Wines, Toll End Road, Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Harborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stourbridge Road, Bromsgrove	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Abbey Trading Centre, Redditch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Maypole, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Queensway, Weston-Super-Mare	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Selly Oak Shopping Park, Birmingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stratford Road, Shirley, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select & Save, Warstones	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Drive, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select & Save, Windmill Avenue, Rubery, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selfridges Food Hall, Bullring, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Bridgnorth Road, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Halesowen Road, Netherton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Pelsall, Walsall	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Lawnswood Road, Wordsley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Northgate, Aldridge, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Queslett Road, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Russells Hall Road, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, School Road, Wheaton Aston, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Stafford Street, Brewood	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Spar, Walsall Manor Hospital, Moat Road, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wardles Lane, Great Wyrley, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Watford Road, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wolverhampton Road West, Bentley, Willenhall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Worcester Lane, Hagley, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wordsley Green, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Bewdley Hill, Kidderminster	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Bristol Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Linden Road, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Alcester Road, Hollywood, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Tesco Express, Chester Road, Sutton Coldfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Comberton Hill, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hawthorn Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hewell Road, Bant Green, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Load Street, Bewdley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7.6%
Tesco Express, Old Birmingham Road, Marlbrook, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rowley Village, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Warbler Place, Spennells, Kidderminster	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Aston Lane, Birmingham	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10.5%
Tesco Superstore, Severn Road, Stourport-on-Severn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TFM Superstore, Brickhouse Lane, Stoke Prior, Bromsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	8.2%	1	0.0%
The Crusty Cottage Craft Bakery, Gorsy Road, Quinton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whetstone Store, Whetstone Lane, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Market Place, High Street, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1487	19	18	41	10	13	51	21	12	13	25	23
Sample:	1530	28	30	31	33	23	48	24	27	13	31	28

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Q13 Which internet / home delivery retailer do you use?												
<i>Those who do their top-up shopping via the internet at Q12</i>												
Asda	35.2%	16	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	9.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	63.2%	2
Iceland	15.2%	7	0.0%	0	0.0%	0	0.0%	0	26.7%	0	0.0%	0
Sainsbury's	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	23.3%	11	0.0%	0	0.0%	0	0.0%	0	73.4%	1	0.0%	0
Ocado	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Able & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon Pantry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Milkman	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milk & More	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak House Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverford Organic Farmers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidhu Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.9%	1
Weighted base:		47		1		0		1		0		3
Sample:		33		1		0		2		0		2

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Meanscore: [£]																								
Q14 How much does your household normally spend on top-up shopping in a week?																								
<i>Those who do top-up shopping at Q10</i>																								
£1 - £10	28.6%	1178	46.8%	25	32.8%	15	22.1%	22	19.9%	5	40.0%	14	31.8%	41	33.9%	24	25.2%	9	21.5%	7	24.5%	17	24.4%	13
£11 - £20	30.8%	1268	23.0%	12	38.8%	18	34.4%	35	28.2%	7	32.6%	11	27.3%	35	32.8%	23	29.4%	10	33.5%	10	31.0%	22	29.3%	16
£21 - £30	13.3%	547	8.8%	5	5.0%	2	15.2%	15	11.5%	3	7.1%	2	11.6%	15	12.1%	8	26.6%	9	11.9%	4	9.8%	7	20.4%	11
£31 - £40	3.7%	154	2.3%	1	11.1%	5	8.9%	9	2.3%	1	0.9%	0	1.7%	2	0.8%	1	2.5%	1	0.0%	0	2.8%	2	5.9%	3
£41 - £50	2.2%	89	0.0%	0	0.7%	0	1.7%	2	3.5%	1	0.0%	0	2.4%	3	1.3%	1	1.8%	1	0.0%	0	0.7%	1	4.8%	3
£51 - £60	0.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	1.3%	1	0.0%	0
£61 - £70	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.3%	2	1.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.3%	12	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0
£101 - £110	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
£151 - £160	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
£161 - £170	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£171 - £180	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £190	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£191 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £210	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£211 - £220	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£221 - £230	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£231 - £240	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£241 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	17.3%	711	18.3%	10	10.2%	5	15.3%	16	25.9%	7	12.4%	4	21.8%	28	11.0%	8	12.9%	4	20.6%	6	26.6%	19	12.4%	7
(Refused)	1.6%	64	0.9%	0	1.3%	1	0.6%	1	8.6%	2	4.1%	1	0.9%	1	6.5%	5	0.0%	0	2.1%	1	0.7%	1	1.6%	1
Mean:	20.02		12.68		18.12		21.39		18.87		15.48		18.79		17.29		19.84		26.50		21.71		22.72	
Weighted base:	4114		54		46		102		25		35		128		70		34		31		70		54	
Sample:	4096		75		74		81		83		62		121		74		73		30		81		73	

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Q15 Which town or city centre is closest to you?																								
<i>Excl. Nulls</i>																								
Bilston Town Centre	2.2%	131	0.0%	0	5.7%	4	70.7%	99	0.0%	0	11.8%	6	0.3%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	18.1%	1095	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Blackheath Town Centre	1.3%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	1.0%	63	16.0%	12	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.6%	39	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	5.1%	3	0.6%	1	32.2%	25
Brierley Hill Town Centre	1.5%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	3.5%	210	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	1.1%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	4	0.0%	0	30.6%	24		
Burntwood Town Centre	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	4.1%	247	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0		
Cleobury Mortimer Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1		
Cradley Heath Town Centre	0.9%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	5.6%	341	0.0%	0	0.0%	0	6.6%	9	0.0%	0	0.0%	0	0.3%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	3.0%	181	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.7%	40	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	3.3%	201	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.6%	19
Kingswinford Town Centre	0.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	3.2%	194	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	1.5%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	1.0%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.1%	7	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.1%	9	0.0%	0	0.0%	0	0.0%	0	29.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.7%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	4.5%	273	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	3.6%	216	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.7%	41	0.0%	0	0.0%	0	0.0%	0	63.7%	20	0.0%	0	0.0%	0	0.7%	0	11.5%	6	9.0%	8	2.0%	2		
Tipton Town Centre	0.8%	47	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	8.2%	498	28.1%	21	12.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	1.9%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	4.9%	293	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	1.4%	86	33.2%	24	65.5%	41	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Wolverhampton City Centre	14.0%	844	20.9%	15	14.9%	9	19.3%	27	0.7%	0	88.2%	44	95.5%	169	94.2%	94	91.1%	42	73.5%	38	84.9%	74	0.0%	0
Worcester City Centre	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Albrighton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Aldridge Local Centre	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	5
Bilbrook Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Bushbury Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chasetown Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.6%	0
Compton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Norton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Lye Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Shopping Centre, Pedmore Road, Brierley Hill	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Perry Barr Local Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandwell District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalybridge Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre	0.3%	15	0.7%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Wythall Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	6043	73	63	141	31	50	177	100	46	51	87	78
Sample:	6046	107	110	114	102	101	174	105	102	47	104	107

Meanscore: [Number of visits per week]**Q16 How often do you visit (CENTRE MENTIONED AT Q15) for your household's shopping and other town centre uses?***Not those who said 'Don't know' at Q15*

Daily	3.8%	228	0.7%	0	4.8%	3	4.2%	6	10.6%	3	4.6%	2	2.1%	4	2.0%	2	0.7%	0	2.1%	1	2.6%	2	8.3%	7
4-6 days a week	3.5%	214	3.8%	3	11.3%	7	6.8%	10	10.2%	3	3.1%	2	1.2%	2	1.8%	2	1.8%	1	7.7%	4	1.1%	1	20.6%	16
2-3 days a week	14.8%	891	11.8%	9	18.2%	12	20.3%	28	13.6%	4	18.3%	9	5.3%	9	10.2%	10	1.9%	1	5.9%	3	6.0%	5	23.6%	19
One day a week	19.7%	1191	18.9%	14	21.8%	14	16.5%	23	19.4%	6	18.1%	9	21.3%	38	20.4%	20	5.7%	3	17.2%	9	10.7%	9	22.5%	18
Every two weeks	11.3%	683	9.8%	7	4.2%	3	8.8%	12	9.0%	3	13.8%	7	15.7%	28	15.5%	15	7.3%	3	16.7%	9	14.0%	12	4.2%	3
Monthly	13.7%	825	14.6%	11	9.3%	6	14.9%	21	11.8%	4	21.4%	11	20.0%	35	11.1%	11	21.7%	10	16.8%	9	14.9%	13	10.4%	8
Once every two months	6.0%	360	5.2%	4	3.8%	2	4.5%	6	3.1%	1	1.7%	1	9.0%	16	7.4%	7	8.9%	4	4.6%	2	9.4%	8	2.1%	2
Three-four times a year	5.2%	317	5.7%	4	2.6%	2	4.3%	6	3.8%	1	3.0%	2	6.9%	12	5.7%	6	6.4%	3	3.6%	2	10.4%	9	0.9%	1
Twice a year	3.5%	209	7.8%	6	3.7%	2	0.5%	1	1.9%	1	2.2%	1	2.3%	4	3.0%	3	7.5%	3	3.9%	2	6.2%	5	0.6%	0
Once a year	1.7%	103	0.7%	0	2.7%	2	0.0%	0	1.4%	0	0.0%	0	1.0%	2	3.4%	3	2.5%	1	2.1%	1	3.5%	3	0.0%	0
Less often	4.1%	249	4.4%	3	8.9%	6	6.9%	10	3.1%	1	0.0%	0	6.0%	11	1.8%	2	4.4%	2	3.4%	2	4.4%	4	2.3%	2
Never	11.3%	683	13.2%	10	8.7%	6	12.2%	17	7.0%	2	10.8%	5	6.7%	12	17.1%	17	31.3%	14	11.9%	6	15.3%	13	3.9%	3
(Don't know)	0.3%	21	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.3%	1	0.6%	1	0.0%	0	4.2%	2	0.0%	0	0.0%	0
(Varies)	1.1%	68	3.5%	3	0.0%	0	0.5%	1	2.2%	1	3.0%	2	2.2%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.6%	0
<i>Mean:</i>	<i>1.13</i>		<i>0.85</i>		<i>1.63</i>		<i>1.40</i>		<i>1.98</i>		<i>1.29</i>		<i>0.72</i>		<i>0.82</i>		<i>0.36</i>		<i>1.04</i>		<i>0.64</i>		<i>2.50</i>	
Weighted base:	6043	73	63	141	31	50	177	100	46	51	87	78												
Sample:	6046	107	110	114	102	101	174	105	102	47	104	107												

Q17 Do you use (CENTRE MENTIONED AT Q15) for most of your household's shopping and town centre uses?*Not those who said 'Never' at Q16 or 'Don't know' at Q15*

Yes	58.1%	3122	45.3%	29	51.7%	30	59.6%	74	68.8%	20	77.3%	35	64.4%	108	65.2%	54	40.6%	13	53.9%	24	53.8%	40	76.1%	57
No	41.9%	2251	54.7%	35	48.3%	28	40.4%	50	31.2%	9	22.7%	10	35.6%	60	34.8%	29	59.4%	19	46.1%	21	46.2%	34	23.9%	18
Weighted base:	5373	64	58	124	29	45	168	83	32	45	73	75												
Sample:	5333	93	101	101	94	92	163	87	72	40	86	102												

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Q18 What do you like about (CENTRE MENTIONED AT Q15) ? [MR]																								
<i>Not those who said 'Don't know' at Q15</i>																								
Attractive environment / nice place	6.8%	410	7.2%	5	4.0%	3	0.8%	1	8.7%	3	10.3%	5	4.4%	8	3.2%	3	0.7%	0	2.6%	1	8.1%	7	16.9%	13
Close to friends or relatives	1.7%	102	0.0%	0	1.5%	1	1.2%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Close to home	29.2%	1767	20.5%	15	43.8%	28	37.1%	52	31.0%	10	21.9%	11	24.6%	43	27.2%	27	12.5%	6	32.5%	17	11.9%	10	42.1%	33
Close to work	2.5%	153	1.0%	1	2.4%	2	1.9%	3	1.2%	0	0.0%	0	2.3%	4	0.9%	1	0.0%	0	11.8%	6	1.0%	1	12.4%	10
Compact	3.4%	208	2.4%	2	4.4%	3	0.0%	0	1.9%	1	1.0%	1	5.2%	9	4.5%	4	0.0%	0	2.3%	1	4.5%	4	7.9%	6
Easy to get to by bike	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	5.5%	333	7.0%	5	0.5%	0	14.7%	21	3.2%	1	1.2%	1	5.3%	9	1.1%	1	0.7%	0	2.3%	1	3.0%	3	0.0%	0
Easy to get to by car	5.9%	359	2.8%	2	4.3%	3	11.5%	16	1.9%	1	2.0%	1	2.5%	4	0.0%	0	4.0%	2	10.0%	5	4.1%	4	12.9%	10
Easy to park	4.2%	253	4.1%	3	5.6%	4	4.0%	6	6.1%	2	4.5%	2	4.9%	9	0.0%	0	2.5%	1	2.3%	1	1.1%	1	13.8%	11
Good facilities in general	4.8%	292	0.0%	0	2.5%	2	2.3%	3	1.4%	0	2.0%	1	1.3%	2	6.6%	7	1.8%	1	4.2%	2	3.6%	3	3.4%	3
Good food stores	3.0%	179	0.7%	0	1.5%	1	9.4%	13	1.2%	0	0.6%	0	1.6%	3	2.1%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Good pubs, cafés or restaurants	4.3%	261	0.0%	0	1.5%	1	0.0%	0	5.0%	2	3.9%	2	1.7%	3	0.9%	1	0.7%	0	0.0%	0	1.1%	1	5.8%	5
Good range of non-food shops	9.5%	572	1.8%	1	4.5%	3	10.2%	14	14.5%	4	11.3%	6	7.5%	13	5.5%	5	3.2%	1	9.3%	5	3.8%	3	9.8%	8
Good range of independent shops	3.4%	205	3.1%	2	3.4%	2	0.0%	0	2.6%	1	0.0%	0	2.8%	5	1.0%	1	3.2%	1	0.0%	0	0.6%	1	6.8%	5
Good range of 'high street' retailers/ multiples	6.6%	396	3.9%	3	2.3%	1	3.3%	5	3.8%	1	5.0%	2	5.3%	9	4.8%	5	6.5%	3	3.5%	2	2.1%	2	2.1%	2
Affordable shops	4.9%	293	3.9%	3	13.7%	9	10.4%	15	0.0%	0	1.1%	1	4.5%	8	4.7%	5	0.0%	0	3.5%	2	0.0%	0	7.7%	6
High quality shops	4.2%	251	2.1%	2	1.7%	1	2.5%	3	1.9%	1	4.0%	2	3.3%	6	6.0%	6	0.0%	0	4.2%	2	1.5%	1	0.6%	0
The street market	3.6%	215	3.5%	3	2.0%	1	17.3%	24	0.0%	0	2.4%	1	2.6%	5	1.8%	2	0.7%	0	5.9%	3	0.6%	1	5.1%	4
Makes a change from other places	1.7%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	1.1%	1	0.0%	0
Quiet / not too busy	2.4%	142	2.1%	2	1.0%	1	1.7%	2	1.1%	0	1.1%	1	1.7%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.9%	2
Safe and secure	2.8%	168	0.0%	0	2.0%	1	1.2%	2	1.8%	1	2.0%	1	4.1%	7	1.6%	2	0.0%	0	3.5%	2	0.6%	1	0.0%	0
Traditional / historical	2.6%	154	2.8%	2	0.5%	0	2.4%	3	2.5%	1	0.0%	0	3.0%	5	0.0%	0	1.9%	1	0.0%	0	0.0%	0	2.0%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Big town centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I need there	0.4%	21	0.0%	0	0.0%	0	1.6%	2	3.8%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by public transport in general	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by train	0.4%	21	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiar / know where everything is	0.8%	50	1.7%	1	0.5%	0	0.8%	1	0.0%	0	0.6%	0	0.9%	2	2.7%	3	1.9%	1	0.0%	0	1.9%	2	1.1%	1
Free parking	0.3%	17	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good banking / financial facilities	0.5%	32	0.7%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1	3.6%	4	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Good cinema	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Good cultural facilities (e.g. theatres, museums, galleries etc.)	0.2%	15	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	1.1%	1	0.0%	0	0.0%	0	2.3%	2	0.9%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Good disabled access	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good events / festivals	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good library	0.1%	6	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good nightlife	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good personal services (e.g. hairdressers, beauty salon etc.)	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good seating	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habit / always gone there	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's where my football team is from	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like the shopping centre there	0.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like to support local shops	0.1%	5	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
My favourite store is there	0.3%	20	0.0%	0	1.0%	1	0.0%	0	0.7%	0	0.0%	0
Nice and busy	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice atmosphere / friendly people	0.8%	48	3.1%	2	0.5%	0	0.0%	0	6.8%	2	1.9%	1
Nice church / cathedral	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Nice parks / green areas	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Offers undercover shopping	0.3%	16	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Pedestrianised	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.0%	119	0.0%	0	2.3%	1	0.5%	1	4.1%	1	2.8%	1
(Nothing / very little)	30.6%	1851	54.7%	40	28.8%	18	27.5%	39	19.4%	6	42.0%	21
Weighted base:	6043	73	63	141	31	50	177	100	46	51	87	78
Sample:	6046	107	110	114	102	101	174	105	102	47	104	107

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Q19 What could be improved about (CENTRE MENTIONED AT Q15) that would make you visit it more often? [MR]																								
<i>Not those who said 'Don't know' at Q15</i>																								
Better access by road	3.4%	204	0.0%	0	0.5%	0	2.7%	4	2.5%	1	2.6%	1	4.0%	7	3.2%	3	2.8%	1	2.1%	1	2.5%	2	0.9%	1
Better public transport	3.6%	220	3.6%	3	0.0%	0	3.9%	6	0.7%	0	2.0%	1	3.8%	7	5.1%	5	0.7%	0	2.1%	1	0.6%	1	1.0%	1
Better signposting	0.7%	40	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Cleaner streets	8.7%	526	6.3%	5	9.2%	6	14.8%	21	0.0%	0	2.0%	1	8.3%	15	7.1%	7	7.7%	4	9.3%	5	8.1%	7	2.2%	2
Facilities which would assist you if shopping with children	2.2%	133	1.8%	1	0.0%	0	2.5%	3	0.0%	0	0.0%	0	1.1%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	14.0%	844	5.6%	4	8.9%	6	3.9%	6	12.7%	4	9.9%	5	23.0%	41	17.6%	18	9.1%	4	17.6%	9	10.5%	9	26.5%	21
More / better town centre events	3.0%	184	1.8%	1	2.9%	2	1.9%	3	0.0%	0	0.0%	0	1.7%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	8.0%	484	3.4%	3	9.8%	6	9.1%	13	3.3%	1	15.8%	8	8.5%	15	12.5%	12	4.2%	2	13.4%	7	10.3%	9	7.6%	6
More / better value or affordable shops	4.2%	253	3.6%	3	3.2%	2	4.8%	7	0.0%	0	0.6%	0	2.5%	4	3.4%	3	0.0%	0	4.4%	2	1.1%	1	6.3%	5
More / better entertainment	2.8%	172	0.0%	0	6.1%	4	0.0%	0	0.0%	0	2.6%	1	2.7%	5	5.1%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	2
More / better places for eating out (e.g. cafes and restaurants)	5.1%	306	1.8%	1	6.0%	4	5.9%	8	0.7%	0	4.6%	2	7.2%	13	8.0%	8	2.1%	1	6.5%	3	7.3%	6	5.8%	5
More / better food shops	5.9%	356	3.1%	2	5.4%	3	6.4%	9	4.5%	1	4.2%	2	5.0%	9	7.0%	7	0.0%	0	4.6%	2	3.3%	3	3.5%	3
More / better parking	9.9%	599	9.7%	7	8.2%	5	8.3%	12	14.7%	5	10.3%	5	12.4%	22	7.4%	7	10.5%	5	14.9%	8	8.7%	8	14.2%	11
More / better pedestrianised streets	1.7%	103	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.9%	2	0.0%	0	2.1%	1	5.7%	3	0.0%	0	3.2%	3
More / better public conveniences	2.9%	177	2.8%	2	1.0%	1	6.1%	9	0.0%	0	0.0%	0	4.8%	8	0.0%	0	2.1%	1	6.7%	3	0.0%	0	0.6%	0
More / better seats / flower displays	2.4%	144	0.0%	0	2.9%	2	2.0%	3	0.0%	0	1.7%	1	0.9%	2	1.6%	2	0.0%	0	2.1%	1	1.1%	1	0.6%	0
More / better services	2.2%	134	0.7%	0	5.8%	4	1.2%	2	3.0%	1	0.0%	0	1.7%	3	0.0%	0	0.0%	0	4.4%	2	0.0%	0	2.3%	2
More advertising	1.0%	57	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.1%	1	1.5%	3	0.0%	0	0.0%	0	2.1%	1	0.6%	1	0.0%	0
More national multiple shops / High Street shops	27.5%	1662	35.7%	26	31.7%	20	25.5%	36	9.8%	3	32.6%	16	41.2%	73	40.2%	40	30.4%	14	33.9%	17	36.4%	32	14.1%	11
More independent shops	21.7%	1310	15.2%	11	32.6%	21	15.1%	21	9.4%	3	30.9%	16	30.3%	53	37.7%	38	23.8%	11	36.7%	19	23.7%	21	12.4%	10
Street markets - physical improvements	3.4%	204	4.7%	3	6.7%	4	2.5%	3	0.0%	0	0.0%	0	1.5%	3	3.3%	3	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Street markets - better range and quality of offer	5.1%	311	8.9%	7	5.7%	4	5.2%	7	0.0%	0	2.9%	1	3.0%	5	0.0%	0	0.0%	0	5.7%	3	0.0%	0	1.5%	1
Protection from the weather (e.g. covered shopping mall)	1.5%	91	0.7%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.6%	1	1.6%	2	1.8%	1	2.1%	1	0.0%	0	1.1%	1
Shops / services open on Sundays	1.7%	106	0.7%	0	1.5%	1	0.7%	1	0.0%	0	0.6%	0	2.6%	5	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better bus station	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Better indoor market	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better nightlife	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better pavements	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Better security / safety / more police	2.7%	163	3.8%	3	6.0%	4	6.6%	9	0.7%	0	5.0%	2
Better Wi-Fi signal	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.3%	1
Cheaper public transport	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Less bookmakers	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less building works	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less busy / crowded	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafes	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Less charity shops	0.9%	52	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Less drunks / druggies	0.3%	16	0.0%	0	1.7%	1	1.5%	2	0.0%	0	0.0%	0
Less empty shops	2.7%	166	5.9%	4	1.6%	1	1.3%	2	2.5%	1	9.9%	5
Less hairdressers / barbers	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less homeless / beggars	1.4%	82	1.8%	1	2.2%	1	1.5%	2	0.0%	0	1.2%	1
Less pollution	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less restaurants	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.2%	11	0.0%	0	0.0%	0	1.2%	2	0.0%	0	2.6%	1
Less takeways	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.4%	23	0.0%	0	0.0%	0	0.8%	1	3.1%	1	0.6%	0
Lower business rates	0.3%	21	1.3%	1	0.0%	0	0.0%	0	1.1%	1	0.6%	1
Maintain the historical buildings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it more attractive / revamp it	2.8%	172	8.9%	7	2.6%	2	0.0%	0	2.3%	1	4.0%	2
More / better cultural facilities (e.g. theatres, museums, galleries etc.)	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
More / better disabled parking	0.2%	11	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.6%	0
More / better leisure facilities	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	0
More / better places for drinking (e.g. pubs and bars)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More banking / financial facilities	0.3%	20	0.0%	0	0.5%	0	0.0%	0	1.4%	0	0.0%	0
More cash points	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More compact	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
More cycle routes	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
More litter bins	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parks / green areas	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer / friendlier atmosphere	0.3%	17	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.9%	2
No smoking areas	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open my favourite store	0.6%	33	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
there												
Shops open for longer	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Stop cyclists cycling in pedestrian areas / on pavements	0.1%	4	0.0%	0	0.0%	0	1.5%	2	0.0%	0	1.7%	1
Stop the congestion charge	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop the horse fair	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop the market(s)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street markets - open more days	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.9%	299	2.0%	1	3.5%	2	3.8%	5	1.8%	1	1.2%	1
(Nothing)	22.0%	1331	18.9%	14	18.6%	12	26.6%	37	44.2%	14	22.3%	11
Weighted base:	6043	73	63	141	31	50	177	100	46	51	87	78
Sample:	6046	107	110	114	102	101	174	105	102	47	104	107

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Q20 Why don't you visit (CENTRE MENTIONED AT Q15) for your household's shopping and town centre uses? [MR]																								
<i>Those who said 'Never' at Q16</i>																								
Poor range of shops	23.4%	160	5.0%	0	36.5%	2	24.6%	4	0.0%	0	10.3%	1	43.3%	5	26.1%	4	29.0%	4	58.7%	4	33.4%	4	22.9%	1
Poor parking provision	10.9%	74	8.9%	1	15.9%	1	32.4%	6	9.7%	0	11.4%	1	5.2%	1	18.7%	3	10.3%	1	0.0%	0	14.0%	2	48.6%	1
Expensive	4.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	1	0.0%	0	12.1%	2	3.4%	0	10.8%	1	0.0%	0	0.0%	0
Poor facilities in general	4.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Traffic congestion	6.3%	43	0.0%	0	0.0%	0	10.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not easy to get to by bike	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not easy to get to by car	5.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	3.9%	1	0.0%	0
Not easy to get to by bus	2.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities in general	2.7%	19	8.0%	1	0.0%	0	16.9%	3	0.0%	0	10.3%	1	0.0%	0	0.0%	0	6.9%	1	19.6%	1	0.0%	0	0.0%	0
Poor range of food stores	5.7%	39	13.9%	1	9.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.6%	1	6.2%	1	0.0%	0
Poor range of pubs, cafés or restaurants	1.1%	7	0.0%	0	29.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	19.6%	1	0.0%	0	0.0%	0
Poor range of non-food shops	7.8%	53	21.6%	2	26.9%	1	9.7%	2	0.0%	0	28.8%	2	9.3%	1	9.4%	2	2.1%	0	19.6%	1	6.2%	1	22.9%	1
Poor range of independent shops	4.0%	28	0.0%	0	9.8%	1	0.0%	0	0.0%	0	0.0%	0	13.5%	2	3.3%	1	0.0%	0	19.6%	1	0.0%	0	0.0%	0
Poor range of 'high street' retailers/ multiples	5.4%	37	13.6%	1	19.6%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1	3.3%	1	2.1%	0	19.6%	1	7.0%	1	0.0%	0
Poor quality shops	7.0%	48	0.0%	0	19.7%	1	10.2%	2	0.0%	0	18.5%	1	0.0%	0	20.2%	3	9.0%	1	19.6%	1	3.9%	1	0.0%	0
Lack of street market	0.6%	4	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feels unsafe	12.8%	87	8.9%	1	17.1%	1	16.9%	3	0.0%	0	18.5%	1	14.5%	2	23.3%	4	24.3%	4	19.6%	1	27.2%	4	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have enough seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my bank / poor range of banks	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my favourite store	0.2%	1	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't like carrying shopping too far	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't like town centres	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't really like shopping	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive parking	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	2	6.0%	1	3.4%	0	0.0%	0	0.0%	0	0.0%	0
Expensive to get there by bus	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family / friends live elsewhere so visit there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health / mobility reasons	8.0%	54	17.9%	2	0.0%	0	10.4%	2	9.7%	0	0.0%	0	0.0%	0	3.3%	1	4.2%	1	10.8%	1	3.9%	1	14.3%	0
I work in a store / centre so shop there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I work there, so prefer not to visit it in my leisure time	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I'm too busy	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just don't like it	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	3.9%	1	0.0%	0
Just prefer to use other places	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Like to spread out where I visit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No reason to go there	2.6%	18	0.0%	0	0.0%	0	0.0%	0	9.7%	0	0.0%	0
Not that familiar with the place	0.5%	4	0.0%	0	0.0%	0	10.2%	2	0.0%	0	0.0%	0
Other places are easier to get to	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	2
Poor atmosphere / unfriendly	0.7%	5	0.0%	0	0.0%	0	0.0%	0	26.6%	1	0.0%	0
Poor cultural facilities (e.g. theatres, museums, galleries etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor disabled access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor layout	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer not to drive unless I have to	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer online shopping	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	1
Prefer retail parks / shopping malls	0.7%	5	0.0%	0	0.0%	0	0.0%	0	9.7%	0	0.0%	0
Prefer to use local shops / supermarkets	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
There's nothing there	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too big	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	2.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away	2.4%	16	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0
Too far from work	0.4%	3	0.0%	0	0.0%	0	0.0%	0	10.3%	1	0.0%	0
Too many drunks / druggies	0.3%	2	0.0%	0	0.0%	0	10.2%	2	0.0%	0	0.0%	0
Too many homeless / beggars	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	1
Too many pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many road works	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.3%	2	0.0%	0	0.0%	0	12.0%	2	0.0%	0	0.0%	0
Unattractive environment / rundown	3.0%	20	12.9%	1	6.1%	0	0.0%	0	0.0%	0	10.3%	1
(Don't know)	14.1%	96	13.9%	1	11.0%	1	0.0%	0	34.8%	1	0.0%	0
Weighted base:	683	10	6	17	2	5	12	17	14	6	13	3
Sample:	721	14	9	13	8	9	13	18	30	7	18	5

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Q21 Why don't you visit (CENTRE MENTIONED AT Q15) for most of your household's shopping and town centre uses? [MR]																								
<i>Those who said 'No' at Q17</i>																								
Poor range of shops	27.3%	615	32.3%	11	34.4%	10	20.7%	10	6.1%	1	43.5%	4	41.2%	25	35.7%	10	28.4%	5	21.6%	4	30.5%	10	9.2%	2
Poor parking provision	11.2%	251	6.3%	2	11.0%	3	7.7%	4	11.3%	1	18.5%	2	14.7%	9	8.4%	2	10.8%	2	17.8%	4	15.0%	5	6.8%	1
Expensive	7.4%	167	1.4%	0	6.1%	2	6.8%	3	11.7%	1	0.0%	0	7.9%	5	3.2%	1	4.5%	1	0.0%	0	0.0%	0	11.5%	2
Poor facilities in general	5.0%	112	1.4%	0	7.2%	2	2.5%	1	0.0%	0	0.0%	0	9.8%	6	0.0%	0	0.0%	0	5.7%	1	5.8%	2	2.4%	0
Traffic congestion	7.4%	167	0.0%	0	1.2%	0	4.1%	2	0.0%	0	0.0%	0	12.0%	7	2.0%	1	6.5%	1	26.2%	5	0.0%	0	2.4%	0
Not easy to get to by bike	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not easy to get to by car	4.3%	97	0.0%	0	2.4%	1	0.0%	0	2.3%	0	0.0%	0	6.5%	4	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0
Not easy to get to by bus	2.5%	57	5.2%	2	1.9%	1	4.1%	2	0.0%	0	0.0%	0	4.7%	3	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities in general	3.2%	72	3.8%	1	9.8%	3	0.0%	0	0.0%	0	0.0%	0	10.3%	6	0.0%	0	1.6%	0	5.7%	1	0.0%	0	0.0%	0
Poor range of food stores	8.5%	190	3.8%	1	8.0%	2	13.8%	7	19.7%	2	8.6%	1	7.2%	4	11.9%	3	1.6%	0	3.2%	1	0.0%	0	13.4%	2
Poor range of pubs, cafés or restaurants	2.0%	46	0.0%	0	5.9%	2	0.0%	0	3.8%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0
Poor range of non-food shops	8.8%	197	7.2%	2	9.5%	3	7.1%	4	12.7%	1	0.0%	0	16.6%	10	0.0%	0	13.6%	3	10.2%	2	24.7%	8	2.4%	0
Poor range of independent shops	7.1%	159	2.2%	1	12.5%	3	15.6%	8	3.8%	0	0.0%	0	6.1%	4	5.2%	1	2.9%	1	3.2%	1	11.6%	4	0.0%	0
Poor range of 'high street' retailers/ multiples	8.2%	185	12.0%	4	15.5%	4	0.0%	0	0.0%	0	0.0%	0	12.8%	8	8.8%	3	6.2%	1	0.0%	0	13.7%	5	2.4%	0
Poor quality shops	7.1%	160	0.0%	0	9.8%	3	7.7%	4	2.3%	0	10.5%	1	13.1%	8	5.6%	2	3.3%	1	3.2%	1	2.7%	1	4.4%	1
Lack of street market	2.0%	46	5.2%	2	1.2%	0	1.3%	1	0.0%	0	0.0%	0	7.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feels unsafe	7.8%	176	6.6%	2	5.5%	2	0.0%	0	0.0%	0	3.1%	0	11.2%	7	7.2%	2	16.0%	3	14.0%	3	13.6%	5	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have enough seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my bank / poor range of banks	0.1%	2	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my favourite store	0.6%	13	1.4%	0	1.2%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't like carrying shopping too far	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	1.6%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Don't like town centres	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't really like shopping	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive parking	2.3%	52	8.3%	3	1.9%	1	0.0%	0	6.6%	1	3.1%	0	4.5%	3	3.6%	1	5.9%	1	3.2%	1	1.5%	1	0.0%	0
Expensive to get there by bus	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family / friends live elsewhere so visit there	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health / mobility reasons	1.1%	25	1.4%	0	1.9%	1	0.0%	0	6.5%	1	9.9%	1	1.0%	1	4.0%	1	4.5%	1	0.0%	0	1.5%	1	0.0%	0
I work in a store / centre so shop there	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I work there, so prefer not to visit it in my leisure time	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I'm too busy	0.2%	5	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just don't like it	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Just prefer to use other places	2.3%	52	2.7%	1	0.0%	0	3.5%	2	12.2%	1	8.4%	1	0.0%	0	0.0%	0	1.6%	0	5.1%	1	0.0%	0	13.4%	2

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Like to spread out where I visit	0.3%	7	0.0%	0	1.9%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
No reason to go there	1.4%	32	0.0%	0	0.0%	0	2.3%	1	6.1%	1	0.0%	0	1.0%	1	2.0%	1	3.3%	1	3.2%	1	4.9%	2	0.0%	0
Not that familiar with the place	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0
Other places are easier to get to	2.2%	49	1.4%	0	4.6%	1	1.3%	1	0.0%	0	3.1%	0	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor atmosphere / unfriendly	0.7%	15	0.0%	0	0.0%	0	1.3%	1	4.2%	0	3.1%	0	5.5%	3	3.6%	1	1.6%	0	5.7%	1	2.7%	1	0.0%	0
Poor cultural facilities (e.g. theatres, museums, galleries etc.)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor disabled access	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor layout	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor market	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer not to drive unless I have to	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer online shopping	1.3%	29	1.4%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0
Prefer retail parks / shopping malls	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Prefer to use local shops / supermarkets	2.2%	50	0.0%	0	2.4%	1	2.3%	1	4.7%	0	3.1%	0	1.8%	1	0.0%	0	1.6%	0	5.7%	1	1.5%	1	7.8%	1
There's nothing there	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0
Too big	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	1.5%	34	0.0%	0	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away	4.9%	110	2.7%	1	10.2%	3	4.1%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0	13.0%	2
Too far from work	0.6%	14	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many drunks / druggies	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many homeless / beggars	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many road works	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment / rundown	2.1%	48	8.0%	3	3.2%	1	0.0%	0	2.3%	0	0.0%	0	4.5%	3	10.3%	3	10.4%	2	0.0%	0	7.0%	2	2.4%	0
(Don't know)	10.4%	233	15.3%	5	2.2%	1	13.7%	7	4.7%	0	14.1%	1	3.5%	2	11.8%	3	5.9%	1	13.4%	3	3.0%	1	16.3%	3
Weighted base:		2251		35		28		50		9		10		60		29		19		21		34		18
Sample:		2164		55		44		41		32		22		62		32		45		19		41		27

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Q21X Why don't you visit (CENTRE MENTIONED AT Q15) for your household's shopping and town centre uses? (all respondents who don't visit) [MR]																								
<i>Those who said 'Never' at Q16 or 'No' at Q17</i>																								
Poor range of shops	26.4%	774	26.4%	12	34.7%	12	21.7%	15	4.9%	1	31.9%	5	41.5%	30	32.1%	15	28.7%	10	30.0%	8	31.3%	15	11.2%	2
Poor parking provision	11.1%	326	6.9%	3	11.8%	4	14.0%	9	11.0%	1	16.0%	3	13.1%	9	12.2%	6	10.5%	4	13.8%	4	14.7%	7	12.8%	3
Expensive	6.8%	200	1.1%	0	5.1%	2	5.1%	3	9.4%	1	6.4%	1	6.6%	5	6.5%	3	4.0%	1	2.5%	1	0.0%	0	9.8%	2
Poor facilities in general	4.8%	142	1.1%	0	6.0%	2	1.9%	1	0.0%	0	0.0%	0	9.5%	7	0.0%	0	0.0%	0	4.4%	1	5.2%	2	2.1%	0
Traffic congestion	7.2%	210	0.0%	0	1.0%	0	5.7%	4	0.0%	0	0.0%	0	10.0%	7	1.2%	1	3.7%	1	20.3%	5	0.0%	0	2.1%	0
Not easy to get to by bike	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not easy to get to by car	4.6%	136	0.0%	0	2.0%	1	0.0%	0	1.9%	0	0.0%	0	5.5%	4	0.0%	0	3.0%	1	0.0%	0	5.7%	3	0.0%	0
Not easy to get to by bus	2.5%	72	4.0%	2	1.6%	1	3.1%	2	0.0%	0	0.0%	0	3.9%	3	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities in general	3.2%	93	4.7%	2	8.1%	3	4.3%	3	0.0%	0	3.6%	1	8.6%	6	0.0%	0	3.9%	1	8.9%	2	0.0%	0	0.0%	0
Poor range of food stores	7.8%	229	6.0%	3	8.3%	3	10.3%	7	15.9%	2	5.6%	1	6.0%	4	7.5%	3	0.9%	0	6.9%	2	1.8%	1	11.5%	2
Poor range of pubs, cafés or restaurants	1.8%	53	0.0%	0	9.8%	3	0.0%	0	3.0%	0	0.0%	0	2.9%	2	2.0%	1	0.0%	0	8.9%	2	0.0%	0	0.0%	0
Poor range of non-food shops	8.5%	251	10.3%	5	12.4%	4	7.8%	5	10.2%	1	10.0%	2	15.4%	11	3.5%	2	8.6%	3	12.4%	3	19.5%	9	5.4%	1
Poor range of independent shops	6.4%	186	1.7%	1	12.1%	4	11.6%	8	3.0%	0	0.0%	0	7.4%	5	4.5%	2	1.7%	1	6.9%	2	8.3%	4	0.0%	0
Poor range of 'high street' retailers/ multiples	7.6%	222	12.4%	6	16.2%	5	0.0%	0	0.0%	0	0.0%	0	12.1%	9	6.7%	3	4.4%	1	4.4%	1	11.8%	6	2.1%	0
Poor quality shops	7.1%	208	0.0%	0	11.4%	4	8.3%	6	1.9%	0	13.3%	2	10.9%	8	11.0%	5	5.7%	2	6.9%	2	3.1%	1	3.7%	1
Lack of street market	1.7%	50	5.1%	2	1.0%	0	0.9%	1	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feels unsafe	9.0%	263	7.1%	3	7.4%	2	4.3%	3	0.0%	0	8.4%	1	11.8%	8	13.2%	6	19.6%	7	15.3%	4	17.5%	8	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have enough seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my bank / poor range of banks	0.1%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have my favourite store	0.5%	14	2.1%	1	1.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't like carrying shopping too far	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	1.4%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Don't like town centres	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't really like shopping	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive parking	2.0%	59	6.5%	3	1.6%	1	0.0%	0	5.3%	1	2.0%	0	6.1%	4	4.5%	2	4.8%	2	2.5%	1	1.1%	1	0.0%	0
Expensive to get there by bus	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family / friends live elsewhere so visit there	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health / mobility reasons	2.7%	81	5.0%	2	1.6%	1	2.7%	2	7.1%	1	6.4%	1	0.9%	1	3.7%	2	4.4%	1	2.5%	1	2.2%	1	2.1%	0
I work in a store / centre so shop there	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I work there, so prefer not to visit it in my leisure time	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I'm too busy	0.2%	6	0.0%	0	0.0%	0	1.7%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just don't like it	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.1%	1	0.0%	0
Just prefer to use other places	1.8%	54	2.1%	1	0.0%	0	2.6%	2	9.8%	1	5.5%	1	0.0%	0	0.0%	0	0.9%	0	3.9%	1	0.0%	0	11.5%	2

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55														
Like to spread out where I visit	0.2%	7	0.0%	0	1.6%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1		
No reason to go there	1.7%	49	0.0%	0	0.0%	0	1.7%	1	6.8%	1	0.0%	0	0.9%	1	2.5%	1	3.5%	1	2.5%	1	4.6%	2	0.0%	0		
Not that familiar with the place	0.2%	6	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0		
Other places are easier to get to	2.1%	61	1.1%	0	3.8%	1	0.9%	1	0.0%	0	2.0%	0	3.2%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Poor atmosphere / unfriendly	0.7%	19	0.0%	0	0.0%	0	0.9%	1	8.6%	1	2.0%	0	4.6%	3	2.2%	1	0.9%	0	4.4%	1	2.0%	1	0.0%	0		
Poor cultural facilities (e.g. theatres, museums, galleries etc.)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Poor disabled access	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Poor layout	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0		
Poor market	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Prefer not to drive unless I have to	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Prefer online shopping	1.2%	34	1.1%	0	0.0%	0	1.7%	1	0.0%	0	3.6%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	5.3%	2	0.0%	0		
Prefer retail parks / shopping malls	0.8%	23	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	2.0%	1	0.9%	0	0.0%	0	2.0%	1	0.0%	0		
Prefer to use local shops / supermarkets	1.9%	56	0.0%	0	2.0%	1	1.7%	1	3.8%	0	2.0%	0	1.5%	1	0.0%	0	0.9%	0	4.4%	1	2.2%	1	6.7%	1		
There's nothing there	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	3.5%	2	0.0%	0		
Too big	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Too busy / crowded	1.7%	50	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0		
Too far away	4.3%	127	2.1%	1	8.5%	3	4.6%	3	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.9%	0	0.0%	0	1.1%	1	11.2%	2		
Too far from work	0.6%	17	0.0%	0	0.0%	0	3.1%	2	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Too many drunks / druggies	0.1%	3	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Too many homeless / beggars	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Too many pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Too many road works	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Too small	0.2%	6	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Unattractive environment / rundown	2.3%	68	9.0%	4	3.6%	1	0.0%	0	1.9%	0	0.0%	0	5.5%	4	9.9%	5	11.2%	4	0.0%	0	7.9%	4	2.1%	0		
(Don't know)	11.2%	328	15.0%	7	3.6%	1	10.2%	7	10.6%	1	9.2%	1	4.6%	3	10.9%	5	11.5%	4	10.4%	3	5.2%	2	13.9%	3		
Weighted base:		2934		45		33		67		11		16		16		72		46		33		27		47		21
Sample:		2885		69		53		54		40		31		75		50		75		75		26		59		32

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Q22 Where do you normally do most of your household's shopping for men's, women's, children's and baby clothing and footwear? NOTE we mean fashion items - NOT sports clothing and footwear												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.6%	33	0.0%	0	4.1%	2	14.1%	19	0.0%	0	4.2%	2
Birmingham City Centre	12.1%	673	7.3%	5	3.1%	2	6.7%	9	1.3%	0	1.7%	1
Blackheath Town Centre	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.2%	10	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.5%	26	0.0%	0	0.6%	0	0.0%	0	0.6%	0	0.6%	1
Brierley Hill Town Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.2%	65	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	6	0.0%	0	0.0%	0	0.5%	1	3.9%	1	0.0%	0
Cradley Heath Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.0%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.7%	39	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1
Erdington Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	0.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.2%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	1.1%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.0%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Redditch Town Centre	1.1%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.0%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Shrewsbury Town Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0
Smethwick Town Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.8%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Stafford Town Centre	0.7%	39	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Stourbridge Town Centre	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Stourport-on-Severn Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.0%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	1.9%	105	0.0%	0	1.1%	1	0.0%	0	37.1%	11	0.0%	0
Tipton Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	3.9%	216	20.5%	14	18.7%	10	1.6%	2	0.0%	0	0.6%	0
Wednesbury Town Centre	0.2%	9	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.1%	7	0.7%	0	1.1%	1	0.8%	1	0.0%	0	0.4%	1
West Bromwich Town Centre	4.4%	246	0.0%	0	0.6%	0	2.9%	4	0.0%	0	0.6%	0
Willenhall Town Centre	0.1%	6	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	6.4%	353	15.4%	11	25.8%	15	23.5%	32	0.7%	0	51.7%	26
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	1.4%	76	11.8%	8	8.9%	5	0.8%	1	0.0%	0	2.9%	1
Bescot Retail Park, Bescot Crescent, Walsall	0.2%	11	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green	0.1%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	1.0%	54	1.4%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.7%	40	1.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.7%	37	5.5%	4	1.8%	1	0.5%	1	2.0%	1	0.6%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Linkway Retail Park, Watling Street, Cannock	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Madford Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Merry Hill RETAIL PARK, Brierley Hill	3.7%	207	0.7%	0	0.6%	0	2.4%	3	0.0%	0	0.4%	1	1.0%	1	1.3%	1	1.4%	1	0.0%	0	0.6%	0		
Merry Hill SHOPPING CENTRE, Brierley Hill	14.6%	810	2.5%	2	5.4%	3	20.3%	27	1.1%	0	6.9%	3	5.4%	9	17.9%	17	45.1%	21	2.9%	1	4.1%	3	4.4%	3
Oak Retail Park, Dudley Road, Brierley Hill	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.2%	13	3.2%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springvale Way Retail Park, Springvale Way, Bilston	0.1%	5	0.0%	0	0.6%	0	0.8%	1	0.0%	0	2.9%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	0.2%	14	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.6%	0	0.0%	0	5.3%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.1%	8	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.6%	1	0.0%	0	1.2%	1	5.5%	3	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.2%	10	0.0%	0	0.0%	0	0.0%	0	9.1%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	4.6%	2	1.0%	1	1.1%	1
The Fort Shopping Park, Birmingham	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Ventura Retail Park, Tamworth	1.5%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.1%	3	0.0%	0	1.0%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Solihull Retail Park, Chalford Way, Shirley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Spring Vale Retail Park, Bilston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Chester Road,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
New Oscott, Sutton Coldfield																								
Wickes, West Street, off Stafford Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0										
Internet / delivery Abbey Retail Park, Alvechurch Highway, Redditch	25.4%	1411	20.8%	14	17.2%	10	22.1%	30	26.2%	8	23.7%	12	30.9%	51	21.4%	20	18.7%	9	21.6%	10	19.7%	16	19.3%	14
Arrow Park Local Centre Asda, Avon Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane South, Tipton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Crown Wharf Shopping Park, Wolverhampton Street, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, Walsall	0.2%	12	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.1%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet Centre, Pingle Drive, Bicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Boldmere Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55										
Bradford City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christchurch Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks Village Outlet, Farm Road, Street	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Cotteridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dumfries Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgbaston Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fashion Factory, Hollies Park Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden Village, Bridgnorth Road, Shipley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Gloucester City Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heart Of The Country Shopping Centre, A38, South Swinfen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Hockley Heath Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkley Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Shopping Park, Walford House, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Norton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds United FC, Elland Road, Leeds	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Willenhall	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Local Centre	0.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Tunnel Drive, Redditch	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray Town Centre	0.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meols Cop Retail Park, Meols Cop Road, Southport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Middlesbrough Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Morrisons, Middle Piece Way, Willenhall	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Moseley Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Muchwenlock Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newlife Superstore, Hemlock Way, Cannock	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pattingham Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Penkridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plymouth City Centre	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Portsmouth City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	2.3%	4	1.6%	1
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snow Hill, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Prior Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Q24 Where do you normally do most of your household's shopping for CDs, vinyl, DVDs, Blurays, etc.) (Excluding gaming)?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.5%	13	0.0%	0	1.0%	0	11.7%	8	0.0%	0	6.3%	1
Birmingham City Centre	6.4%	183	0.0%	0	3.1%	1	0.9%	1	2.8%	0	0.0%	0
Blackheath Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Brierley Hill Town Centre	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	0.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.2%	5	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Great Bridge Village Centre	0.1%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Halesowen Town Centre	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	1.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Shifnal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Shrewsbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Centre												
Sutton Coldfield Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.6%	16	0.0%	0	0.0%	0	0.0%	0	25.9%	3	0.0%	0
Tipton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	1.0%	29	7.4%	2	6.2%	2	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	0.2%	5	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
West Bromwich Town Centre	1.4%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.2%	4	9.2%	3	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	4.2%	119	23.7%	7	19.8%	7	14.3%	10	0.0%	0	45.1%	9
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.2%	6	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.4%	12	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.4%	11	1.7%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	1.4%	41	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	8.3%	238	0.0%	0	1.0%	0	10.1%	7	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.0%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Road, Wolverhampton																								
Telford Forge Shopping Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
B&Q, Green Street, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, West Street, off Stafford Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	59.9%	1717	52.9%	15	51.0%	18	55.0%	39	48.3%	6	45.9%	10	69.7%	66	49.0%	22	55.8%	12	49.5%	8	56.7%	20	49.0%	20
Asda, Avon Road, Cannock	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane South, Tipton	0.3%	7	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, Walsall	0.1%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Barr	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlegate Way, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55		
Codsall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Longbridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meole Brace Retail Park, Hereford Road, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Morrisons, Anchor Road, Aldridge, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.1%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sherwood Road, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Spring Hill, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	4.0%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	2	2.6%	1
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.2%	5	1.7%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, New Square, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley, Telford	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Tesco Superstore, Ridgacre Road, Quinton, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.7%	19	0.0%	0	1.5%	1	0.0%	0	4.7%	1	0.0%	0
Weighted base:	2864	28	35	71	12	21	95	45	21	17	34	40
Sample:	2524	35	51	48	38	35	81	46	42	16	38	44

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Q25 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.8%	36	3.2%	2	3.7%	2	22.4%	21	0.0%	0	2.9%	1
Birmingham City Centre	3.8%	173	0.0%	0	3.2%	2	0.0%	0	0.0%	0	4.0%	3
Blackheath Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.3%	11	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Brierley Hill Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Cape Hill Local Centre, Smethwick	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.5%	21	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	5	0.0%	0	0.0%	0	1.9%	2	0.0%	0	1.3%	1
Halesowen Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.4%	16	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Newport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill Local Centre, Cradley Heath	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Shifnal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Shrewsbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Smethwick Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.4%	18	0.0%	0	0.0%	0	8.9%	2	0.0%	0	8.8%	3
Tipton Town Centre	0.0%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Walsall Town Centre	1.4%	63	4.3%	3	3.8%	2	0.0%	0	0.0%	0	2.2%	1
Wednesbury Town Centre	0.4%	19	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.1%	4	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.8%	1
West Bromwich Town Centre	1.5%	70	0.0%	0	0.6%	0	0.0%	0	0.7%	0	0.0%	0
Willenhall Town Centre	0.1%	5	0.8%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	2.5%	114	2.8%	2	3.0%	2	7.4%	7	1.6%	0	10.5%	5
Wombourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Battery Retail Park, Selly Oak	2.1%	94	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	1.1%	49	2.3%	1	5.2%	3	7.4%	7	0.0%	0	4.0%	2
Bescot Retail Park, Bescot Crescent, Walsall	0.2%	7	0.8%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green	0.0%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Gateway Retail Park, Eastern Way, Cannock	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	1.9%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Crown Wharf Shopping Park, Walsall	0.5%	24	0.0%	0	7.2%	4	0.0%	0	0.0%	0	1.4%	2
Elgar Retail Park, Blackpole Road, Worcester	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park,	8.8%	401	46.1%	29	28.6%	15	17.8%	17	0.0%	0	2.2%	3

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Junction 9, Wednesbury												
Jerome Retail Park, Bridgeman Street, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.4%	17	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Linkway Retail Park, Watling Street, Cannock	1.3%	61	3.6%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Madford Retail Park, Stafford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	6.9%	314	0.0%	0	0.0%	0	6.0%	6	0.0%	0	2.7%	1
Merry Hill SHOPPING CENTRE, Brierley Hill	3.7%	168	0.0%	0	0.0%	0	5.6%	5	0.0%	0	1.6%	2
Oldbury Green Retail Park, Oldbury Ringway	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.7%	32	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	1.3%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	1.5%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.1%	6	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Way Retail Park, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	1.3%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull GATE Retail Park, Marshall Lake Road, Solihull	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springvale Way Retail Park, Springvale Way, Bilston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	4.5%	206	2.1%	1	5.2%	3	7.1%	7	4.7%	1	46.9%	20
Telford Bridge Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Telford Forge Shopping Park, Telford	0.4%	17	0.0%	0	0.0%	0	0.0%	0	37.0%	8	0.0%	0
The Fort Shopping Park, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	1.2%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Wrekin Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0		
B&Q, Axletree Way, Park Lane, Wednesbury	0.1%	3	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
B&Q, Cardinal Point Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
B&Q, Mucklow Hill, Halesowen	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
B&Q, Solihull Retail Park, Chalford Way, Shirley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
B&Q, Spring Vale Retail Park, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Homebase, Kings Heath, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Homebase, St Johns Retail Park, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
IKEA, Park Lane, Wednesbury	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Internet / delivery	37.0%	1679	24.8%	16	29.5%	16	18.6%	17	30.4%	7	22.2%	10	37.2%	46	35.5%	28	31.2%	12	43.8%	16	23.3%	15	32.7%	21
Abbey Retail Park, Alvechurch Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Albrighton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Aldi, Bearwood Road, Bearwood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Arena Shopping Park, Classic Drive, Coventry	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Argos in Sainsbury's, Freeth Street, Oldbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Argos in Sainsbury's, Raglan Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Asda, Avon Road, Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Asda, Brickhouse Lane South, Tipton	0.2%	9	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Asda, Crown Wharf Shopping Park, Wolverhampton Street, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Asda, George Street, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Asda, off Windmill Lane, Cape Hill, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Asda, Pearson Street,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Brierley Hill												
Asda, Queensway Mall, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Asda, Wednesbury Oak Road, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodall Street, Walsall	0.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bilston Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Bradmore Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Bridgtown Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Capital Appliance Centre, Macrome Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale Retail Park, Chester Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centrum East Retail Park, Burton upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadsmoor Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hazelwell Street, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Watson Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Derby City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Shopping Park, Walford House, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Walsall Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minehead Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Walsall												
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Retail Park, Watling Street, Bridgtown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Chell Road, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	7	0.0%	0	0.0%	0	0.0%	0	3.3%	1	2.2%	3
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.1%	5	0.8%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Snow Hill, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, New Square, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Drive, Sutton Coldfield												
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Walsall Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Walsall Wood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warstones Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Westgate Retail Park, Ings Road, Wakefield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Weymouth Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Wollaston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wythall Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	11	0.0%	0	0.0%	0	2.7%	1	0.0%	0	5.7%	2
Weighted base:	4542	63	53	93	22	43	123	79	39	38	63	65
Sample:	4397	90	90	69	70	83	115	82	80	33	74	85

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Q26 Where do you normally do most of your household's shopping for books (incl. encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.9%	39	0.0%	0	3.7%	2	26.6%	25	0.0%	0	11.1%	4
Birmingham City Centre	5.5%	234	0.0%	0	2.5%	1	1.1%	1	1.4%	0	0.0%	0
Blackheath Town Centre	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.4%	17	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.5%	23	0.0%	0	0.0%	0	0.7%	1	1.4%	0	0.0%	0
Brierley Hill Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	2.0%	87	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	9	0.0%	0	0.0%	0	0.7%	1	1.6%	0	0.0%	0
Cleobury Mortimer Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.1%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Droitwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Dudley Town Centre	1.1%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Great Barr Local Centre, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.2%	7	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Halesowen Town Centre	1.3%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.5%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	1.9%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	1.2%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Redditch Town Centre	1.2%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	12.8%	3	0.0%	0
Shrewsbury Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Smethwick Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.3%	11	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Stourbridge Town Centre	1.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sutton Coldfield Town Centre	1.8%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.9%	39	0.0%	0	0.0%	0	0.0%	0	38.5%	9	0.0%	0
Tipton Town Centre	0.1%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Walsall Town Centre	3.7%	157	16.3%	8	6.8%	3	3.2%	3	0.0%	0	0.9%	0
Wednesbury Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.2%	7	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	2.3%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Willenhall Town Centre	0.3%	12	3.7%	2	11.1%	5	0.7%	1	0.0%	0	0.0%	0
Wolverhampton City Centre	5.5%	232	11.5%	6	11.4%	5	16.1%	15	1.4%	0	57.9%	20
Wombourne Village Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.8%	33	7.1%	3	2.5%	1	2.2%	2	0.0%	0	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.0%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.2%	8	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Armstrong Way,	0.1%	3	3.2%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Willenhall												
Linkway Retail Park, Watling Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	1.8%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	6.8%	290	0.0%	0	1.3%	1	10.5%	10	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.6%	26	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.4%	1
Telford Bridge Retail Park, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2
The Fort Shopping Park, Birmingham	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Green Street, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Pitcairn Drive, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	40.2%	1707	34.8%	17	44.9%	19	26.5%	25	33.1%	8	21.4%	7
Albrighton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Howard Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Aldi, Mercury Drive, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Alvechurch Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane South, Tipton	0.3%	13	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Asda, Daisy Street, Bilston	0.0%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Asda, George Street, Walsall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hagley Road West, Quinton, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn, Dudley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Kings Heath, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Asda, Market Street, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Asda, New Road, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Saltwells Road, Cradley Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.0%	2	1.0%	0	0.0%	0	1.1%	1	0.0%	0	1.7%	1
Asda, Walmley Ash Road, Minworth, Sutton Coldfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Barr	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.1%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodall Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashmore Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Aston District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilbrook Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Birmingham Airport, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpole Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boston Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth City Centre	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Bradford City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Brewood Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall & Wergs Garden Centre, Wergs Hall Road, Codsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Co-op, Franche Road, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotteridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coven Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Coventry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchfield Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wyrley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamstead Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Shopping Park, Walford House, Redditch	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Norton Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Friar Park Road, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Industrial Estate, Rose Hill, Willenhall	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Local Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	0.1%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.6%	1
Morrisons, Blaydon Road, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Morrisons, Charterfield Shopping Centre, Kingswinford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.1%	3	1.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Spring Hill, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neptune Industrial Estate, Willenhall	0.1%	3	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Invention Local Centre	0.0%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Office Outlet, Rocky Lane, Aston Cross, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oswestry Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkfield Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Pendeford Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Perton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Rubery Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushall Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sainsbury's Superstore, Freeth Street, Oldbury	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Rowley Regis	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Sainsbury's Superstore, Longbridge Lane,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Birmingham												
Sainsbury's Superstore, Reedswood Way, Walsall	0.1%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.2%	7	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Sandringham Way, Brierley Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.8%
Stratford-upon-Avon Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streetley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, New Square, West Bromwich	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Torquay Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trago Mills, Two Waters Foot, Liskeard	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Gornal Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Wall Heath Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Weoley Castle Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Heath Local Centre, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wood Lane, Bartley Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	18	0.0%	0	2.0%	1	0.0%	0	2.4%	1	0.0%	0
Weighted base:	4247	49	43	95	24	34	132	75	34	41	62	52
Sample:	4123	66	73	74	78	68	124	78	73	37	73	73

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55										
Q27 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?																						
<i>Excl. Nulls</i>																						
Aldridge Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Amblecote Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Bearwood Local Centre, Smethwick	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Bilston Town Centre	1.1%	41	0.0%	0	3.4%	1	30.7%	29	0.0%	0	4.5%	1	0.6%	1	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	4.0%	154	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.0%	1	4.7%	3	0.0%	0	0.0%	0	0.0%	0
Blackheath Town Centre	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.3%	10	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.6%	23	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	5	0.0%	0	29.1%	14
Brierley Hill Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.4%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Cape Hill Local Centre, Smethwick	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.1%	4	1.1%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.8%	30	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Erdington Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.2%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	23.4%	11
Kingstanding Local Centre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	1.4%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye Local Centre, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Newport Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	1.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	1.2%	48	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Smethwick Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.8%	32	0.0%	0	0.0%	0	0.0%	0	30.6%	6	0.0%	0	2.7%	3	0.0%	0	0.0%	0	3.3%	1	22.5%	11	2.4%	1
Walsall Town Centre	3.4%	129	6.2%	3	8.1%	4	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	0.4%	14	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.4%	15	1.1%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	2.8%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.2%	6	0.0%	0	12.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	3.7%	141	11.6%	5	10.0%	4	11.6%	11	0.0%	0	36.8%	11	23.7%	26	28.5%	19	4.7%	1	17.6%	6	11.6%	6	0.0%	0
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	2.8%	108	17.4%	8	6.1%	3	8.8%	8	0.0%	0	11.9%	4	0.0%	0	11.1%	7	0.0%	0	0.0%	0	13.2%	6	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.6%	22	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green	0.6%	24	0.0%	0	0.0%	0	2.2%	2	0.0%	0	3.9%	1	7.2%	8	6.2%	4	0.0%	0	3.3%	1	1.1%	1	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Bromsgrove	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Gateway Retail Park, Eastern Way, Cannock	0.2%	7	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardinal Point Retail Park,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Tamworth												
Crossley Park, Carpet Trades Way, Kidderminster	1.7%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6
Crown Wharf Shopping Park, Walsall	1.3%	51	16.3%	7	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	1.1%	41	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.1%	5	1.1%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Keyway Retail Park, Armstrong Way, Willenhall	0.2%	9	1.1%	0	6.1%	3	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	2.5%	98	0.0%	0	2.0%	1	3.0%	3	0.0%	0	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	7.4%	286	3.0%	1	1.4%	1	12.9%	12	0.0%	0	0.0%	1
Mitre Retail Park, Bilston Road, Monmore Green	0.3%	12	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	2.0%	76	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.5%	18	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedwood Way Retail Park, Reedwood Way, Walsall	0.5%	19	13.3%	6	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Roman Way Retail Park, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springvale Way Retail Park, Springvale Way, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
St Johns Retail Park, Dudley Road, Wolverhampton	0.9%	34	2.9%	1	0.0%	0	0.0%	0	0.0%	0	10.2%	3	7.9%	9	12.4%	8	7.2%	2	3.3%	1	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	12.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.3%	13	0.0%	0	0.0%	0	0.0%	0	14.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	3	1.1%	1	2.5%	1
The Fort Shopping Park, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre Retail, Stafford Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Ventura Retail Park, Tamworth	1.2%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.7%	1	0.0%	0
Wyrley Brook Retail Park, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Solihull Retail Park, Chalford Way, Shirley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Wyrley Brook Retail Park, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Chester Road, New Oscott, Sutton Coldfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	33.5%	1289	17.3%	8	32.9%	14	14.0%	13	18.9%	4	23.2%	7	36.9%	41	23.0%	15	43.4%	12	24.0%	8	24.9%	12	20.6%	10
Abbey Retail Park, Alvechurch Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road South, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Earls Way, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Aldi, Mercury Drive, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Aldi, Queensville, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Asda, Brickhouse Lane South, Tipton	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Daisy Street, Bilston	0.1%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Asda, off Windmill Lane, Cape Hill, Smethwick	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.0%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Minworth, Sutton Coldfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aston Villa FC, Villa Park, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bilston Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barons Court Trading Estate, Walsall Road, Walsall Wood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldmere Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale Retail Park, Chester Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chasetown Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall & Wergs Garden Centre, Wergs Hall Road, Codsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55										
Codsall Village Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.1%	0	2.0%	1	10.1%	5	0.0%	0
Compton Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
County Sports, Worcester Road, Hagley, Stourbridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Saxon Cross House, Watling Street, Gailey	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dolittles Pet & Aquatic Centre, Bridgnorth Road, Shipley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Dunstall Hill Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Green Street, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Frederick Road, Kidderminster	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Road Retail Park, Hagley Road West, Quinton, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holloway Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hopwood Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horseley Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds United FC, Elland Road, Leeds	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Retail Park, Vulcan Road	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Willenhall	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Aston Golf Club, Roman Road, Streetly, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Industrial Estate, Rose Hill, Willenhall	0.0%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Local Centre	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Country Route, Bilston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Morrisons, Green Street, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Morrisons, Lichfield Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.1%	3	1.1%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Exhibition Centre, Marston Green, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neptune Industrial Estate, Willenhall	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pacific Nurseries, Chester Road, Streetly, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith Town Centre	0.0%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Perry Barr Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Beeches Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Pets at Home, Foldgate Lane, Ludlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.6%
Port Solent Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roberts Farm Shop, Kidderminster Road, Stourbridge, Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Sainsbury's Superstore, Reedswood Way, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.3%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.0%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsbury's Superstore, Sandringham Way, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snow Hill, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Camden Street, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ridgacre Road, Quinton, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford, Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TFM Superstore, Stableford, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Big Pet Store, Hereward Rise, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Park, Suffrage	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Street, Smethwick												
Walsall Wood Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weavers Wharf, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Garden Centre, Worcester Road, Wychbold	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wychbold Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Bridgnorth Road, Shipley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Abroad	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2
Weighted base:	3851	45	44	95	19	31	110	67	28	32	48	48
Sample:	3415	58	67	69	57	55	95	64	53	28	54	62

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June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Q28 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?																								
<i>Excl. Nulls</i>																								
Aldridge Village Centre	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Amblecote Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Bearwood Local Centre, Smethwick	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Bilston Town Centre	1.4%	54	0.0%	0	4.2%	2	39.0%	35	0.0%	0	6.7%	2	0.6%	1	3.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Birmingham City Centre	4.1%	154	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	1.8%	1	0.0%	0	1.8%	1	0.0%	0		
Blackheath Town Centre	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bloxwich Town Centre	0.2%	6	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bridgnorth Town Centre	0.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	6	0.0%	0	31.1%	19		
Brierley Hill Town Centre	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bromsgrove Town Centre	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Brownhills Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Burntwood Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Burton upon Trent Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Cannock Town Centre	1.6%	60	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.8%	1	8.4%	4	0.0%	0		
Cape Hill Local Centre, Smethwick	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Central London	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Cradley Heath Town Centre	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Darlaston Town Centre	0.0%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Droitwich Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0		
Dudley Town Centre	2.0%	76	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.0%	1	0.0%	0		
Erdington Local Centre, Birmingham	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0		
Great Barr Local Centre, Birmingham	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Great Bridge Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Halesowen Town Centre	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Handsworth Local Centre, Birmingham	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Harborne Local Centre, Birmingham	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Hednesford Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Kidderminster Town Centre	2.7%	103	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	31.1%	19		
Kingstanding Local Centre, Birmingham	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Kingswinford Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0		
Lichfield City Centre	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Lye Local Centre, Stourbridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Northfield Local Centre, Birmingham	1.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.2%	7	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Rugeley Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.3%	10	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.9%	1
Shifnal Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	9.7%	2	0.0%	0
Shrewsbury Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0
Smethwick Town Centre	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.4%	14	0.0%	0	0.0%	0	0.0%	0	8.6%	2	0.0%	0
Tipton Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	2.0%	74	11.5%	6	6.0%	3	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	1.2%	44	4.0%	2	0.7%	0	0.0%	0	0.0%	0	1.6%	2
Wednesfield Local Centre, Wolverhampton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	1.2%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.7%	26	14.2%	7	23.8%	11	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	3.2%	121	5.4%	3	6.6%	3	14.0%	13	0.0%	0	17.3%	6
Wombourne Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Worcester City Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.9%	34	9.5%	5	1.2%	1	0.0%	0	0.0%	0	8.6%	3
Bescot Retail Park, Bescot Crescent, Walsall	0.5%	20	0.0%	0	0.0%	0	2.3%	2	0.0%	0	1.4%	1
Bilston Road Retail Park, Bilston Road, Monmore Green	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Cannock Gateway Retail Park, Eastern Way, Cannock	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Cardinal Point Retail Park, Tamworth	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Crossley Park, Carpet Trades Way, Kidderminster	1.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	12.0%	7
Crown Wharf Shopping Park, Walsall	0.3%	10	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0												
Elgar Retail Park, Blackpole Road, Worcester	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Gallagher Retail Park, Junction 9, Wednesbury	6.7%	254	16.0%	8	16.4%	7	4.5%	4	3.7%	1	1.6%	1	8.7%	9	4.7%	3	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Greyfriars Way Retail Park, Stafford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Jerome Retail Park, Bridgeman Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.5%	18	0.9%	0	0.7%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0	
Keyway Retail Park, Armstrong Way, Willenhall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Linkway Retail Park, Watling Street, Cannock	0.8%	30	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Merry Hill RETAIL PARK, Brierley Hill	6.0%	227	0.9%	0	1.3%	1	0.0%	0	0.0%	0	4.9%	2	4.6%	5	4.3%	2	19.8%	6	2.9%	1	0.0%	0	2.6%	2
Merry Hill SHOPPING CENTRE, Brierley Hill	3.9%	147	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.6%	1	2.7%	2	7.3%	2	0.0%	0	0.0%	0	0.0%	0
Mitre Retail Park, Bilston Road, Monmore Green	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	2.1%	2	2.7%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Oldbury Green Retail Park, Oldbury Ringway	0.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Orbital Retail Park, Voyager Drive, Cannock	2.3%	88	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.3%	11	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.2%	6	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Way Retail Park, Cannock	0.5%	20	3.6%	2	1.2%	1	0.0%	0	0.0%	0	0.9%	0	0.9%	1	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull GATE Retail Park,	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Marshall Lake Road, Solihull												
Solihull Retail Park / Sears Retail Park, Shirley	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springvale Way Retail Park, Springvale Way, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	1.9%	70	3.5%	2	2.8%	1	2.3%	2	0.0%	0	22.3%	8
Telford Bridge Retail Park, Telford	0.3%	10	0.9%	0	0.0%	0	0.0%	0	14.5%	3	0.0%	0
Telford Forge Shopping Park, Telford	0.3%	12	0.0%	0	0.0%	0	0.0%	0	12.0%	2	0.0%	0
Ventura Retail Park, Tamworth	1.5%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Wyrley Brook Retail Park, Cannock	0.0%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Axletree Way, Park Lane, Wednesbury	0.3%	12	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Spring Vale Retail Park, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Dunelm, Birchley Lane, Oldbury	0.9%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Chester Road, New Oscott, Sutton Coldfield	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Oldbury Green Retail Park, Warley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, St Johns Retail Park, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
IKEA, Park Lane, Wednesbury	5.4%	205	1.7%	1	5.5%	3	7.8%	7	3.4%	1	2.4%	1
Leekes, Great Bridge Road, Bilston	0.5%	20	3.7%	2	2.1%	1	4.6%	4	0.0%	0	0.0%	0
Wickes, Hollies Park Road, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Prospect Road, off Mucklow Hill, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	22.0%	830	12.0%	6	16.4%	7	12.7%	11	16.9%	3	19.2%	7
Acocks Green Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alan Ward Furniture, Ennerdale Road, Shrewsbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Albrighton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alcester Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Asda, Brickhouse Lane South, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bilston Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
B&Q, Dunlop Way, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bill Samson, Nimmings Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birchley Industrial Estate, Birchfield Lane, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishopswood Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldmere Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradeley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradmore Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Brewood Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Britannia Enterprise Park, Europa Way, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broad Street DIY, Worcester Road, Bromsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookhill Works/Windsor Road, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnt Tree & Birmingham New Road, Dudley, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caldmore Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale Retail Park, Chester Road, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cedars Business Centre, Avon Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheadle Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claregate Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Claverley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coney Industrial Estate, Birmingham New Road, Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookes Furniture, Goosemoore Lane, Erdington	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55													
Coseley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cousins Furniture Store, Hall Street, Dudley	0.1%	5	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coven Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Coventry City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crewe Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
DFS, John Kempe Way, Camp Hill Middleway, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
DFS, Watling Street, Cannock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dormston Trading Estate, Burton Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dudley Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunelm, Bilston Road, Wolverhampton	0.1%	4	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunstall Hill Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%
Easter Park, Worcester Road, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Edgbaston Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Exchange Industrial Estate, Watling Street, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Finchfield Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Finstall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gornal Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Granada Trading Estate, Park Street, Oldbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Bridge Road, Bilston	0.1%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Heath Hill Industrial Estate, Heath Hill, Dawley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Highgate Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hill Top Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IKEA, Croft Road, Coventry	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Imperial Retail Park, Eastern Avenue, Lichfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lane Head Local Centre	0.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lichfield Retail Park, Vulcan Road	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longacres Industrial Estate, Rose Hill, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longbridge Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mere Green Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Minehead Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Charterfield Shopping Centre,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Kingswinford												
New Oscott Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Northampton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Canes, Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakengates Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Oldswinford Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Street Industrial Park, Vulcan Road, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Pacific Nurseries, Chester Road, Streetly, Aldridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Lane Trading Estate, Park Lane, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Park Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkfield Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Pelsall Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.0%	1
Perry Barr Local Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenside Retail Park, Erdington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snow Hill, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sparkbrook Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Industrial Estate, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Stone Cross Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sundorne Retail Park, Arlington Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
The Hough Retail Park, Lichfield Road, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Walsall Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trysull Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	1
Tyseley District Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Gornal Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Wall Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Carpets, Green Lane, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Walsall Wood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Garden Centre, Kidderminster Road South, Hagley, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Business Park, Trent Valley Road, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wulfrun Trading Estate, Stafford Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Retail Park, London Road, High Wycombe	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Newport Road, Albrighton, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2
Weighted base:	3769	51	46	90	19	36	105	58	31	37	51	61
Sample:	3627	72	72	67	62	66	97	59	62	33	61	79

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Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Q29 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.5%	22	2.7%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Amblecote Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.8%	38	0.0%	0	1.8%	1	23.0%	25	0.0%	0	1.6%	1
Birmingham City Centre	1.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Blackheath Town Centre	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.8%	37	9.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Brierley Hill Town Centre	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.2%	57	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.0%	2	0.8%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	0.9%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Kingstanding Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Lichfield City Centre	1.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye Local Centre, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.9%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Oldbury Town Centre	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxley Local Centre, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	14.2%	3	0.0%	0
Shrewsbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Sutton Coldfield Town Centre	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.2%	11	0.0%	0	0.0%	0	4.4%	1	0.0%	0	1.5%	1
Walsall Town Centre	1.5%	71	5.5%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	0.5%	21	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	1.0%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.2%	11	5.2%	3	10.2%	5	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	1.9%	88	4.0%	2	2.1%	1	2.7%	3	8.3%	3	9.3%	13
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Battery Retail Park, Selly Oak	2.4%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.7%	31	6.2%	4	3.2%	2	0.0%	0	0.0%	0	0.7%	1
Bescot Retail Park, Bescot Crescent, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Bromsgrove	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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Cannock Gateway Retail Park, Eastern Way, Cannock	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardinal Point Retail Park, Tamworth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.2%	9	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Elgar Retail Park, Blackpole Road, Worcester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	3.2%	148	6.4%	4	9.3%	5	1.9%	2	0.0%	0	1.2%	2
Jerome Retail Park, Bridgeman Street, Walsall	0.0%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Armstrong Way, Willenhall	0.1%	5	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	1.2%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Merry Hill SHOPPING CENTRE, Brierley Hill	1.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Oak Retail Park, Dudley Road, Brierley Hill	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Oldbury Green Retail Park, Oldbury Ringway	1.3%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.9%	42	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.2%	11	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Way Retail Park, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Selly Oak Shopping Park, Birmingham	0.9%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Solihull GATE Retail Park, Marshall Lake Road, Solihull	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Solihull Retail Park / Sears Retail Park, Shirley	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Springvale Way Retail Park, Springvale Way, Bilston	0.5%	21	0.0%	0	1.8%	1	4.7%	5	0.0%	0	1.4%	1	3.9%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	1.5%	70	3.2%	2	1.8%	1	0.0%	0	0.0%	0	10.3%	4	25.6%	36	8.0%	7	10.0%	4	3.0%	1	2.9%	2	0.0%	0
Telford Bridge Retail Park, Telford	0.3%	12	0.0%	0	0.0%	0	0.0%	0	17.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	3	2.1%	1	0.7%	0
Telford Forge Shopping Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.8%	1
The Fort Shopping Park, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre Retail, Stafford Street, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Ventura Retail Park, Tamworth	0.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Axletree Way, Park Lane, Wednesbury	8.2%	381	41.7%	24	26.7%	14	4.2%	5	0.0%	0	0.0%	0	2.6%	4	1.1%	1	5.0%	2	1.9%	1	2.6%	2	0.0%	0
B&Q, Cardinal Point Retail Park, Tamworth	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Green Street, Kidderminster	3.7%	174	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.9%	1	0.0%	0	28.3%	19
B&Q, Hough Retail Park, Stafford	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Jinnah Road, Redditch	0.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	10.4%	485	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Solihull Retail Park, Chalford Way, Shirley	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Spring Vale Retail Park, Bilston	6.8%	319	1.7%	1	22.7%	12	55.4%	60	0.0%	0	37.4%	15	22.3%	31	46.4%	39	40.9%	15	11.5%	4	5.4%	3	0.0%	0
B&Q, Telford Bridge Retail Park, Telford	0.4%	20	0.0%	0	0.0%	0	0.0%	0	42.6%	10	0.0%	0	0.0%	0	0.0%	0	0.8%	0	9.0%	3	3.4%	2	3.1%	2
B&Q, Wyrley Brook Retail Park, Cannock	4.2%	197	5.4%	3	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	7.3%	5	0.0%	0
Dunelm, Birchley Lane, Oldbury	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Brook Retail	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Park, Bromsgrove												
Homebase, Chester Road, New Oscott, Sutton Coldfield	1.9%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Kings Heath, Birmingham	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Oldbury Green Retail Park, Warley	1.7%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Orbital Retail Park, Cannock	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Homebase, Spennells Valley Road, Kidderminster	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.8%
Homebase, St Johns Retail Park, Wolverhampton	1.3%	62	0.0%	0	2.7%	1	0.0%	0	0.0%	0	27.6%	11
Homebase, Wrekin Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
IKEA, Park Lane, Wednesbury	0.3%	15	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Makro, Pitcairn Drive, Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aldridge Road, Perry Barr	0.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Ash Tree Road, Stirchley	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Hollies Park Road, Cannock	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Holyhead Road, Handsworth	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Prospect Road, off Mucklow Hill, Halesowen	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, West Street, off Stafford Road, Wolverhampton	1.0%	46	0.0%	0	0.0%	0	0.0%	0	0.8%	0	4.9%	7
Internet / delivery	8.7%	408	3.2%	2	3.2%	2	2.9%	3	3.3%	1	7.3%	3
A5 Trade Center, Watling Street, Four Crosses, Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Aldi, Bridge Cross Road, Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Stourbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Aldi, Wolverhampton Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
South, Tipton												
Asda, George Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Asda, off Windmill Lane, Cape Hill, Smethwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashmore Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Ashwood Nurseries, Ashwood Lower Lane, Kinver, Kingswinford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Aston Cross Industrial Estate, Aston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Bilston Road, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
B&M, Coppice Lane, Walsall Wood, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Ferrie Grove, Brownhills, Walsall	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Dunlop Way, Birmingham	0.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Spring Lane, Malvern	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Wellington Road, Derby, Burton-on-Trent	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnett Hill by Cherry Lane, Worcester Road, Clent, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnt Green Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartley Green Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beechcroft Nurseries & Garden Centre, Madeley Road, Belbroughton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bolton Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradmore Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Britannia Enterprise Park, Europa Way, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broad Street DIY, Worcester Road, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carters Green Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carvers Building Supplies, Little's Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Castle Nurseries, Birmingham Road, Studley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clent Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall & Wergs Garden Centre, Wergs Hall Road, Codsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Codsall Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Coltham Road, Willenhall	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trysull Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coseley Local Centre	0.0%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Crankhall Lane, Wednesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curborough Hall Farm Countryside Centre, Watery Lane, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Watling Street, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dimmingsdale Bridge Garden Centre, Ebstree Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Dobbies Garden Centre, Birmingham Road, Shenstone, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Nuneaton Road, Atherstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Saxon Cross House, Watling Street, Gailey	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enterprise Trading Estate, Pedmore Road, Brierley Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frankley Industrial Estate, Tay Road, Rubery	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden Village, Bridgnorth Road, Shipley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Gornal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grangewood Garden Centre, Bonehill Road, Mile Oak, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grasmere Garden Centre & Aquatics, Lichfield Road, Brownhills, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halls Garden Centre, Chester Road, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55														
Heath Hill Industrial Estate, Heath Hill, Dawley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Highdown Nursey, Sugar Loaf Lane, Kinver	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hirons Garden Centre, Wellington Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hodgehill Garden Centre, Birmingham Road, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollybush Garden Centre and Aquaria, Warstone Road, Shareshill	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Local Centre, Hollywood	0.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ionic Park, Birmingham New Road, Dudley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Shopping Park, Walford House, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswood Road Nurseries, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Kinver Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lazy Hill Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lealans Garden Centre, Bridgnorth Road, Shipley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.9%	1	1.3%	1	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Halesowen Road, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stalling's Lane, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Industrial Estate, Rose Hill, Willenhall	0.0%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Ludlow Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Mappleborough Green Garden Centre, A435, Mappleborough Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maypole Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Park Garden Centre, Stafford Road, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mica Hardware & DIY, Waterloo Road, Smethwick	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minworth Industrial Park, Minworth, Sutton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Coldfield												
Minworth Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, Aldridge, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Morrisons, Middle Piece Way, Willenhall	0.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Mucklow Hill Trading Estate, Halesowen	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neptune Industrial Estate, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Oscott Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newlife Superstore, Hemlock Way, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oreton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Pacific Nurseries, Chester Road, Streetly, Aldridge	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Penkridge Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.7%	1
Perry Barr Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Beeches Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pillaton Garden Centre, Penkridge, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Piper Nurseries & Garden Centre, Watling Street, Penkridge, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Plugs 2 Plants, Wallows Road, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ringway Industrial Estate, Eastern Avenue, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushall Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandiacre Farm Shop, Himley Lane, Himley, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Screwfix, Birmingham Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
West Bromwich												
Screwfix, Globe Street, Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hewell Road, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Marston Road, Wolverhampton	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Screwfix, Prospect Drive, Lichfield	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Sovereign Road, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Walkmill Lane, Bridgtown, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Walsall Road, Walsall Wood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selco Builders Warehouse, Chester Road, Off Tyburn Island, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shareshill Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shortheath Local Centre	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Singletons Nurseries, Birmingham Road, Lydiate Ash, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snow Hill, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Stafford Park, Telford	0.0%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Stafford Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Stalybridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport Marina, Sandy Lane, Stourport-on-Severn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streetley Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TFM Superstore, Brickhouse Lane, Stoke Prior, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TFM Superstore, Northgate, Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
The Elms Day Nursery, Edgbaston Park Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Walsall Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Stourbridge Estate,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Stourbridge												
Toolstation, Ash Tree Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Bridgeman Street, Walsall	0.0%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Lichfield Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Untouchables, Cross Street North, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Upper Gornal Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Nurseries, Erdington Road, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Garden Centre, Sutton Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Garden Centre, Kidderminster Road South, Hagley, Stourbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Garden Centre, Worcester Road, Wychbold	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wentworth Garden Rooms, Rounds Green Road, Oldbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Somerset Garden Centre, Mart Road, Minehead	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Oak Park, Dudley Road, Brierley Hill	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Redditch Ringway, Redditch	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St George's, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.8%	1
Wickes, Vulcan Road, Lichfield	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Walmley Ash Road, Minworth, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WM Wheat & Son Garden Centre, Chester Road, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wulfrun Trading Estate, Stafford Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.3%	3
Wyevale Garden Centre, Bridgnorth Road, Shipley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.7%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Wyevale Garden Centre, Maple Road, Birmingham	0.1% 6	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Wyevale Garden Centre, Wolseley Bridge, Stafford	0.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Wylde Green Local Centre	0.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Abroad	0.3% 14	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.9% 2	0.0% 0	6.0% 2	0.0% 0	0.0% 0
Weighted base:	4665	57	53	108	24	39	140	84	37	36	63	66
Sample:	4601	81	89	83	78	77	131	86	79	33	76	87

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Q30 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	1.1%	56	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	1.4%	72	0.0%	0	4.5%	3	38.9%	48	0.0%	0	11.7%	5
Birmingham City Centre	4.0%	205	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.7%	1
Blackheath Town Centre	0.9%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	1.0%	53	10.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	1.1%	54	0.0%	0	0.6%	0	0.5%	1	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	1.2%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	2.3%	119	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	4	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1
Cleobury Mortimer Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.3%	14	0.8%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	6
Dudley Town Centre	2.1%	108	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.4%	1
Erdington Local Centre, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Halesowen Town Centre	1.8%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth Local Centre, Birmingham	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	2.0%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	2.3%	118	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.8%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lichfield City Centre	2.1%	109	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Lye Local Centre, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Northfield Local Centre, Birmingham	1.4%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill Local Centre, Cradley Heath	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.9%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxley Local Centre, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.3%	15	0.0%	0	0.0%	0	1.4%	2	49.3%	14	0.0%	0
Shrewsbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Smethwick Town Centre	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.3%	14	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	2.1%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Stourport-on-Severn Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.1%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.5%	24	0.0%	0	0.0%	0	0.0%	0	22.4%	6	0.0%	0
Tipton Town Centre	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Walsall Town Centre	4.2%	219	11.9%	7	7.6%	4	3.9%	5	0.0%	0	0.0%	0
Wednesbury Town Centre	1.1%	59	1.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.4%	18	1.5%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	2.9%	152	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.9%	49	31.2%	19	37.8%	22	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	5.8%	297	5.4%	3	4.6%	3	13.1%	16	1.4%	0	38.5%	17
Wombourne Village Centre	0.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Worcester City Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	2.1%	111	7.7%	5	11.7%	7	4.8%	6	0.0%	0	0.7%	0
Bromsgrove Retail Park,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Birmingham Road, Bromsgrove												
Cannock Gateway Retail Park, Eastern Way, Cannock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.5%
Crown Wharf Shopping Park, Walsall	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elgar Retail Park, Blackpole Road, Worcester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.8%	39	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.1%	5	0.8%	0	1.0%	1	1.7%	2	0.0%	0	0.0%	0
Keyway Retail Park, Armstrong Way, Willenhall	0.1%	6	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	0.9%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	5.7%	292	0.0%	0	0.0%	0	12.4%	15	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	1.0%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	1.2%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.9%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.2%	9	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.8%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
St Johns Retail Park, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0
The Fort Shopping Park, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre Retail, Stafford Street, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Ventura Retail Park, Tamworth	0.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.2%	9	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0
Wyrley Brook Retail Park, Cannock	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Axletree Way, Park Lane, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Oldbury Green Retail Park, Warley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Spennells Valley Road, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	11.2%	578	8.6%	5	11.0%	6	5.6%	7	3.3%	1	0.7%	0
Abbey Retail Park, Alvechurch Highway, Redditch	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Alcester Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Birmingham	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Bromsgrove	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridge Cross Road, Burntwood	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road South, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Aldi, Dudley Road, Kingswinford	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Aldi, Green Street, Kidderminster	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Howard Street,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Wolverhampton												
Aldi, Maypole Lane, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Aldi, Station Drive, Ludlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.1%
Aldi, Stourbridge Road, Bridgnorth	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.2%
Aldi, Walsall Road, Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wolverhampton Road, Oldbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
All Saints Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvechurch Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barnes Hill, Birmingham	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane South, Tipton	0.6%	31	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0
Asda, George Street, Walsall	0.1%	7	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hagley Road West, Quinton, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Holborn, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Malinsgate, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Asda, Market Street, Bromsgrove	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, Waterloo Road, Wolverhampton	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Asda, off Windmill Lane, Cape Hill, Smethwick	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Parkgate Shopping Centre, Stratford Road, Shirley, Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mall, Halesowen	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rumer Hill, Lichfield Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Saltwells Road, Cradley Road, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Wednesbury	0.2%	8	0.0%	0	0.0%	0	2.5%	3	0.0%	0	1.3%	1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Asda, Walmley Ash Road, Minworth, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.2%	9	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Oldbury	0.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolverhampton Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodall Street, Walsall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashmore Park Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartley Green Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3
Bilbrook Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Boldmere Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boley Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradeley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Bradmore Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Brandhall Lane, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Bridgtown Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol Road, Selly Oak	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushbury Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caldmore Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carters Green Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlecroft Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Catshill Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadsmoor Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claverley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Centre	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.2%	15
Compton Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Co-op, Franche Road, Kidderminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hazelwell Street, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trysull Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Coseley Local Centre	0.1%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Cotteridge Local Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coven Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55	
Edgbaston Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Essington Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fallings Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Farmfoods, High Street, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Featherstone Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Finchfield Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	
Fordhouses Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Four Oaks Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gornal Local Centre	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Great Wyrley Village Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hagley Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hamstead Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Heath Hayes Local Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
High Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Highley Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5.4%	4
Hill Top Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hollywood Local Centre, Hollywood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kingfisher Shopping Park, Walford House, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kings Heath Local Centre	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kings Norton Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kinver Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ladywood Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Leek Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Blackhalve Lane, Wolverhampton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Finchfield Hill, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	
Lidl, Halesowen Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, New Road, Willenhall	0.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	
Lidl, Old Walsall Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Stalling's Lane, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	
Lion Farm Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Longbridge Local Centre	0.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lower Gornal Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ludlow Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	
Madeley Town Centre	0.0%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	
Manchester City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mere Green Local Centre	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Anchor Road, Aldridge, Walsall	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Beacon Street,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Lichfield																								
Morrisons, Black Country Route, Bilston	0.1%	5	0.0%	0	0.0%	0	1.8%	2	0.0%	0	1.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Wolverhampton	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	11.0%	9	0.0%	0
Morrisons, Charterfield Shopping Centre, Kingswinford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Morrisons, Green Street, Kidderminster	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Morrisons, Hagley Road, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, Walsall	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Market Street, Rugeley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Middle Piece Way, Willenhall	0.2%	10	2.9%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mill Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rubery, Birmingham	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sherwood Road, Bromsgrove	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Spring Hill, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.1%	6	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moseley Local Centre	0.0%	1	0.0%	0	0.6%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moxley Local Centre	0.0%	1	0.0%	0	0.6%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neptune Industrial Estate, Willenhall	0.1%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Invention Local Centre	0.1%	7	11.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldswinford Local Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkfield Local Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkhall Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pattingham Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Pelsall Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Penkridge Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Penn Village Centre	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Retail Park, Cannock Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quarry Bank Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushall Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Birmingham	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Anders Square, Perton	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frankley Beeches Road, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Freeth Street, Oldbury	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Halesowen Street, Rowley Regis	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Inglewhite Road, Longridge, Preston	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.1%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.3%	17	0.0%	0	0.0%	0	0.0%	0	1.3%	1	8.9%	14
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.2%	9	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Sainsbury's Superstore, Sandringham Way, Brierley Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whitburn Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotlands Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelfield Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shortheath Local Centre	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Cross Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streetley Local Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristnall Hall Road, Birmingham, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Crown Centre, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Littleton Street West, Walsall	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, New Square, West Bromwich	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newport Road, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley	0.4%	20	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	0
Tesco Superstore, Camden Street, Birmingham	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Road, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Power	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Station Road, Rugeley												
Tesco Superstore, Ridgacre Road, Quinton, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford, Cannock	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhall Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.8%	1
Tivdale Local Centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.2%	8	0.0%	0	0.0%	0	0.0%	0	3.0%	1	1.5%	2
Waitrose, Stonneyland Drive, Lichfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wall Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Wood Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warbler Place, Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weoley Castle Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Heath Local Centre, Birmingham	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheaton Aston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteheath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitmore Reans Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Witton Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley Village Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylde Green Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wythall Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yew Tree Local Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	18	0.0%	0	0.0%	0	0.5%	1	2.1%	1	0.0%	0
Weighted base:	5170		62		59		123		28		44	
Sample:	5258		92		102		96		91		90	
									157		155	
									91		97	
									43		95	
									44		42	
									78		92	
									74		98	

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Q31 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses)?												
<i>Excl. Nulls</i>												
Aldridge Village Centre	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.9%	29	0.0%	0	0.9%	0	22.4%	20	0.0%	0	3.1%	1
Birmingham City Centre	13.9%	459	11.2%	5	9.1%	3	2.9%	3	8.8%	1	4.7%	1
Blackheath Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.2%	6	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Brierley Hill Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Bromsgrove Town Centre	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.3%	44	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.0%	1
Cape Hill Local Centre, Smethwick	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0
Cradley Heath Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Erdington Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Halesowen Town Centre	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.3%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Kingstanding Local Centre, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	1.7%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	1.0%	33	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0

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Weighted:

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	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Shrewsbury Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	10.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	1.0%	1	0.0%	0
Smethwick Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	1.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Stourport-on-Severn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sutton Coldfield Town Centre	1.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	1.1%	38	0.0%	0	0.0%	0	0.0%	0	50.8%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	0	4.8%	2	27.0%	13	3.8%	2
Walsall Town Centre	3.9%	128	16.0%	7	10.6%	4	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	3.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.1%	3	3.7%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	6.8%	224	22.3%	9	27.2%	10	18.4%	17	6.1%	1	55.1%	16	51.9%	45	42.7%	25	11.8%	3	29.0%	10	24.2%	12	0.0%	0
Wombourne Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Selly Oak	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.7%	23	3.4%	1	1.7%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Bescot Retail Park, Bescot Crescent, Walsall	0.1%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Gateway Retail Park, Eastern Way, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Crown Wharf Shopping Park, Walsall	0.8%	26	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyfriars Way Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.3%	9	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Armstrong Way, Willenhall	0.1%	4	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	2.9%	95	0.0%	0	1.7%	1	1.3%	1	0.0%	0	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	11.8%	390	1.1%	0	4.1%	1	20.5%	19	0.0%	0	2.0%	1
Mitre Retail Park, Bilston Road, Monmore Green	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Shopping Park, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.1%	5	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.2%	7	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Telford Bridge Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Birchley Lane, Oldbury	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Chester Road, New Oscott, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane,	0.7%	23	0.0%	0	0.9%	0	0.0%	0	0.0%	0	3.4%	3

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	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Wednesbury																								
Internet / delivery	28.6%	948	28.6%	12	31.5%	11	23.1%	21	4.9%	1	22.4%	6	20.6%	18	23.6%	14	25.4%	7	16.3%	6	14.1%	7	18.3%	8
Abbey Retail Park, Alvechurch Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Freeth Street, Oldbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos in Sainsbury's, Raglan Street, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane South, Tipton	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, Bromsgrove	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, off Windmill Lane, Cape Hill, Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, Off Queslett Road, Great Barr, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, Tipton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet Centre, Pingle Drive, Bicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Codsall Village Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	0	1.9%	1	7.2%	4	0.0%	0
Derby City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Bilston Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Lichfield Street, Burton upon Trent	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport, Longford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Kingfisher Shopping Park, Walford House, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leek Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stalling's Lane,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Kingswinford																								
Longacres Industrial Estate, Rose Hill, Willenhall	0.0%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Spring Hill, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Alcester Road South, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Carpet Trades Way, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Sainsbury's Superstore, Freeth Street, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heath Mill Road, Wombourne, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Longbridge Lane, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ring Road, St Marks, Raglan Street, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rookery Street, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coombs Road, Dudley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coldfield Drive, Redditch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, New Square, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Holyhead Road, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
The Range, Walsall Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trentham Estate, Stone Road, Stoke-on-Trent	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonneyland Drive, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weavers Wharf, Kidderminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weoley Castle Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.9%	64	0.0%	0	1.7%	1	2.1%	2	3.9%	1	6.6%	2
Weighted base:	3317	42	36	91	15	28	86	60	28	36	50	43
Sample:	3065	55	53	68	47	52	78	58	55	30	57	55

Q32 Do you or your household visit the following leisure attractions? [MR/PR]

Bingo / casino / bookmaker	7.5%	454	8.6%	6	6.9%	4	11.4%	16	2.9%	1	5.8%	3	6.5%	12	6.1%	6	2.4%	1	2.1%	1	8.6%	7	6.9%	5
Cinema	54.7%	3321	47.4%	35	44.7%	28	51.5%	72	53.6%	16	35.3%	18	60.6%	109	50.2%	50	45.2%	21	52.5%	27	51.0%	44	39.1%	31
Gym / health club / sports facility	21.1%	1284	16.5%	12	15.5%	10	16.4%	23	18.7%	6	14.4%	7	25.3%	46	20.7%	21	21.1%	10	16.6%	8	23.4%	20	16.4%	13
Theatre / concert / music venue	37.9%	2305	42.3%	32	31.1%	20	27.4%	39	49.9%	15	31.4%	16	45.9%	83	44.3%	44	49.5%	23	43.7%	22	53.3%	46	35.0%	27
Museum / gallery or place of historical / cultural interest	26.6%	1617	26.9%	20	21.6%	14	20.4%	29	34.8%	11	19.2%	10	34.3%	62	29.2%	29	27.3%	13	38.5%	20	28.2%	25	30.1%	24
Pub / bar / nightclub	51.1%	3105	57.7%	43	51.8%	33	49.2%	69	47.8%	15	35.9%	18	56.2%	101	48.0%	48	57.7%	27	64.7%	33	61.6%	53	64.2%	50
Restaurant / café / eating out	69.8%	4243	74.9%	56	68.5%	43	68.5%	96	72.8%	22	67.0%	34	69.1%	125	64.5%	64	74.1%	34	69.6%	36	70.7%	61	68.5%	54
Family entertainment (e.g. tenpin bowling, skating rink)	23.0%	1396	21.4%	16	21.4%	14	30.0%	42	18.7%	6	13.2%	7	21.2%	38	26.4%	26	13.9%	6	16.0%	8	20.2%	17	18.0%	14
Other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Fishing	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Horse riding	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Place of worship / religious meeting	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walking	0.1%	8	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't visit ANY leisure activities	11.2%	681	12.4%	9	14.9%	9	11.3%	16	15.6%	5	20.7%	10	10.0%	18	14.7%	15	12.1%	6	9.0%	5	7.1%	6	9.7%	8
Weighted base:	6076	75	63	141	31	50	180	100	46	51	87	78												
Sample:	6076	108	110	114	102	101	176	105	102	47	104	107												

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Weighted:

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	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Q33 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?												
<i>Those that said 'Bingo / casino / bookmaker' at Q32 AND Excl. Nulls</i>												
BJ's Bingo, Mackadown Lane, Birmingham	1.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo (Gala), Bushbury Lane, Wolverhampton	5.7%	24	9.3%	0	0.0%	0	10.9%	2	0.0%	0	21.2%	1
Buzz Bingo (Gala), Kingsbury Road, Birmingham	3.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo (Gala), Lichfield Road, Wolverhampton	4.1%	17	62.8%	3	29.1%	1	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo (Gala), Park Lane, Wednesbury	4.3%	18	0.0%	0	21.7%	1	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo (Gala), Park Way, Rubery, Rednal	4.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo (Gala), Spinning School Lane, Tamworth	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo (Gala), Streetly Road, Erdington, Birmingham	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Bingo, Barnes Hill, Birmingham	6.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Bingo, Chase Gateway, Hednesford	4.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luda, Park Street, Walsall	0.7%	3	0.0%	0	14.0%	1	0.0%	0	0.0%	0	0.0%	0
Mecca, Acocks Green, Birmingham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Dudley Street, Wednesbury	5.9%	25	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Mecca, Halesowen Street, Oldbury	12.2%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, High Street, Brierley Hill	9.1%	38	0.0%	0	0.0%	0	10.9%	2	0.0%	0	0.0%	0
Mecca, Kettlehouse Road, Birmingham	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Southwater Square, Telford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	61.8%	1	0.0%	0
Mecca, Springvale Way Retail Park, Bilston	6.9%	29	0.0%	0	21.3%	1	49.5%	8	0.0%	0	59.6%	2
Shipleys Bingo Club, New Road, Kidderminster	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online	0.7%	3	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0
Aldridge Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvechurch Village Hall,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Bear Hill, Alvechurch, Birmingham												
Ashmore Park Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartley Green Social Club, Field Lane, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betfred, Alcaster Road South, Maypole, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betfred, Dudley Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betfred, High Street, Rowley Regis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betfred, High Street, Tipton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilbrook Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1
Bilston & District Labour Club, Wellington Road, Bilston	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Community Centre, Prouds Lane, Bilston	0.2%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Birmingham City Centre	1.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.7%	2
Blackheath Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brockmoor Community Centre, Pensnett Road, Brierley Hill	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Community Centre, Chester Road North, Brownhills, Walsall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo, Jerome Retail Park, Midland Road, Walsall	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Casino 36, Temple Street, City Centre, Wolverhampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.8%	2
Castle Casino, Castle Hill, Dudley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chapel Ash Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christ Church, Blakenhall Heath	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Club Dudley Social Club, Waterloo Street, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Village Hall, Wolverhampton Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1

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	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55										
Codsall																						
Coral, Bradford Street, Shifnal	0.1%	0	0.0%	0	0.0%	0	0.0%	0	38.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coral, Bradford Street, Walsall	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coral, Cannock Road, Cannock	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotteridge Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fiveways Leisure Complex, Broad Street, Birmingham	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Genting International Casino, Resort World, Marston Green, Birmingham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Community Hub, Vicarage Rise, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grosvenor Casino, Bentley Mill Way, Walsall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haling Dene Centre, Cannock Road, Penkridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanchurch Village Hall, Whitmore Road, Tittensor, Newcastle-under-Lyme	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth Wood Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawkins Sports & Social Club, Coppice Lane, Cannock	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladbrokes, High Street, Wolverhampton	0.1%	0	9.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litchfield Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low Hill Community Centre, Kempthorne Avenue, Wolverhampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Gornal Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Garrick Parade, Lord Street, Southport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0
MegaBet, High Road, Willenhall	0.1%	0	9.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre,	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Birmingham												
Ogley Hay Working Mens Club, Ogley Road, Brownhills, Walsall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Social Club, Norton Road, Pelsall, Walsall	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Working Mens Club, School Street, Sedgley, Dudley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury Casino, High Street, West Bromwich	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipleys Luxury Bingo, Alcester Street, Redditch	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Labour Club & Institute, Coopers Lane, Smethwick	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hangar, Pountney Street, Wolverhampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Pavillion Club, Stafford Road, Wolverhampton	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Royal British Legion, Summerhill, Kingswinford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	2
Wednesbury Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	0.5%	2	0.0%	0	0.0%	0	7.2%	1	0.0%	0	0.0%	0
Whitby Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.6%	2	0.0%	0	14.0%	1	7.2%	1	0.0%	0	0.0%	0
William Hill, Bloxwich Road, Walsall	0.1%	0	9.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
William Hill, High Street, Rowley Regis	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
William Hill, High Street, West Bromwich	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
William Hill, Kingstanding Road, Birmingham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
William Hill, Walsall Road, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witton Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.7%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Weighted base:	424	5	4	16	1	3	6	6	1	1	7	5
Sample:	390	9	7	12	3	7	6	6	3	1	7	5

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Q34 Where do you or members of your household normally go to the cinema?																								
<i>Those that said 'Cinema' at Q32 AND Excl. Nulls</i>																								
Cineworld, Bentley Bridge Leisure Park, Wolverhampton	12.9%	420	65.2%	23	69.4%	20	45.2%	32	0.0%	0	53.8%	10	56.0%	60	47.6%	23	12.0%	3	33.0%	9	40.8%	18	0.0%	0
Cineworld, Fiveways Entertainment Centre, Birmingham	5.9%	192	0.0%	0	0.0%	0	8.6%	6	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Cineworld, Middle Way Park, Burton upon Trent	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Telford Shopping Centre, Telford	1.5%	50	0.0%	0	0.0%	0	0.0%	0	32.9%	5	10.3%	2	4.9%	5	2.1%	1	8.9%	2	27.8%	7	32.1%	14	0.0%	0
Cineworld, Touchwood Shopping Centre, Solihull	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Palace Picture House, Cannock	1.4%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire, Birmingham Great Park	12.5%	406	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2
Empire, Sutton Coldfield	2.0%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everyman, Mailbox, Birmingham	1.2%	40	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Light House, Wolverhampton	1.5%	48	0.0%	0	2.4%	1	0.0%	0	0.0%	0	6.7%	1	22.0%	24	12.1%	6	1.5%	0	2.4%	1	6.5%	3	0.0%	0
Odeon, Bolebridge Street, Tamworth	2.8%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Broadway Plaza, Birmingham	3.3%	109	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Odeon, Foregate Street, Worcester	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Forge Gate, Telford	1.1%	36	0.0%	0	0.0%	0	0.0%	0	58.2%	9	0.0%	0	2.7%	3	1.2%	1	0.0%	0	21.1%	6	7.0%	3	7.1%	2
Odeon, Merry Hill, Brierley Hill, Dudley	9.1%	294	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.5%	2	3.2%	2	23.3%	5	0.0%	0	3.3%	1	7.6%	2
Odeon, New Square, West Bromwich	5.9%	192	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, New Street, Birmingham	2.6%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Waterfront Way, Stafford	1.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Red Carpet Cinema, Barton-Under-Needwood	0.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reel Cinema, Kidderminster	1.9%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.0%	11
Reel Cinema, Quinton	2.0%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase, Bentley Mill Way, Walsall	4.0%	131	19.1%	7	8.5%	2	2.4%	2	0.0%	0	7.4%	1	2.6%	3	1.9%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Showcase, Castlegate Way, Dudley	12.0%	390	0.0%	0	1.9%	1	32.6%	23	0.0%	0	15.2%	3	4.3%	5	26.2%	13	41.5%	9	3.9%	1	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
The Electric Cinema, Birmingham	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
The Light Cinema, Walsall	7.3%	236	15.7%	6	15.9%	4	3.8%	3	0.0%	0	1.8%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Vue, Friar Street, Worcester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Vue, Kingfisher Shopping Centre, Redditch	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Star City, Watson Road, Birmingham	3.5%	115	0.0%	0	1.9%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Abroad	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Cinema, Noddy Park Road, Aldridge, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Youth Theatre, Noddy Park Road, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Theatre, Wulfruna Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Artrix, Slideslow Drive, Bromsgrove	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Jubilee Hall, Bargate Street, Brewood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Plaza, Ladywood Middleway, Birmingham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Festival Leisure Park, Basildon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Old Potts Way, Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Cineworld, Resorts World, Pendigo Way, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Assembly Rooms, Mill Street, Ludlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Majestic Cinema, Whitburn Street, Bridgnorth	0.6%	19	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.2%	1	10.3%	2	11.8%	3	0.0%	0	32.0%	10
Midlands Arts Centre, Cannon Hill Park, Queen's Ride, Birmingham	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Number 8 Arts Centre, High Street, Pershore	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Market Hall, The Square, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Village Hall, Aston Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St George's Hall, Load Street, Bewdley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
Stourbridge Town Hall, Crown Lane, Stourbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Weighted base:	3252	35	28	71	15	18	108	48	21	27	44	31
Sample:	2817	47	46	49	48	31	97	47	42	23	46	41

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Q35 Where do you or members of your household normally go to use a gym / healthclub / sports facility?												
<i>Those that said 'Gym / health club / sports facility' at Q32 AND Excl. Nulls</i>												
Aldridge Village Centre	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.9%	11	0.0%	0	9.0%	1	38.4%	8	0.0%	0	4.3%	0
Birmingham City Centre	3.3%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	1.2%	15	20.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	1.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0
Bromsgrove Town Centre	2.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	2.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Dudley Town Centre	1.6%	19	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	1.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth Local Centre, Birmingham	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	1.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	2.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill Local Centre, Cradley Heath	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxley Local Centre, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Quinton Local Centre,	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Birmingham												
Redditch Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	2.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Town Centre	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	3.2%	38	11.3%	1	11.8%	1	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	1.9%	22	0.0%	0	3.4%	0	9.8%	2	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.4%	5	10.5%	1	5.5%	1	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	1.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.6%	7	13.1%	2	32.4%	3	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	3.8%	46	13.1%	2	6.2%	1	18.1%	4	0.0%	0	18.1%	1
Wombourne Village Centre	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	1.9%	23	27.6%	3	5.5%	1	10.9%	2	0.0%	0	7.8%	1
Bescot Retail Park, Bescot Crescent, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
The Fort Shopping Park, Birmingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
24/7 Fitness, Foley Grove, Kidderminster	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	12.5%
24/7 Fitness, Hagley Road, Birmingham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
24/7 Fitness, Hallens Drive, Wednesbury	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbey Stadium, Birmingham Road, Redditch	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Action Heart, Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altered Images, Worcester Road, Bromsgrove	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anytime Fitness, Queensway, Halesowen	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bannatyne Health, Bonehill Road, Bitterscote, Tamworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeches Pool & Fitness Centre, Beeches Road, Birmingham	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better Gym, Lichfield Road, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better Gym, Lichfield Road, Walsall Wood, Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better Gym, Wyrley Brook Park, Vine Lane, Cannock	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Bewdley Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Hospital, Dudley Road, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Country Barbell, Talbot Street, Stourbridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blakenhall Community and Healthy Living Centre, Bromley Street, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	0	3.0%	1
Bloxwich Active Living, High Street, Walsall	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Jubilee Hall, Bargate Street, Brewood, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Plaza, Ladywood Middleway, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Bromsgrove Sport & Leisure Centre, School Drive,	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Bromsgrove												
Brownhills Activity Centre, Pelsall Road, Brownhills, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Leisure Centre, High Street, Burntwood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chase Leisure Centre and Golf Course, Stafford Road, Cannock	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Leisure Centre, Saredon Road, Cheslyn Hay, Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0
Cheslyn Hay Village Centre	0.1%	1	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0
Classic Physiques Gym, Garratts Lane, Cradley Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claverley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Cocks Moors Woods Leisure Centre, Alcester Road South, Kings Heath	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Leisure Centre, Elliotts Lane, Codsall, Wolverhampton	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	1
Coventry City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crystal Leisure Centre, Bell Street, Stourbridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Birmingham Road, Shenstone, Lichfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, One Lichfield South Wall Island, Birmingham Road, Shenstone, Lichfield	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Pensnett Road, Dudley, Brierley Hill	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Shady Lane, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Slideslow Drive, Bromsgrove	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daytona Tamworth, Robeys Lane, Tamworth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doug Ellis Sports Centre, Wellhead Lane, Birmingham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Sports Centre, Wellington Road, Dudley	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DW Fitness First, Weavers	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
												6.2%
												1

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Wharf, Black Horse Lane, Kidderminster												
Easy Gym, Corporation Street, Birmingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgbaston Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everlast Fitness Club, Bristol Road South, Birmingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairlawns Hotel and Spa, Little Aston Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Firewalker Fitness and Martial Arts, Salisbury Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Fortnocks Ultimate Health & Fitness Centre, Stalling's Lane, Kingswinford	0.2%	3	0.0%	0	0.0%	0	8.3%	2	0.0%	0	0.0%	0
Foundry Gym, Cooper Street, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	1
Foundry Gym, Pool Street, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friary Grange Leisure Centre, Eastern Avenue, Lichfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym & Slim, Union Drive, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym Unity, Tye Road, Fradley Park, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gymophobics, Orbital Plaza, Bridge Street, Cannock	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gymophobics, Rookery Lane, Aldridge, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haden Hill Leisure Centre, Barrs Road, Cradley Heath	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Leisure Centre, Great Cornbow, Halesowen	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halo Bridgnorth Endowed Leisure Centre, North Gate, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.9%
Handsworth Wellbeing Centre, Holly Road, Birmingham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Pool & Fitness Centre, Lordswood Road, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harry Mitchell Leisure Centre, Broomfield,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Smethwick												
Harvington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haughton Hall Hotel & Leisure Club, Haughton Lane, Shifnal	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathbrook Fitness, Swindon Road, Wall Heath, Kingswinford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holiday Inn, Chapel Lane, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Gyms, Phoenix Retail Park, Stafford Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Edward VI Sports Centre, King's Hill Road, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Klassics Heath & Leisure, Kidderminster Road, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Lodge, Common Road, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Swimming Centre, Vicarage Road, Oldbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Le Club Merry Hill, Level Street, Brierley Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamore Park, Blakenall Lane, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liberty Leisure Centre, Saxon Way, Stoke Road, Wychbold, Droitwich Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Fitness, Stockwell Avenue, Brierley Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Town Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mary Stevens Park, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mercure Hotel, Habberley Road, Kidderminster	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mercure Hotel, Penn Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Cross Hospital, Wolverhampton Road, Heath Town,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Wolverhampton												
Newport Swimming Pool, Victoria Park, Newport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, Ashbrook Drive, Rubery, Birmingham	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, Broadway Plaza, Ladywood Middleway, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, East Cannock Road, Cannock	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, Telford Forge Retail Park, Colliers Way, Telford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	6.6%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, Wolverhampton Business Park, Broadlands	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Oak Park Active Living Centre, Coppice Road, Walsall Wood, Walsall	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Community Centre, Station Road, Pelsall, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Leisure Centre, Cannock Road, Penkridge, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Portway Lifestyle Centre, Newbury Lane, Oldbury	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pulse Wednesbury, Friar Park Road, Wednesbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pump Gyms, High Street, Ryemarket, Stourbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Astle Retail Park, Cronehills Linkway, West Bromwich	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Bentley Bridge Retail Park, Bentley Bridge Way, Wolverhampton	0.4%	5	0.0%	0	11.1%	1	0.0%	0	0.0%	0	13.9%	1

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	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
PureGym, Birmingham Road, Wolverhampton	0.6%	7	0.0%	0	9.5%	1	0.0%	0	0.0%	0	7.8%	1	7.7%	3	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Central Square, Brodie House, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Dudley Port, Tipton	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Imperial Retail Park, Lichfield	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Kingfisher Square, Redditch	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Level Street, Brierley Hill	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Park Street, Walsall	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Snow Hill Plaza, Street. Chads Queensway, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Victoria Street, Hednesford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Windmill Shopping Centre, Cape Hill, Smethwick	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinborne Community Centre, Ridgacre Road, Quinton, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RAF Cosford, Albrighton, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richard Dunn Sports Centre, Rooley Avenue, Bradford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Russells Hall Hospital, Pensnett Road, Dudley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryland Centre, New Road, Bromsgrove	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone Village Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Golf Club, Decker Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Gym, Bentley Mill Way, Walsall	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick Swimming Centre, Thimblemill Road, Smethwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snap Fitness, Hagley Road, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Snap Fitness, Milestone Way, Burntwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoneleigh Performance Fitness Centre, Stoneleigh Park, Stoneleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonnall Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhall Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Chase Golf Health Club & Spa, Pottal Pool Road, Huntington, Penkridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Edgbaston Priory Club, Sir Harrys Road, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Alexandra Street, Wolverhampton	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Broadway, Ladywood Middleway, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Hagley Road West, Halesowen	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Kingsbury Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Parkgate Shopping Centre, Stratford Road, Shirley, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, The Parade, Sutton Coldfield, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Wrottesley Park Road, Perton, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	1
The Health Factory, Market Street, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Morris Centre Club, Queen Elizabeth Hospital, Birmingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Leisure Centre, Alexandra Road, Tipton	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Sports Academy, Wednesbury Oak Road, Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ultimate Fitness, Doulton Trading Estate, Doulton Road, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
University of Birminham Sports & Fitness, Bristol	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vibe Hut, Dawley Brook Road, Stourbridge, Kingswinford	0.1%	2	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Village Gym, Castlegate Park, Birmingham, Dudley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Gym, The Green Business Park, Dog Kennel Lane, Shirley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Village Hotel, Castlegate Drive, Dudley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Hotel, Tempus Drive, Walsall	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, Blythe Valley Park, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Gala Swimming and Fitness Centre, Tower Street, Walsall	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Leisure Centre, High Bullen, Wednesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	0	0.0%	0
Wellington Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Leisure Centre, Moor Street, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Hall, Langton Crescent, Whittington, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Wolverhampton Lawn Tennis & Squash Club, Newbridge Crescent, Wolverhampton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Swimming & Fitness Centre, Planetary Road, Wolverhampton	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Wombourne Leisure Centre, Ounsdale Road, Wombourne, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Workoutz Fitness Club, Borough Court, Grammar School Lane, Halesowen	0.4%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	1	4.9%	1
WV Active Aldersley, Aldersley Road, Wolverhampton												

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Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
WV Active Bilston-Bert Williams, Nettlefolds Way, Bilston	0.3%	3	0.0%	0	5.5%	1	4.8%	1	0.0%	0	0.0%	0												
WV Active Central, Bath Avenue, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	8.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyre Forest Leisure Centre, Stourport Road, Kidderminster	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1
Xercise4Less, Crystal House Business Park, Smethwick	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Xercise4Less, High Street, Brierley Hill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
YMCA Gym, Carter's Green, West Bromwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1205		12	10	21	6	7	44	19	9	7	19	11											
Sample:	1050		12	15	16	17	12	37	21	21	6	18	12											

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Q36 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?																									
<i>Those that said 'Theatre / concert / music venue' at Q32 AND Excl. Nulls</i>																									
Arena Theatre, Wolverhampton	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Artrix Theatre, Bromsgrove	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birmingham Hippodrome, Birmingham	19.0%	395	6.3%	2	1.7%	0	10.2%	4	13.6%	2	2.0%	0	5.8%	4	3.7%	2	10.9%	2	3.2%	1	1.9%	1	3.3%	1	
Birmingham Repertory Theatre, Birmingham	1.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	
Birmingham Town Hall, Birmingham	1.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Brierley Hill Civic Hall, Brierley Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dudley Town Hall, Dudley	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	2	
Lichfield Garrick Theatre, Lichfield	3.6%	74	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	
Light House, Wolverhampton	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.9%	1	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
New Alexandra Theatre, Birmingham	3.5%	73	1.6%	0	0.0%	0	0.0%	0	1.5%	0	2.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	
Oakengates Theatre (The Place), Telford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	
Oldbury Rep, Barlow Theatre, Oldbury	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	
Prince of Wales Theatre, Cannock	0.6%	12	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Royal Shakespeare Theatre, Stratford-upon-Avon	1.0%	20	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stafford Gatehouse Theatre, Eastgate Street, Stafford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stratford Playhouse, Stratford-upon-Avon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	
Swan Theatre, Stratford upon Avon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
The Crescent Theatre, Birmingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
The Other Place, Stratford-upon-Avon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
The Robin 2, Mount Pleasant, Bilston	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
The Rose Theatre, Kidderminster	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	4.7%	1	
Theatre on the Steps, Bridgnorth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	
Wolverhampton Grand Theatre, Wolverhampton	17.3%	360	53.8%	16	42.5%	8	27.2%	9	27.1%	4	64.7%	10	59.1%	42	57.6%	24	53.0%	12	31.4%	6	56.6%	24	16.8%	4	

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Bilston Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Birmingham City Centre	30.4%	631	17.5%	5	21.3%	4	27.5%	10	12.3%	2	6.4%	1	14.5%	10	19.3%	8	13.1%	3	23.0%	5	18.1%	8	24.0%	6
Brierley Hill Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	4.0%	82	0.0%	0	0.0%	0	0.0%	0	12.0%	2	6.4%	1	0.9%	1	2.2%	1	2.5%	1	8.3%	2	3.9%	2	8.7%	2
Cradley Heath Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	13.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Solihull Town Centre	0.3%	5	0.0%	0	0.0%	0	10.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.1%	1	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	0.3%	6	1.6%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	4.0%	83	15.8%	5	19.5%	4	22.1%	8	5.6%	1	6.4%	1	6.8%	5	4.9%	2	7.9%	2	10.3%	2	15.9%	7	3.3%	1
Worcester City Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Abroad	0.6%	12	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	10.3%	2	0.0%	0	0.0%	0	0.0%	0
Arena Birmingham, King Edwards Road, Birmingham	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beacon Centre, Wolverhampton Road, Dudley, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Gate, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Theatre, Church Street, Blackpool	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Theatre, St Leonardgate, Lancaster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holiday Resort Unity, Coast Road, Brean, Sands, Burnham-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Malvern Theatre, Grange Road, Malvern	0.6%	12	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Manchester City Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Centre, Dudley, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Molineux Stadium, Waterloo Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NEC, North Avenue, Marston Green, Birmingham	1.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	3.0%	1
O2 Academy, Horse Fair, Birmingham	0.6%	11	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
O2 Institute, Digbeth, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Principality Stadium, Westgate Street, Cardiff	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regent Theatre, Piccadilly, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Resorts World Arena, Perimeter Road, Birmingham	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Royal Birmingham Conservatoire, Jennens Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
St Helens Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley District Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent City Centre	0.1%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-Upon-Avon Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Symphony Hall, Broad Street, Birmingham	0.9%	18	0.0%	0	5.5%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	1.2%	1	1.7%	0
The Alexandra, Suffolk Street, Queensway, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Big Comfy Bookshop, Far Gosford Street, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Grange Playhouse, Broadway North, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Pavilion Club, Stafford Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre 7, Frankwell Quay, Shrewsbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	3.3%	1
Thimblemill Library, Thimblemill Road,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55		
Smethwick														
Topsham Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Villa Park, Trinity Road, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-Super-Mare Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Civic Hall, North Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0
Weighted base:	2075	29	20	35	14	16	72	42	23	21	43	26		
Sample:	2197	43	38	30	45	32	77	48	48	21	50	38		

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Q37 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?												
<i>Those that said 'Museum / gallery or place of historical / cultural interest' at Q32 AND Excl. Nulls</i>												
Ancient High House, Stafford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aston Hall, Birmingham	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bantock House Museum, Wolverhampton	1.3%	16	0.0%	0	0.0%	0	9.9%	2	0.0%	0	23.1%	11
Birmingham Back to Backs Houses, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham Museum & Art Gallery, Birmingham	15.2%	187	8.5%	1	9.2%	1	8.6%	2	14.9%	1	8.9%	1
Black Country Living Museum, Dudley	7.0%	86	3.1%	0	17.5%	2	19.4%	4	0.0%	0	3.2%	0
Blakesley Hall, Yardley, Birmingham	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Museum & Art Gallery, Dudley	0.6%	8	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Forge Mill Needle Museum, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lapworth Museum of Geology, Birmingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museum of Cannock Chase, Hednesford, Cannock	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak House Museum, West Bromwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Air Force Museum, Shifnal	0.1%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	0	0.0%	0
Samuel Johnson Birthplace Museum, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soho House Museum, Birmingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staffordshire Regiment Museum, Whittington Barracks, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Museum Collection Centre, Nechells, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Pen Museum, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thinktank Birmingham Science Museum, Birmingham	0.8%	9	0.0%	0	9.2%	1	0.0%	0	0.0%	0	3.2%	0
Walsall Leather Museum, Walsall	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Museum, Central Library, Walsall	1.4%	17	22.7%	4	7.8%	1	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Bilston Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Birmingham City Centre	38.4%	472	14.8%	2	24.9%	3	24.0%	5	30.4%	2	23.9%	2	10.9%	5	23.6%	6	25.0%	3	21.2%	2	38.7%	8	14.2%	3
Blackheath Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	9.0%	111	3.1%	0	0.0%	0	0.0%	0	28.8%	2	0.0%	0	5.6%	3	14.0%	3	9.6%	1	36.3%	4	19.5%	4	10.9%	2
Droitwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Kingswinford Town Centre	0.1%	1	0.0%	0	9.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.6%	7	0.0%	0	0.0%	0	25.2%	5	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.1%	1	8.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	1.7%	21	0.0%	0	2.8%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	5.7%	70	23.3%	4	5.7%	1	9.9%	2	0.0%	0	32.8%	3	35.3%	16	32.4%	8	12.3%	1	32.5%	3	11.7%	2	0.0%	0
Worcester City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Abroad	5.2%	64	0.0%	0	9.2%	1	0.0%	0	2.8%	0	0.0%	0	0.0%	0	6.5%	2	11.7%	1	0.0%	0	0.0%	0	6.5%	1
Aberystwyth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anson Engine Museum, Anson Road, Poynton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	4
Blakney Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Brighton City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camarthen Town Centre	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Verney Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastbourne Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgbaston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	2	0.0%	0
Giant's Causeway National Truse, Causeway Road, Bushmills	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Gloucester City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester Warwickshire Steam Railway, The Railway Station, Toddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanbury Hall, Hanbury	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikon Gallery, Oozells Square, Brindleyplace, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkwall Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laurel and Hardy Museum, The Roxy, Brogden Street, Ulverston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.6%	8	10.0%	2	0.0%	0	2.8%	0	15.6%	2	0.0%	0
Manchester City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester Museum, University of Manchester, Oxford Road, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor House Museum, Hall Green Road, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museum of Lincolnshire Life, Burton Road, Lincoln	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Space Centre, Exploration Drive, Leicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Natural History Museum, Cromwell Road, South Kensington, London	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northe Fort, Barrack Road, Weymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Oxford City Centre	0.1%	1	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Red House Glass Cone Museum, High Street, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandsfoot Castle, Weymouth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scottish National Portrait Gallery, Queen Street, Edinburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soldiers of Gloucestershire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Museum, Commercial Road, Gloucester												
Stoke-on-Trent City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Hall, Heelis, Kemble Drive, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Beatles Story, Britannia Vaults, Albert Dock, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0
The Ironbridge Gorge Museum, Coach Road, Coalbrookdale, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
The New Art Gallery, Gallery Square, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Torquay Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
Warwick Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-under-Lizard Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0
Wightwick Manor, Wightwick Bank, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Art Gallery, Lichfield Street, Wolverhampton	0.2%	2	0.0%	0	4.6%	1	0.0%	0	0.0%	0	2.6%	0
Wordsley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Museum, William Brown Street, Liverpool	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1229	16	12	21	8	10	46	24	12	11	20	20
Sample:	1270	21	16	16	28	21	47	28	24	9	24	27

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Q38 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to when visiting pubs / bars / nightclubs?												
<i>Those that said 'Pub / bar / nightclub' at Q32 AND Excl. Nulls</i>												
Aldridge Village Centre	1.1%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	1.1%	29	0.0%	0	1.3%	0	37.6%	24	0.0%	0	7.3%	1
Birmingham City Centre	17.9%	470	2.1%	1	8.5%	2	1.6%	1	0.0%	0	10.9%	2
Blackheath Town Centre	0.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	1.1%	30	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	1.7%	45	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Brierley Hill Town Centre	1.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Bromsgrove Town Centre	1.9%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.4%	10	2.1%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	3.0%	79	2.1%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clebury Mortimer Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.2%	6	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Droitwich Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Dudley Town Centre	2.6%	68	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Erdington Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	1.9%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth Local Centre, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	3.0%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	2.3%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	1.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	4.0%	106	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye Local Centre, Stourbridge	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Newport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	1.2%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxley Local Centre, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quinton Local Centre, Birmingham	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	1.1%	28	0.0%	0	4.7%	1	5.6%	4	0.0%	0	7.7%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.5%	14	0.0%	0	0.0%	0	0.0%	0	79.6%	11	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0
Smethwick Town Centre	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Stirchley Local Centre, Birmingham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	3.6%	94	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	2.8%	73	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	4.9%	1	2.0%	1	0.9%	0
Tipton Town Centre	0.7%	19	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	4.0%	106	16.8%	7	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	1.4%	38	0.0%	0	1.3%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.9%	23	6.6%	3	2.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	2.1%	55	0.0%	0	4.2%	1	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	1.4%	37	28.8%	12	39.2%	10	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	7.8%	206	10.7%	4	23.9%	6	27.0%	17	0.0%	0	63.6%	11	59.0%	48	43.9%	17	1.2%	0	14.1%	3	27.9%	13	0.0%	0
Wombourne Village Centre	0.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.1%	2	61.3%	16	0.0%	0	1.1%	1	0.0%	0
Worcester City Centre	0.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	0.5%	13	0.0%	0	6.9%	2	3.6%	2	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.1%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill SHOPPING	0.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
CENTRE, Brierley Hill												
One Stop Retail Park, Walsall Road, Perry Barr	0.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, New Oscott, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Albrighton Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0
Alvechurch Village Centre	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alveley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aston Fields Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnt Green Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartley Green Village Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berkswell Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishopswood Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Lake Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bobbington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldmere Local Centre	0.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boley Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourneville Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradmore Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Village Centre	0.2%	6	2.4%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Bridgnorth Road, Compton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Sea Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burwarton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlegate Leisure Park, Castlegate Way, Dudley	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catshill Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caunsall Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chaddesley Corbett Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chapel Ash Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claverley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
Clent Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Town Centre	0.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Compton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookley Village Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Coseley Local Centre	0.2%	4	0.0%	0	0.0%	0	5.4%	3	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coven Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donnington Valley Golf Club, Snelsmore Common, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgbaston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Far Forest Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Featherstone Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchfield Local Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foley Road West, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordhouses Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gailey Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Gentleshaw Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gornal Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wyrley Local Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Road West, Smethwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Village Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Half Penny Farm, Joseph Street, Oldbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamstead Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heath Hayes Local Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Higley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Himley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holyhead Road, Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hopwood Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hull City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huntington Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ironbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kemberton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Norton Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lapworth Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ledbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Lichfield Road, Willenhall	0.1%	3	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Aston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandudno Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Town Centre	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Longton Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Gornal Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Malvern Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maypole Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mercury Drive, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	0.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moseley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Invention Village Centre	0.1%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Canes Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldswinford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oswestry Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Road, Dudley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pattingham Village Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pelsall Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.6%	16	0.0%	0	0.0%	0	0.0%	0	5.1%	1	2.1%	2
Perry Barr Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Quarry Bank Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley Village Centre	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seisdon Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Selly Oak Local Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Park Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shareshill Village Centre	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield City Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelfield Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipley Town Centre	0.0%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shortheath Local Centre	0.1%	4	7.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skegness Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Prior Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stottesdon Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Stourton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streetley Local Centre	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Road, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55										
Tettenhall Village Centre	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	7	0.0%	0	1.2%	0	15.8%	4	0.0%	0	0.0%	0
Tividale Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tong Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0
Trysull Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trysull Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Wall Heath Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Walsall Wood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheaton Aston Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley Village Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worfield Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	2634	41	26	63	14	17	82	39	25	24	46	48										
Sample:	2533	55	46	50	46	30	83	40	51	24	47	57										

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Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Q39 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?												
<i>Those that said 'Restaurant / café / eating out' at Q32 AND Excl. Nulls</i>												
Aldridge Village Centre	1.3%	43	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	1.2%	40	3.6%	2	2.1%	1	32.3%	28	0.0%	0	10.5%	3
Birmingham City Centre	20.4%	688	8.8%	4	6.8%	2	6.0%	5	2.1%	0	7.1%	2
Blackheath Town Centre	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	1.5%	50	1.1%	0	0.0%	0	2.0%	2	4.9%	1	2.0%	1
Brierley Hill Town Centre	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	1.7%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	0.3%	10	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	3.3%	112	5.1%	2	4.8%	2	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clebury Mortimer Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Dudley Town Centre	2.2%	75	0.0%	0	0.0%	0	3.7%	3	0.0%	0	1.0%	0
Erdington Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	1.6%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	3.5%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	2.4%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Local Centre, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford Town Centre	1.6%	53	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.0%	1
Lichfield City Centre	5.4%	181	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye Local Centre,	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Stourbridge												
Newport Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Northfield Local Centre, Birmingham	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill Local Centre, Cradley Heath	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxley Local Centre, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Quinton Local Centre, Birmingham	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley Local Centre, Dudley	0.5%	18	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1
Shifnal Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	36.3%	7	0.0%	0
Shrewsbury Town Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	8.5%	2	0.0%	0
Smethwick Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Stirchley Local Centre, Birmingham	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	2.7%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	3.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.9%	29	3.6%	2	0.0%	0	0.0%	0	33.5%	6	0.0%	0
Tipton Town Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Walsall Town Centre	3.7%	125	9.4%	4	8.6%	3	2.5%	2	0.0%	0	1.0%	0
Wednesbury Town Centre	1.1%	37	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre, Wolverhampton	0.6%	19	8.4%	4	1.7%	1	5.0%	4	0.0%	0	0.0%	0
West Bromwich Town Centre	3.0%	102	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Willenhall Town Centre	0.9%	30	16.7%	7	29.3%	9	5.0%	4	0.0%	0	0.0%	0
Wolverhampton City Centre	6.7%	227	17.6%	8	19.5%	6	22.3%	19	0.0%	0	55.0%	17
Wombourne Village Centre	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	1.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Battery Retail Park, Selly Oak	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	1.9%	64	12.1%	5	19.5%	6	10.8%	9	0.0%	0	6.1%	2
Bescot Retail Park, Bescot	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Crescent, Walsall												
Bromsgrove Retail Park, Birmingham Road, Bromsgrove	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Gateway Retail Park, Eastern Way, Cannock	0.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Junction 9, Wednesbury	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.0%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	2.1%	70	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0
Oldbury Green Retail Park, Oldbury Ringway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Shopping Park, Birmingham	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park / Sears Retail Park, Shirley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springvale Way Retail Park, Springvale Way, Bilston	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Telford Bridge Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Abergavanne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Acton Trussell Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
Albrighton Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Alcester Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alum Rock Local Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvechurch Village Centre	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alveley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Aston Fields Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baginton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnet Green Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartley Green Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belbroughton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Road North, Walsall	0.1%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	4
Billbrook Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Birmingham Road, Shenstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham Road, Walsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Lake Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bobbington Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldmere Local Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boley Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourneville Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradmore Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood Village Centre	0.2%	8	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	2	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Road, Shatterford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushbury Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Calf Heath Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Chase District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlecroft Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlegate Leisure Park, Castlegate Way, Dudley	1.0%	34	0.0%	0	0.0%	0	2.4%	2	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chapel Ash Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chasetown Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheslyn Hay Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester Road, Sutton Coldfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheylesmore Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claverley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clent Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalport Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall Town Centre	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	9.5%	2	22.4%	11	0.0%	0
Compton Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

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June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55										
Compton Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Conwy Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookley Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coseley Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotteridge Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coven Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Coventry City Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dickens Heath Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgbaston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enville Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Far Forest Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchfield Local Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordhouses Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gentleshaw Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldthorn Park Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Gornal Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Park, Rubery	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wyrley Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Road West, Smethwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Road, Edgbaston	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley Village Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Half Penny Farm, Joseph Street, Oldbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Farm Shop, Pershore Road, Evesham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamstead Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartlebury Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heath Hayes Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Himley Hall, Himley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Himley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hopwood Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Illey Lane, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ironbridge Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath Local Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Norton Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver Village Centre	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lapworth Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55										
Ledbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Lichfield Road, Willenhall	0.0%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandudno Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge Town Centre	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Madeley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray Town Centre	0.0%	1	0.0%	0	1.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green Local Centre	1.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Warwick Highway, Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moseley Local Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
New Invention Village Centre	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Canes Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Stafford Road, Coven	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Oswestry Town Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Patshull Park Hotel Golf and Country Club, Pattingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Pattingham Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	2	0.0%	0	0.0%	0
Pelsall Town Centre	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0
Penkridge Town Centre	0.3%	10	0.0%	0	1.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Road, Wolverhampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Penn Village Centre	0.4%	15	0.0%	0	0.0%	0	0.0%	0	3.7%	1	2.2%	2	18.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perry Barr Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	6.6%	2	0.0%	0	0.0%	0
Rednal Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley Village Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowley Regis Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushall Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone Village Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipley Town Centre	0.1%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	1.7%	1	1.8%	1
Shirley District Centre	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Shortheath Local Centre	0.0%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sparkbrook Local Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sparkhill Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Stratford-upon-Avon Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Streetley Local Centre	0.1%	4	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Road, Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tettenhall Village Centre	0.2%	8	0.0%	0	0.0%	0	0.0%	0	4.1%	4	3.7%	2
Tividale Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tong Village Centre	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Trysull Road, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Trysull Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tyburn Road, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wall Heath Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Wedges Mills Local Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheaton Aston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Wollaston Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Business Park, Greenfield Lane, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Road, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worfield Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Wythall Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	3378	43	32	87	18	32	102	53	31	26	49	49
Sample:	3340	61	56	67	59	60	104	60	68	26	57	65

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Q40 Where do you or members of your household normally go for family entertainment?												
<i>Those that said 'Family entertainment (e.g. tenpin bowling, skating rink)' at Q32 AND Excl. Nulls</i>												
Aldridge Village Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood Local Centre, Smethwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.9%	10	0.0%	0	0.0%	0	25.6%	9	0.0%	0	0.0%	0
Birmingham City Centre	17.9%	196	0.0%	0	12.3%	1	7.9%	3	0.0%	0	0.0%	0
Bloxwich Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Local Centre, Smethwick	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road / Blakenhall Local Centre, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0
Dudley Town Centre	5.7%	62	0.0%	0	0.0%	0	12.1%	4	0.0%	0	0.0%	0
Great Barr Local Centre, Birmingham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne Local Centre, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	1.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Local Centre, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	5.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	2.5%	28	0.0%	0	0.0%	0	3.0%	1	58.5%	3	0.0%	0
Walsall Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Local Centre,	0.5%	5	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Wolverhampton												
West Bromwich Town Centre	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.2%	3	11.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	4.0%	44	5.5%	1	12.3%	1	11.1%	4	0.0%	0	25.7%	2
Worcester City Centre	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail & Leisure Park, Wednesfield Way, Wednesfield	14.6%	160	79.9%	11	75.3%	7	25.4%	9	0.0%	0	74.3%	5
Cardinal Point Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill RETAIL PARK, Brierley Hill	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill SHOPPING CENTRE, Brierley Hill	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive, Cannock	0.1%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park, Dudley Road, Wolverhampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Shopping Park, Telford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	6.5%	0	0.0%	0
The Fort Shopping Park, Birmingham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AFC Telford United, Watling Street, Wellington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0
Alton Towers, Farley Lane, Alton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2
AMF Bowling, Brixton Way, Harlescott, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0
Blackpool Pleasure Beach, Ocean Boulevard, Blackpool	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blymhill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Bournemouth City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Plaza, Ladywood Middleway, Birmingham	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushby Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buxton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlegate Leisure Park, Castlegate Way, Dudley	10.8%	118	0.0%	0	0.0%	0	12.0%	4	0.0%	0	0.0%	0
CineBowl, Town Meadows Way, Uttoxeter	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookley Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton Manor Theme Park, Fazeley, Mile Oak, Tamworth	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Golf Club, Turner's Hill, Rowley Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Zoological Gardens, Castle Hill, Dudley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fallings Park Methodist Church, Wimborne Road, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fiveways Entertainment Centre, Broad Street, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Park, Park Way, Rubery, Birmingham	7.0%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice Skate Birmingham, New Canal Street, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Namco Funscape, Castle Grounds, Riverdrive, Tamworth	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Planet Ice, Hobs Moat Road, Solihull	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Planet Ice, Lakeside Plaza, Walkmill Lane, Cannock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery Village Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SnowDome, Leisure Island, Riverdrive, Tamworth	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springhill Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Star City, Watson Road, Birmingham	3.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Castle, Lady Bank, Holloway, Tamworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Ice Rink, St Quentin Gate, Telford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	11.4%	1	0.0%	0
Tenpin, Greyfriars Place,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Stafford												
Tenpin, Perdiswell Park, Droitwich Road, Worcester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin, St Quentin Gate, Telford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The ECC Sports & Social Club, Showell Road, Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Villa Park, Trinity Road, Birmingham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs, Worcester Road, Droitwich Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Albion FC, Birmingham Road, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Midland Safari Park, Spring Grove Road, Bewdley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn Safari Park, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Wanderers FC, Molineux Stadium, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1093	14	9	34	5	6	33	22	6	6	17	13
Sample:	869	13	13	23	16	8	31	20	10	4	16	14

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Q41 Where do you or members of your household normally go for (OTHER ACTIVITY FROM Q32)?												
<i>Those that said 'Cycling', 'Fishing', 'Horse riding', 'Place of worship / religious meeting' or 'Walking' at Q32 AND Excl. Nulls</i>												
Aldridge Village Centre	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	15.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	5.7%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	15.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2
Wombourne Village Centre	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coseley Local Centre	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotteridge Local Centre	21.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essington Village Centre	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifespring Church, Clifton Street, Wolverhampton	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Llangollen Town Centre	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pridewood Hops, Ashperton, Ledbury	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Arboretum, Walsall	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston Village Community Association, Bridgnorth Road, Stourbridge	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	16	0	1	0	0	0	1	2	0	0	0	1
Sample:	18	0	1	0	0	0	1	1	0	0	0	2

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55											
Q42 What improvements could be made to the leisure offer in your Council area that would make you visit / partake in leisure activities more often? [MR]																							
A casino	0.3%	16	1.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	
A swimming pool	5.9%	359	6.4%	5	9.3%	6	9.0%	13	32.1%	10	0.0%	0	5.9%	11	5.6%	6	3.9%	2	5.7%	3	4.6%	4	4.6%
A theatre	1.7%	104	0.6%	0	2.3%	1	0.5%	1	0.0%	0	0.6%	0	2.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	6.6%
A multi-screen cinema	5.8%	353	0.0%	0	4.5%	3	2.9%	4	0.7%	0	7.2%	4	9.6%	17	9.0%	9	1.1%	0	1.3%	1	2.2%	2	8.2%
An art house cinema	0.7%	44	0.6%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Bingo	0.5%	31	0.0%	0	3.0%	2	1.2%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%
Cheaper prices	8.9%	541	4.6%	3	8.1%	5	9.3%	13	1.2%	0	0.6%	0	3.8%	7	4.3%	4	6.1%	3	0.0%	0	2.5%	2	0.6%
Improved access by foot and cycle	1.2%	73	0.0%	0	0.9%	1	0.0%	0	3.5%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	1	0.0%
Improved public transport	2.9%	178	0.0%	0	0.0%	0	6.1%	9	0.7%	0	0.0%	0	0.9%	2	3.2%	3	1.9%	1	2.6%	1	0.0%	0	3.9%
Improved security / CCTV	4.4%	269	1.8%	1	1.5%	1	4.4%	6	0.0%	0	2.6%	1	7.3%	13	3.7%	4	2.8%	1	2.3%	1	0.0%	0	0.0%
Improved street furniture	0.6%	35	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.2%	1	0.0%	0	0.0%	0	0.0%
Improvements in the built environment	1.5%	90	3.5%	3	0.0%	0	1.2%	2	0.7%	0	2.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.9%
More / better car parking	4.8%	293	3.9%	3	6.0%	4	5.2%	7	1.8%	1	0.6%	0	6.9%	12	7.0%	7	0.7%	0	2.3%	1	1.8%	2	10.4%
More / better cultural facilities	1.8%	107	3.5%	3	4.9%	3	1.5%	2	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.0%
More / better disabled access	1.6%	96	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0	2.0%	4	0.9%	1	2.1%	1	0.0%	0	0.0%	0	0.0%
More / better health clubs / gyms	2.1%	130	0.6%	0	0.0%	0	2.7%	4	3.0%	1	1.1%	1	2.2%	4	3.3%	3	1.2%	1	2.1%	1	0.0%	0	1.5%
More / better parks / green spaces	4.3%	261	4.8%	4	5.2%	3	5.9%	8	3.2%	1	3.2%	2	1.2%	2	7.1%	7	1.3%	1	4.6%	2	1.0%	1	1.6%
More / better policing	3.8%	230	2.1%	2	1.7%	1	7.2%	10	0.0%	0	2.0%	1	3.2%	6	1.8%	2	0.0%	0	4.2%	2	0.0%	0	0.0%
More / better pubs / bars	2.8%	170	0.0%	0	1.9%	1	4.2%	6	0.0%	0	2.6%	1	2.0%	4	0.0%	0	0.0%	0	3.4%	2	1.1%	1	0.0%
More / better seats	1.8%	107	0.6%	0	0.0%	0	4.6%	6	0.0%	0	0.0%	0	0.9%	2	0.6%	1	0.9%	0	2.1%	1	0.0%	0	0.0%
More / better signposting and information	0.4%	26	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
More for children	9.2%	559	2.6%	2	15.0%	9	12.2%	17	5.3%	2	4.2%	2	6.7%	12	3.0%	3	2.8%	1	6.7%	3	2.9%	2	3.1%
More local sports & recreation facilities	3.2%	195	1.9%	1	0.9%	1	7.2%	10	4.6%	1	3.5%	2	2.6%	5	1.5%	1	6.0%	3	1.3%	1	0.0%	0	3.3%
More nightclubs	1.2%	71	3.5%	3	2.9%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
More pavement cafes	1.8%	111	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.6%	0	2.5%	4	1.6%	2	0.7%	0	2.3%	1	0.0%	0	0.0%
More quality restaurants	6.5%	392	0.0%	0	8.6%	5	6.9%	10	2.9%	1	8.0%	4	6.4%	12	7.2%	7	1.1%	0	0.0%	0	5.1%	4	1.9%
More street cleaning	2.8%	170	0.0%	0	4.0%	3	2.0%	3	0.0%	0	0.0%	0	3.3%	6	0.0%	0	0.7%	0	5.9%	3	0.0%	0	0.6%
Provision of public toilets	2.5%	154	2.1%	2	2.9%	2	3.8%	5	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	0	0.0%	0	0.6%	1	1.5%
Ten-pin bowling	3.5%	211	0.6%	0	1.0%	1	2.0%	3	0.0%	0	0.0%	0	0.9%	2	3.2%	3	0.0%	0	0.0%	0	1.1%	1	4.8%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Adventure park	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better security / safety	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Better takeaways	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Climbing walls / rock climbing centre	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Community centre	0.1%	7	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dog walking facilities	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Don't close any leisure	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
centres / swimming baths																								
Entertainment / leisure complex	0.2%	12	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendlier / more helpful staff	0.0%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go-karting	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	0.7%	41	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.0%	1	1.6%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access by car	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Indoor ski centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Indoor water park	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laser tag	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure venues open longer / more days	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	3.0%	1	4.2%	2	0.0%	0	0.0%	0
More / better leisure facilities in general	0.8%	48	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.6%	1	0.0%	0	3.5%	2	1.9%	2	0.0%	0
More / better mountain bike trails	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better shops	0.6%	38	0.6%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
More advertising of what's available	0.1%	5	0.6%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
More family orientated venues / events	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure activities / facilities for older people	0.5%	29	0.6%	0	0.5%	0	0.0%	0	0.7%	0	1.1%	1	1.3%	2	0.0%	0	0.7%	0	0.0%	0	0.6%	1	0.0%	0
More leisure activities / facilities for young people / teenagers	0.9%	52	1.3%	1	0.9%	1	0.8%	1	1.4%	0	2.5%	1	1.6%	3	0.9%	1	2.1%	1	1.3%	1	1.2%	1	0.0%	0
More leisure activities for women	0.1%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More live music venues	0.2%	11	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More outdoor exercise facilities / classes	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More special events / festivals	0.1%	9	1.2%	1	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
More varied classes / activities available	0.3%	21	0.6%	0	0.9%	1	0.0%	0	2.2%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
More walking events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved leisure centre	0.6%	36	0.0%	0	3.7%	2	0.8%	1	1.2%	0	1.0%	1	0.6%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
New / improved library	0.2%	10	0.6%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce parking prices	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skate park	0.1%	7	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.0%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Speedway track	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trampoline park	0.1%	4	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Velodrome	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watersports	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
(Don't do leisure activities)	4.6% 282	5.0% 4	8.1% 5	1.6% 2	5.0% 2	1.2% 1	4.4% 8	2.1% 2	4.5% 2	6.7% 3	2.0% 2	3.5% 3
(Don't know)	6.4% 392	8.6% 6	5.1% 3	4.8% 7	0.0% 0	0.6% 0	3.5% 6	3.7% 4	0.0% 0	3.5% 2	4.5% 4	4.8% 4
(Nothing)	39.6% 2408	53.3% 40	23.7% 15	38.8% 55	43.9% 13	65.4% 33	40.2% 72	47.8% 48	65.2% 30	52.3% 27	70.7% 61	62.3% 49
Weighted base:	6076	75	63	141	31	50	180	100	46	51	87	78
Sample:	6076	108	110	114	102	101	176	105	102	47	104	107

GEN Gender of respondent:

Male	34.2% 2078	38.3% 29	22.1% 14	32.7% 46	36.4% 11	34.5% 17	35.2% 63	31.9% 32	40.5% 19	35.8% 18	33.0% 29	36.8% 29
Female	65.8% 3998	61.7% 46	77.9% 49	67.3% 95	63.6% 20	65.5% 33	64.8% 117	68.1% 68	59.5% 28	64.2% 33	67.0% 58	63.2% 50
Weighted base:	6076	75	63	141	31	50	180	100	46	51	87	78
Sample:	6076	108	110	114	102	101	176	105	102	47	104	107

AGE Can I ask how old you are please?

18 to 24	8.2% 497	8.8% 7	11.7% 7	6.2% 9	5.6% 2	8.5% 4	5.6% 10	6.3% 6	5.5% 3	3.5% 2	6.5% 6	10.7% 8
25 to 34	15.4% 938	8.8% 7	13.2% 8	14.9% 21	7.5% 2	10.2% 5	11.2% 20	14.2% 14	5.5% 3	10.6% 5	3.3% 3	15.3% 12
35 to 44	19.5% 1185	14.5% 11	17.2% 11	29.1% 41	6.6% 2	18.0% 9	16.4% 30	16.6% 17	12.9% 6	25.0% 13	23.0% 20	19.7% 15
45 to 54	17.7% 1073	10.3% 8	14.6% 9	13.8% 19	16.4% 5	8.0% 4	25.1% 45	20.2% 20	10.7% 5	18.6% 10	13.4% 12	11.6% 9
55 to 64	16.6% 1009	12.7% 10	18.3% 12	22.0% 31	25.8% 8	22.4% 11	19.6% 35	17.5% 18	27.6% 13	13.9% 7	24.7% 21	14.0% 11
65 +	22.6% 1375	44.8% 33	25.0% 16	14.0% 20	38.1% 12	32.8% 17	22.0% 40	25.1% 25	37.9% 18	28.3% 15	29.1% 25	28.8% 23
(Refused)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	6076	75	63	141	31	50	180	100	46	51	87	78
Sample:	6076	108	110	114	102	101	176	105	102	47	104	107

CAR How many cars does your household own or have the use of?

None	14.6% 889	21.4% 16	21.0% 13	22.8% 32	9.9% 3	22.5% 11	8.8% 16	6.5% 6	6.5% 3	0.0% 0	8.7% 8	1.1% 1
One	41.4% 2515	31.5% 24	48.3% 31	45.9% 65	31.6% 10	51.0% 26	41.6% 75	38.0% 38	28.4% 13	38.8% 20	37.6% 33	47.2% 37
Two	29.1% 1769	35.8% 27	23.1% 15	24.1% 34	38.5% 12	13.7% 7	30.1% 54	35.8% 36	41.5% 19	37.7% 19	37.7% 33	32.6% 26
Three or more	11.6% 702	7.7% 6	6.2% 4	7.1% 10	11.8% 4	2.2% 1	16.7% 30	11.3% 11	21.1% 10	23.5% 12	10.6% 9	12.7% 10
(Refused)	3.3% 201	3.5% 3	1.5% 1	0.0% 0	8.2% 3	10.5% 5	2.8% 5	8.4% 8	2.5% 1	0.0% 0	5.4% 5	6.4% 5
Weighted base:	6076	75	63	141	31	50	180	100	46	51	87	78
Sample:	6076	108	110	114	102	101	176	105	102	47	104	107

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55												
EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]																								
Working full time	45.9%	2786	31.5%	24	39.6%	25	50.4%	71	33.7%	10	33.5%	17	44.9%	81	45.0%	45	39.4%	18	50.9%	26	43.6%	38	34.2%	27
Working part time	11.0%	667	1.8%	1	9.1%	6	14.4%	20	2.6%	1	4.5%	2	12.0%	22	9.0%	9	5.6%	3	12.3%	6	10.4%	9	13.2%	10
Unemployed	3.8%	230	6.6%	5	5.3%	3	3.7%	5	1.2%	0	5.2%	3	4.3%	8	0.9%	1	1.8%	1	0.0%	0	3.5%	3	0.6%	0
Retired	26.6%	1614	50.6%	38	28.6%	18	17.4%	24	43.8%	13	38.3%	19	26.7%	48	28.5%	28	46.6%	22	29.1%	15	32.1%	28	30.6%	24
A housewife	2.1%	126	3.5%	3	7.6%	5	6.8%	10	3.4%	1	2.0%	1	1.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2
A student	0.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	2	4.6%	4
Self employed	3.3%	201	1.8%	1	1.7%	1	1.5%	2	6.0%	2	0.0%	0	3.2%	6	3.4%	3	4.1%	2	7.7%	4	1.0%	1	5.7%	4
Sick / disabled	2.7%	164	0.0%	0	4.9%	3	5.7%	8	1.1%	0	5.9%	3	0.6%	1	2.9%	3	0.7%	0	0.0%	0	2.1%	2	0.9%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carer	0.2%	12	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
(Refused)	3.8%	233	4.2%	3	2.4%	2	0.0%	0	8.2%	3	10.5%	5	4.5%	8	8.4%	8	1.8%	1	0.0%	0	5.4%	5	6.4%	5
Weighted base:		6076		75		63		141		31		50		180		100		46		51		87		78
Sample:		6076		108		110		114		102		101		176		105		102		47		104		107

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
QUOTA Zone												
Zone 1	3.4%	207	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	6.2%	374	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	3.5%	213	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	4.2%	258	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	1.9%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	1.8%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	1.4%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	2.6%	155	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	1.2%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	1.7%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	0.8%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	1.1%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13	1.1%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14	3.0%	180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15	1.4%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16	1.4%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17	1.5%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18	2.7%	162	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19	1.6%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20	3.2%	197	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21	1.7%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22	1.7%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 23	2.1%	130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 24	2.1%	125	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 25	1.4%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 26	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 27	2.4%	147	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 28	1.5%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 29	0.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 30	1.3%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 31	1.9%	118	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 32	2.3%	140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 33	3.8%	230	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 34	2.1%	129	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 35	2.5%	151	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 36	0.8%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 37	1.0%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 38	0.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 39	1.4%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 40	0.8%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 41	1.3%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 42	0.8%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 43	2.9%	175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 44	1.7%	103	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 45	1.2%	75	100.0%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
Zone 46	1.0% 63	0.0% 0	100.0% 63	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 47	2.3% 141	0.0% 0	0.0% 0	100.0% 141	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 48	0.5% 31	0.0% 0	0.0% 0	0.0% 0	100.0% 31	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 49	0.8% 50	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 50	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 50	3.0% 180	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 180	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 51	1.6% 100	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 100	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 52	0.8% 46	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 46	0.0% 0	0.0% 0	0.0% 0
Zone 53	0.8% 51	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 51	0.0% 0	0.0% 0
Zone 54	1.4% 87	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 87	0.0% 0
Zone 55	1.3% 78	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 78
Weighted base:	6076	75	63	141	31	50	180	100	46	51	87	78
Sample:	6076	108	110	114	102	101	176	105	102	47	104	107

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

June 2019

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
PC Postcode Sector												
B16 0	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B16 8	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B16 9	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 0	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 8	0.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 9	0.8%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 4	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 5	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 6	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 7	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 1	0.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 2	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 3	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 0	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 8	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 9	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 4	0.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 5	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 6	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 7	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B30 1	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B30 2	0.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B30 3	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 1	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 2	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 3	0.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 4	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 5	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 1	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 2	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 3	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 4	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B38 0	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B38 8	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B38 9	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B42 1	1.0%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B42 2	1.3%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B43 5	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B43 6	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B43 7	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 0	0.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 8	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 9	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B45 0	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B45 8	0.6%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
B45 9	1.1%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B47 5	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B47 6	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B48 7	0.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 1	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 2	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 3	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 4	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 0	0.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 7	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 8	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 9	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 0	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 8	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 9	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 1	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 2	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 3	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 4	0.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B64 5	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B64 6	0.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B64 7	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B65 0	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B65 8	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B65 9	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 1	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 2	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 3	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 4	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B67 5	0.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B67 6	0.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B67 7	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B68 0	0.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B68 8	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B68 9	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 1	0.8%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 2	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 3	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 4	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 0	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 6	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 7	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 8	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 9	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 1	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 2	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 3	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
B71 4	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B73 5	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B73 6	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 2	0.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 3	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 4	0.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 1	0.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 2	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 3	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 4	0.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 1	0.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 2	0.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 3	0.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 4	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 5	0.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 6	0.7%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 7	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY12 1	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	17.7%
DY12 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.6%
DY14 0	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.9%
DY14 8	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8.3%
DY2 0	0.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
DY2 7	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
DY2 8	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
DY2 9	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
DY3 1	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
DY3 2	0.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
DY3 3	0.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
DY3 4	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
DY4 0	0.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
DY4 7	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
DY4 8	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
DY4 9	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
DY5 1	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
DY5 2	0.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
DY5 3	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
DY5 4	0.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
DY6 0	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
DY6 7	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
DY6 8	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
DY6 9	0.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
DY7 5	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
DY7 6	0.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
DY8 1	0.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
DY8 2	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
DY8 3	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
DY8 4	0.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
DY8 5	0.8%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 0	0.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 7	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 8	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 9	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST19 5	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST19 9	0.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF11 8	0.3%	16	0.0%	0	0.0%	0	53.6%	16	0.0%	0	0.0%	0
TF11 9	0.2%	14	0.0%	0	0.0%	0	46.5%	14	0.0%	0	0.0%	0
WS1 1	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 2	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 3	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 4	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 0	0.9%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 7	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 8	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 9	0.8%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 0	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 1	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 4	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 5	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 6	0.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 7	0.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 8	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 9	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 0	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 1	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 2	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 3	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 4	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 6	0.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 7	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 8	0.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 0	0.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 9	0.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 0	0.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 7	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 8	0.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 9	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 1	0.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 2	0.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 3	0.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 4	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 5	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS4 1	0.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS4 2	0.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS5 3	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
WS5 4	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS6 6	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS6 7	0.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 0	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 1	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 2	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 3	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 4	0.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 9	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS8 6	0.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS8 7	0.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 0	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 8	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 9	0.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 1	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 2	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 3	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 4	0.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 0	0.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 6	0.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 7	0.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 8	0.9%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 9	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 1	0.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 2	0.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 3	0.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV12 4	0.1%	5	7.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV12 5	1.1%	70	93.0%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 1	0.3%	15	0.0%	0	24.0%	15	0.0%	0	0.0%	0	0.0%	0
WV13 2	0.4%	22	0.0%	0	35.0%	22	0.0%	0	0.0%	0	0.0%	0
WV13 3	0.4%	26	0.0%	0	41.0%	26	0.0%	0	0.0%	0	0.0%	0
WV14 0	0.3%	19	0.0%	0	0.0%	0	13.4%	19	0.0%	0	0.0%	0
WV14 6	0.5%	30	0.0%	0	0.0%	0	21.1%	30	0.0%	0	0.0%	0
WV14 7	0.2%	12	0.0%	0	0.0%	0	8.3%	12	0.0%	0	0.0%	0
WV14 8	0.7%	40	0.0%	0	0.0%	0	28.4%	40	0.0%	0	0.0%	0
WV14 9	0.7%	40	0.0%	0	0.0%	0	28.7%	40	0.0%	0	0.0%	0
WV15 5	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.1%	10
WV15 6	0.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV16 5	0.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV16 6	0.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 1	0.1%	5	0.0%	0	0.0%	0	0.0%	0	10.8%	5	0.0%	0
WV2 2	0.4%	22	0.0%	0	0.0%	0	0.0%	0	44.1%	22	0.0%	0
WV2 3	0.3%	16	0.0%	0	0.0%	0	0.0%	0	31.5%	16	0.0%	0
WV2 4	0.1%	7	0.0%	0	0.0%	0	0.0%	0	13.6%	7	0.0%	0
WV3 0	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	11
WV3 7	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	38
WV3 8	0.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.3%	38

Black Country & South Staffordshire Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 45	Zone 46	Zone 47	Zone 48	Zone 49	Zone 50	Zone 51	Zone 52	Zone 53	Zone 54	Zone 55
WV3 9	0.5% 29	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	16.0% 29	0.0% 0	0.0% 0	0.0% 0	0.0% 0
WV4 4	0.9% 52	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	51.9% 52	0.0% 0	0.0% 0	0.0% 0	0.0% 0
WV4 5	0.5% 32	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	32.6% 32	0.0% 0	0.0% 0	0.0% 0	0.0% 0
WV4 6	0.3% 16	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	15.5% 15	0.0% 0	0.0% 0	0.0% 0	0.0% 0
WV5 0	0.3% 18	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	40.0% 18	0.0% 0	0.0% 0	0.0% 0
WV5 7	0.1% 5	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	11.7% 5	0.0% 0	0.0% 0	0.0% 0
WV5 8	0.2% 11	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	23.4% 11	0.0% 0	0.0% 0	0.0% 0
WV5 9	0.2% 12	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	25.0% 12	0.0% 0	0.0% 0	0.0% 0
WV6 0	0.3% 17	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	9.4% 17	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
WV6 7	0.7% 41	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	79.9% 41	0.0% 0	0.0% 0
WV6 8	0.4% 25	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	13.7% 25	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
WV6 9	0.4% 22	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	12.3% 22	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
WV7 3	0.1% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	5.1% 4	0.0% 0	0.0% 0
WV8 1	0.7% 45	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	52.4% 45	0.0% 0	0.0% 0
WV8 2	0.2% 11	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	12.4% 11	0.0% 0	0.0% 0
WV9 5	0.4% 26	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	30.1% 26	0.0% 0	0.0% 0
Weighted base:	6076	75	63	141	31	50	180	100	46	51	87	78
Sample:	6076	108	110	114	102	101	176	105	102	47	104	107

Lambert Smith Hampton

United Kingdom House

180 Oxford Street

London

W1D 1NN

+44 (0)20 7198 2000

lsh.co.uk

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Smith
Hampton**

lsh.co.uk