Q12a. Where do you go most often for the following cultural activities and services?

		Base: All respondents		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	London	115	11.5%	7	6.4%	1	2.7%	14	10.1%	19	10.9%	5	9.4%	4	11.8%	6	15.8%	2	3.0%
	Abroad	8	.8%	1	.9%	0	.0%	1	.7%	1	.6%	2	3.8%	0	.0%	0	.0%	0	.0%
	Milton Keynes	8	.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	1	2.6%	1	1.5%
	London Central	4	.4%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	NEC, Birmingham	3	.3%	0	.0%	0	.0%	1	.7%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.5%
	Oxford	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	1	2.9%	0	.0%	0	.0%
	Nottingham	2	.2%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Royal & Derngate, Guildhall Road, Northampton	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Warwick Arts Centre, Gibbet Hill Road, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Barcelona -Doesnt go when in UK	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Blackpool	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Bournemouth	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Cornwall	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Derngate	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dovedale, derbyshire	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hardwicke	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Manchester	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	National Trust	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Nationwide	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Northamptonshire	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Shilton	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Belgrade Theatre, Belgrade Square, Coventry	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Varies	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Wales	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wawickshire	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
	York	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q12a. Where do you go most often for the following cultural activities and services?

	9 Num	9 %	10 Num	10 %	11 Num	11 %	12 Num	12 %	13 Num	13 %	14 Num	14 %
Base: All respondents	15	100.0%	107	100.0%	18	100.0%	43	100.0%	52	100.0%	115	100.0%
Don't do	9	60.0%	38	35.5%	7	38.9%	18	41.9%	22	42.3%	44	38.3%
Birmingham	1	6.7%	7	6.5%	1	5.6%	2	4.7%	4	7.7%	17	14.8%
Rugby	0	.0%	5	4.7%	0	.0%	2	4.7%	0	.0%	2	1.7%
Coventry	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	2	1.7%
Northampton	0	.0%	3	2.8%	6	33.3%	9	20.9%	8	15.4%	20	17.4%
Leicester	1	6.7%	23	21.5%	0	.0%	1	2.3%	0	.0%	0	.0%
Warwick	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Stratford upon Avon	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
Banbury	0	.0%	1	.9%	0	.0%	0	.0%	2	3.8%	0	.0%
Bedworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Daventry	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	3	2.6%
Market Harborough	0	.0%	3	2.8%	0	.0%	0	.0%	0	.0%	0	.0%
Lutterworth	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
Orchard Retail Park, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St James Retail Park, Northampton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wolvey	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
Baginton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brandon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cold Ashby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hinckley	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kenilworth	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Long Lawford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nuneaton	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Solihull	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%
Southam	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Watford (Northamptonshire)	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q12a. Where do you go most often for the following cultural activities and services?

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	London	2	13.3%	15	14.0%	3	16.7%	7	16.3%	11	21.2%	19	16.5%
	Abroad	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	1	.9%
	Milton Keynes	0	.0%	1	.9%	0	.0%	0	.0%	1	1.9%	3	2.6%
	London Central	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	1	.9%
	NEC, Birmingham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Oxford	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
	Nottingham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Royal & Derngate, Guildhall Road, Northampton	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	1	.9%
	Warwick Arts Centre, Gibbet Hill Road, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Barcelona -Doesnt go when in UK	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Blackpool	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bournemouth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cornwall	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Derngate	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
	Dovedale, derbyshire	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Hardwicke	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Manchester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	National Trust	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Nationwide	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Northamptonshire	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
	Shilton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Belgrade Theatre, Belgrade Square, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Varies	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wales	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wawickshire	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	York	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%

Q12b. Where do you go most often to play bingo?

		Base: All respondents		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1001	100.0%	109	100.0%	37	100.0%	138	100.0%	175	100.0%	53	100.0%	34	100.0%	38	100.0%	67	100.0%
Don't do		925	92.4%	99	90.8%	34	91.9%	123	89.1%	163	93.1%	50	94.3%	32	94.1%	35	92.1%	62	92.5%
Gala Bingo, Rugby		18	1.8%	0	.0%	0	.0%	7	5.1%	5	2.9%	1	1.9%	0	.0%	2	5.3%	0	.0%
Beacon Bingo Club, Northampton		17	1.7%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gala Bingo, Coventry (Walsgrave)		12	1.2%	5	4.6%	1	2.7%	1	.7%	1	.6%	1	1.9%	1	2.9%	1	2.6%	0	.0%
Gala Bingo, Coventry (Pool Meadow)		5	.5%	2	1.8%	0	.0%	1	.7%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Club Rialto, Coventry		3	.3%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.0%
Internet		3	.3%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.0%
Gala Bingo, Coventry (Savoy)		2	.2%	0	.0%	1	2.7%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
Flutters, Hinckley		1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Shipley Amusements, Nuneaton		1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Church Bingo, Rugby	3	.3%	0	.0%	0	.0%	2	1.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Age Concern, Claremont Centre, Clifton Road, Rugby	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Banbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Bilton Bowling Club, Bawnmore Road, Bilton, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	British Legion, Long Lawford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
	Commbeshead Pub, Coventry	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other	Hen Lane Social Club, Beacon Road, Coventry	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	London	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Lutterworth cricket club, Coventry Rd, Lutterworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	March St, Cambridge	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Radae Ex Service Club, Castle Street, Rugby	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Women's hall social club, Robin Hood Rd, Coventry	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q12b. Where do you go most often to play bingo?

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		15	100.0%	107	100.0%	18	100.0%	43	100.0%	52	100.0%	115	100.0%
Don't do		14	93.3%	104	97.2%	18	100.0%	40	93.0%	50	96.2%	101	87.8%
Gala Bingo, Rugby		0	.0%	1	.9%	0	.0%	0	.0%	1	1.9%	1	.9%
Beacon Bingo Club, Northampton		0	.0%	0	.0%	0	.0%	3	7.0%	1	1.9%	12	10.4%
Gala Bingo, Coventry (Walsgrave)		1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gala Bingo, Coventry (Pool Meadow)		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Club Rialto, Coventry		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gala Bingo, Coventry (Savoy)		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Flutters, Hinckley		0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Shipley Amusements, Nuneaton		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Church Bingo, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Age Concern, Claremont Centre, Clifton Road, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Banbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bilton Bowling Club, Bawnmore Road, Bilton, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	British Legion, Long Lawford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Commbeshead Pub, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other	Hen Lane Social Club, Beacon Road, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	London	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lutterworth cricket club, Coventry Rd, Lutterworth	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	March St, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Radae Ex Service Club, Castle Street, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Women's hall social club, Robin Hood Rd, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q12c. Where do you go most often for bowling?

	Base: All respondents Num	%	1 Num	%	2 Num	%	3 Num	%	4 Num	%	5 Num	%	6 Num	%	7 Num	%	8 Num	%
Base: All respondents	1001	100.0%	109	100.0%	37	100.0%	138	100.0%	175	100.0%	53	100.0%	34	100.0%	38	100.0%	67	100.0%
Don't do	772	77.1%	92	84.4%	29	78.4%	101	73.2%	150	85.7%	44	83.0%	26	76.5%	25	65.8%	46	68.7%
Rugby Thornfield Indoor Bowls, Rugby	49	4.9%	0	.0%	0	.0%	15	10.9%	12	6.9%	3	5.7%	2	5.9%	5	13.2%	0	.0%
The Big Apple Bowling, Rugby (Junction 1 Leisure Park)	48	4.8%	1	.9%	0	.0%	19	13.8%	10	5.7%	0	.0%	2	5.9%	5	13.2%	1	1.5%
Tenpin, Northampton	43	4.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
Tenpin, Leamington	28	2.8%	1	.9%	0	.0%	0	.0%	0	.0%	3	5.7%	0	.0%	0	.0%	19	28.4%
Megabowl, Coventry	20	2.0%	9	8.3%	3	8.1%	2	1.4%	0	.0%	1	1.9%	3	8.8%	0	.0%	0	.0%
Tenpin, Coventry	19	1.9%	6	5.5%	1	2.7%	0	.0%	2	1.1%	0	.0%	1	2.9%	1	2.6%	1	1.5%
Lakeside Superbowl, Nuneaton	4	.4%	0	.0%	3	8.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tenpin, Warwick	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Other — Hollywood bowl, Meridian Leisure Park, Braunstone, Leicester	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other — Locally, Rugby	2	.2%	0	.0%	0	.0%	1	.7%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Other — Super bowl, Leamington	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
Other — Daventry indoor bowling club, Browns Road, Daventry, Northam	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other — Green Bowling, Bedworth	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other — Lakeside superbowl, Cherwell centre, George Street, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other — Megabowl, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other — Virgin Gym, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Other — Wolvey	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q12c. Where do you go most often for bowling?

		9 Num	9 %	10 Num	10 %	11 Num	11 %	12 Num	12 %	13 Num	13 %	14 Num	14 %
Base: All respondents		15	100.0%	107	100.0%	18	100.0%	43	100.0%	52	100.0%	115	100.0%
Don't do		11	73.3%	82	76.6%	14	77.8%	32	74.4%	43	82.7%	77	67.0%
Rugby Thornfield Indoor Bowls, Rugby		0	.0%	7	6.5%	0	.0%	2	4.7%	0	.0%	3	2.6%
The Big Apple Bowling, Rugby (Junction 1 Leisure Park)		0	.0%	7	6.5%	0	.0%	0	.0%	0	.0%	3	2.6%
Tenpin, Northampton		0	.0%	2	1.9%	2	11.1%	6	14.0%	3	5.8%	29	25.2%
Tenpin, Leamington		0	.0%	1	.9%	0	.0%	1	2.3%	2	3.8%	1	.9%
Megabowl, Coventry		0	.0%	1	.9%	0	.0%	1	2.3%	0	.0%	0	.0%
Tenpin, Coventry		2	13.3%	2	1.9%	1	5.6%	1	2.3%	0	.0%	1	.9%
Lakeside Superbowl, Nuneaton		0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
Tenpin, Warwick		0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
Other	Hollywood bowl, Meridian Leisure Park, Braunstone, Leicester	1	6.7%	4	3.7%	1	5.6%	0	.0%	0	.0%	0	.0%
	Locally, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Super bowl, Leamington	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Daventry indoor bowling club, Browns Road, Daventry, Northam	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Green Bowling, Bedworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lakeside superbowl, Cherwell centre, George Street, Banbury	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
	Megabowl, Banbury	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
	Virgin Gym, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wolvey	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q12d. Where do you go most often to visit pubs?

	Base: All respondents		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	109	100.0%	37	100.0%	138	100.0%	175	100.0%	53	100.0%	34	100.0%	38	100.0%	67	100.0%
Don't do	382	38.2%	45	41.3%	17	45.9%	55	39.9%	70	40.0%	23	43.4%	12	35.3%	10	26.3%	22	32.8%
Rugby	198	19.8%	2	1.8%	0	.0%	69	50.0%	84	48.0%	6	11.3%	14	41.2%	16	42.1%	0	.0%
Coventry	57	5.7%	39	35.8%	6	16.2%	2	1.4%	2	1.1%	0	.0%	3	8.8%	2	5.3%	0	.0%
Daventry	50	5.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.8%	0	.0%	0	.0%	0	.0%
Lutterworth	39	3.9%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Leamington Spa	27	2.7%	5	4.6%	0	.0%	0	.0%	1	.6%	7	13.2%	1	2.9%	0	.0%	12	17.9%
Northampton	27	2.7%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Southam	21	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.8%	0	.0%	0	.0%	19	28.4%
Banbury	18	1.8%	0	.0%	0	.0%	0	.0%	1	.6%	1	1.9%	0	.0%	0	.0%	3	4.5%
Leicester	15	1.5%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Crick	11	1.1%	0	.0%	0	.0%	0	.0%	3	1.7%	0	.0%	0	.0%	1	2.6%	0	.0%
Nuneaton	8	.8%	0	.0%	4	10.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	1	1.5%
Dunchurch	7	.7%	1	.9%	0	.0%	0	.0%	4	2.3%	1	1.9%	0	.0%	0	.0%	0	.0%
Bedworth	6	.6%	0	.0%	5	13.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Long Buckby	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
West Haddon	5	.5%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
Birmingham	4	.4%	0	.0%	0	.0%	1	.7%	3	1.7%	0	.0%	0	.0%	0	.0%	0	.0%
Hinckley	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Long Itchington	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	5.7%	1	2.9%	0	.0%	0	.0%
Market Harborough	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brandon	3	.3%	3	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brinklow	3	.3%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Long Lawford	3	.3%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	2	5.9%	0	.0%	0	.0%
South Kilworth	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Baginton	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Husbands Bosworth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
Naseby	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stratford upon Avon	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Warwick	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welford	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q12d. Where do you go most often to visit pubs?

	Base: All respondents		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Welton	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wolvey	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fenny Compton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Fosse Park, Leicester	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Kenilworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ketering	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nene Valley Retail Park, Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Pailton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Solihull	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Towcester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q12d. Where do you go most often to visit pubs?

		Base: All respondents		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Bishops Itchington	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	6.0%
	Churchover	4	.4%	1	.9%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	2	5.3%	0	.0%
	Gilmorton	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hillmorton	4	.4%	0	.0%	0	.0%	4	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stockton	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	5.7%	1	2.9%	0	.0%	0	.0%
	Braunston	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Shilton	3	.3%	0	.0%	2	5.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bretford	2	.2%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dunchurch	2	.2%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Ryton on Dunsmore	2	.2%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stretton on Dunsmore	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	The Bear, Bilton Lane, Long Lawford, Rugby	2	.2%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Ullesthorpe	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Badby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Balscote	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bilton	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Coombeshead Pub, Coventry	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Duncow, Birmingham Road, Warwick	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Fillongley	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fleckney	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Brinkton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Harbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Heart of England, Weadon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Kilsby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Leeds	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lincoln town centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Littleworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local Pub, Clifton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
	Longbuckley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Manchester	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q12d. Where do you go most often to visit pubs?

		Base: All respondents		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Monks Kirby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Newbold, Rugby	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Northamptonshire	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Oxford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Reading	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	The Blue Pig, Hall Road, Wolvey	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Butchers Arms, Harbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	The Merrie Monk, Station Road, Dunton Bassett	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Old Swan, Atherstone	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Red Lion, Northend	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	The Ward Arms, High Street Guilsborough, Northamptonshire	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tilsbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Varies	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Walton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wolston	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Woodford Halse	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Yelvertoft	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q12d. Where do you go most often to visit pubs?

	9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	15	100.0%	107	100.0%	18	100.0%	43	100.0%	52	100.0%	115	100.0%
Don't do	6	40.0%	38	35.5%	4	22.2%	13	30.2%	20	38.5%	47	40.9%
Rugby	1	6.7%	1	.9%	1	5.6%	0	.0%	0	.0%	4	3.5%
Coventry	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	2	1.7%
Daventry	0	.0%	0	.0%	0	.0%	4	9.3%	5	9.6%	39	33.9%
Lutterworth	0	.0%	37	34.6%	0	.0%	0	.0%	0	.0%	0	.0%
Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Northampton	0	.0%	0	.0%	2	11.1%	8	18.6%	7	13.5%	8	7.0%
Southam	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Banbury	0	.0%	0	.0%	0	.0%	1	2.3%	12	23.1%	0	.0%
Leicester	1	6.7%	12	11.2%	0	.0%	0	.0%	0	.0%	0	.0%
Crick	0	.0%	1	.9%	0	.0%	5	11.6%	0	.0%	1	.9%
Nuneaton	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Dunchurch	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Bedworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Long Buckby	0	.0%	0	.0%	0	.0%	6	14.0%	0	.0%	0	.0%
West Haddon	0	.0%	0	.0%	0	.0%	3	7.0%	0	.0%	0	.0%
Birmingham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hinckley	2	13.3%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Long Itchington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Market Harborough	0	.0%	2	1.9%	1	5.6%	1	2.3%	0	.0%	0	.0%
Brandon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brinklow	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%
Long Lawford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
South Kilworth	0	.0%	2	1.9%	1	5.6%	0	.0%	0	.0%	0	.0%
Baginton	0	.0%	1	.9%	0	.0%	0	.0%	1	1.9%	0	.0%
Husbands Bosworth	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
Naseby	0	.0%	0	.0%	2	11.1%	0	.0%	0	.0%	0	.0%
Stratford upon Avon	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Warwick	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Welford	0	.0%	0	.0%	2	11.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q12d. Where do you go most often to visit pubs?

	9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Welton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.7%
Wolvey	1	6.7%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%
Fenny Compton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fosse Park, Leicester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kenilworth	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Ketering	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Nene Valley Retail Park, Northampton	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
Pailton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Solihull	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Towcester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%

(cont.)

Q12d. Where do you go most often to visit pubs?

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Bishops Itchington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Churchover	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Gilmorton	0	.0%	4	3.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Hillmorton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stockton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Braunston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.6%
	Shilton	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bretford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dunchurch	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ryton on Dunsmore	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stretton on Dunsmore	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Bear, Bilton Lane, Long Lawford, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ullesthorpe	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Badby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Balscote	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
	Bilton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Coombeshead Pub, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Duncow, Birmingham Road, Warwick	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fillongley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fleckney	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
	Great Brinkton	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
	Harbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Heart of England, Weadon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Kilsby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Leeds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lincoln town centre	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Littleworth	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Local Pub, Clifton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Longbuckley	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%
	Manchester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q12d. Where do you go most often to visit pubs?

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Monks Kirby	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Newbold, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Northamptonshire	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
	Oxford	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
	Reading	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Blue Pig, Hall Road, Wolvey	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Butchers Arms, Harbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Merrie Monk, Station Road, Dunton Bassett	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	The Old Swan, Atherstone	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Red Lion, Northend	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Ward Arms, High Street Guilsborough, Northamptonshire	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%
	Tilsbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Varies	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Walton	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Wolston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Woodford Halse	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
	Yelvertoft	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%

Q12e. Where do you go most often to visit nightclubs?

	Base: All respondents		1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	109	100.0%	37	100.0%	138	100.0%	175	100.0%	53	100.0%	34	100.0%	38	100.0%	67	100.0%	15	100.0%
Don't do	925	92.4%	95	87.2%	34	91.9%	127	92.0%	167	95.4%	51	96.2%	29	85.3%	35	92.1%	62	92.5%	15	100.0%
Rugby	22	2.2%	0	.0%	0	.0%	9	6.5%	4	2.3%	0	.0%	4	11.8%	3	7.9%	0	.0%	0	.0%
Coventry	19	1.9%	11	10.1%	3	8.1%	0	.0%	2	1.1%	1	1.9%	0	.0%	0	.0%	1	1.5%	0	.0%
Birmingham	6	.6%	1	.9%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Daventry	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leamington Spa	6	.6%	2	1.8%	0	.0%	0	.0%	1	.6%	1	1.9%	0	.0%	0	.0%	2	3.0%	0	.0%
Northampton	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Banbury	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leicester	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Market Harborough	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Junction 1 Retail & Leisure Park, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%
Southam	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%
Staverton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%
Warwick	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q12e. Where do you go most often to visit nightclubs?

	10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	107	100.0%	18	100.0%	43	100.0%	52	100.0%	115	100.0%
Don't do	99	92.5%	18	100.0%	38	88.4%	50	96.2%	105	91.3%
Rugby	1	.9%	0	.0%	1	2.3%	0	.0%	0	.0%
Coventry	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Birmingham	2	1.9%	0	.0%	0	.0%	1	1.9%	0	.0%
Daventry	0	.0%	0	.0%	0	.0%	0	.0%	6	5.2%
Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Northampton	1	.9%	0	.0%	2	4.7%	0	.0%	3	2.6%
Banbury	0	.0%	0	.0%	1	2.3%	1	1.9%	0	.0%
Leicester	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
Market Harborough	1	.9%	0	.0%	1	2.3%	0	.0%	0	.0%
Junction 1 Retail & Leisure Park, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Southam	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Staverton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Warwick	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other Lincoln	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%

Q13. What would make you and your household visit leisure facilities more often?

	Base: All respondents		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	109	100.0%	37	100.0%	138	100.0%	175	100.0%	53	100.0%	34	100.0%	38	100.0%	67	100.0%
Nothing in particular	441	44.1%	46	42.2%	14	37.8%	60	43.5%	85	48.6%	23	43.4%	16	47.1%	16	42.1%	23	34.3%
Don't know	118	11.8%	13	11.9%	10	27.0%	13	9.4%	18	10.3%	9	17.0%	1	2.9%	7	18.4%	8	11.9%
If it were cheaper	97	9.7%	13	11.9%	1	2.7%	14	10.1%	11	6.3%	3	5.7%	7	20.6%	3	7.9%	11	16.4%
Don't use leisure facilities	60	6.0%	7	6.4%	3	8.1%	7	5.1%	10	5.7%	7	13.2%	4	11.8%	1	2.6%	5	7.5%
More spare time	59	5.9%	7	6.4%	5	13.5%	11	8.0%	10	5.7%	2	3.8%	0	.0%	2	5.3%	3	4.5%
More money	45	4.5%	4	3.7%	0	.0%	10	7.2%	7	4.0%	3	5.7%	1	2.9%	0	.0%	3	4.5%
Better public transport links	14	1.4%	1	.9%	0	.0%	5	3.6%	1	.6%	0	.0%	0	.0%	0	.0%	2	3.0%
Better range of leisure activities	13	1.3%	0	.0%	0	.0%	5	3.6%	1	.6%	1	1.9%	0	.0%	0	.0%	1	1.5%
Other improvements	12	1.2%	1	.9%	0	.0%	0	.0%	2	1.1%	2	3.8%	0	.0%	1	2.6%	1	1.5%
Better / more children's activities	10	1.0%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	1	2.6%	0	.0%
Cheaper parking	10	1.0%	3	2.8%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	1	2.6%	2	3.0%
More or better leisure facilities	10	1.0%	0	.0%	0	.0%	2	1.4%	3	1.7%	0	.0%	0	.0%	0	.0%	2	3.0%
Easier access	9	.9%	0	.0%	0	.0%	0	.0%	4	2.3%	0	.0%	0	.0%	1	2.6%	0	.0%
Better bus services late in the evening	7	.7%	0	.0%	0	.0%	0	.0%	3	1.7%	0	.0%	1	2.9%	0	.0%	0	.0%
Car parking nearby	7	.7%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
New / improved swimming pool	6	.6%	1	.9%	1	2.7%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
More attractive environment	5	.5%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.5%
Better variety of shops	4	.4%	0	.0%	0	.0%	2	1.4%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Free car parking in the evening	4	.4%	1	.9%	0	.0%	1	.7%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
More advertising of whats there	4	.4%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
New / improved theatre and concert venue	4	.4%	1	.9%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Less traffic	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
New leisure facilities which are not yet available	3	.3%	0	.0%	1	2.7%	1	.7%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Better disabled access	2	.2%	1	.9%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
More Police presence in the evening	2	.2%	1	.9%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
New / improved cinema	2	.2%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.5%
New / improved ice rink	2	.2%	1	.9%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
New / improved range of eateries and restaurants	2	.2%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	1	2.9%	0	.0%	0	.0%

(cont.)

Q13. What would make you and your household visit leisure facilities more often?

	Base: All respondents		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Better security in the evening	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
New / improved bowling alley	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
New / improved gym	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
New / improved range of art galleries	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other — Younger	10	1.0%	3	2.8%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	1	1.5%
Good deals	4	.4%	0	.0%	1	2.7%	0	.0%	1	.6%	0	.0%	0	.0%	2	5.3%	0	.0%
Good health	4	.4%	0	.0%	0	.0%	2	1.4%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.5%
If the leisure facilities were nearby	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
Child care facilities	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
If they were free	3	.3%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
More facilities for over 60s	3	.3%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Cinema	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
Doctor's recommendation	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Encouraging group activities	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
If they had ice-skating.	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Less family orientated pubs	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Less music	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
More company	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
More family orientated	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
More Local	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
More parking	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Safer streets	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q13. What would make you and your household visit leisure facilities more often?

	9 Num	9 %	10 Num	10 %	11 Num	11 %	12 Num	12 %	13 Num	13 %	14 Num	14 %
Base: All respondents	15	100.0%	107	100.0%	18	100.0%	43	100.0%	52	100.0%	115	100.0%
Nothing in particular	9	60.0%	42	39.3%	7	38.9%	24	55.8%	25	48.1%	51	44.3%
Don't know	1	6.7%	13	12.1%	0	.0%	5	11.6%	8	15.4%	12	10.4%
If it were cheaper	0	.0%	19	17.8%	2	11.1%	2	4.7%	2	3.8%	9	7.8%
Don't use leisure facilities	0	.0%	5	4.7%	1	5.6%	2	4.7%	3	5.8%	5	4.3%
More spare time	1	6.7%	7	6.5%	3	16.7%	1	2.3%	0	.0%	7	6.1%
More money	0	.0%	4	3.7%	2	11.1%	3	7.0%	4	7.7%	4	3.5%
Better public transport links	2	13.3%	0	.0%	0	.0%	0	.0%	2	3.8%	1	.9%
Better range of leisure activities	0	.0%	3	2.8%	0	.0%	0	.0%	0	.0%	2	1.7%
Other improvements	0	.0%	0	.0%	2	11.1%	0	.0%	2	3.8%	1	.9%
Better / more children's activities	0	.0%	1	.9%	0	.0%	2	4.7%	1	1.9%	3	2.6%
Cheaper parking	0	.0%	1	.9%	0	.0%	0	.0%	1	1.9%	0	.0%
More or better leisure facilities	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	2	1.7%
Easier access	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	2	1.7%
Better bus services late in the evening	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	2	1.7%
Car parking nearby	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	3	2.6%
New / improved swimming pool	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	.9%
More attractive environment	0	.0%	0	.0%	0	.0%	1	2.3%	1	1.9%	1	.9%
Better variety of shops	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Free car parking in the evening	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
More advertising of whats there	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.7%
New / improved theatre and concert venue	0	.0%	1	.9%	0	.0%	1	2.3%	0	.0%	0	.0%
Less traffic	1	6.7%	0	.0%	0	.0%	1	2.3%	0	.0%	1	.9%
New leisure facilities which are not yet available	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Better disabled access	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
More Police presence in the evening	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
New / improved cinema	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
New / improved ice rink	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
New / improved range of eateries and restaurants	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q13. What would make you and your household visit leisure facilities more often?

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Better security in the evening		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
New / improved bowling alley		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
New / improved gym		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
New / improved range of art galleries		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other	Younger	0	.0%	1	.9%	1	5.6%	0	.0%	1	1.9%	2	1.7%
	Good deals	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Good health	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	If the leisure facilities were nearby	1	6.7%	1	.9%	0	.0%	0	.0%	1	1.9%	0	.0%
	Child care facilities	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	.9%
	If they were free	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	More facilities for over 60s	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Cinema	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Doctor's recommendation	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Encouraging group activities	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	If they had ice-skating.	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Less family orientated pubs	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Less music	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	More company	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More family orientated	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More Local	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	More parking	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Safer streets	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q14a. Which of the following employment situations best describes the chief wage earner in your household?

	Base: All respondents		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	109	100.0%	37	100.0%	138	100.0%	175	100.0%	53	100.0%	34	100.0%	38	100.0%	67	100.0%
Retired	447	44.7%	47	43.1%	21	56.8%	61	44.2%	100	57.1%	28	52.8%	17	50.0%	11	28.9%	24	35.8%
Working full time	416	41.6%	43	39.4%	14	37.8%	55	39.9%	57	32.6%	19	35.8%	13	38.2%	18	47.4%	33	49.3%
Working part time	80	8.0%	15	13.8%	2	5.4%	9	6.5%	10	5.7%	3	5.7%	2	5.9%	5	13.2%	5	7.5%
A housewife	17	1.7%	1	.9%	0	.0%	5	3.6%	0	.0%	0	.0%	0	.0%	1	2.6%	2	3.0%
Unemployed (more than 6 months)	11	1.1%	2	1.8%	0	.0%	3	2.2%	0	.0%	1	1.9%	1	2.9%	1	2.6%	1	1.5%
Refused	10	1.0%	0	.0%	0	.0%	1	.7%	4	2.3%	0	.0%	0	.0%	1	2.6%	1	1.5%
Housebound	8	.8%	1	.9%	0	.0%	2	1.4%	2	1.1%	1	1.9%	1	2.9%	0	.0%	0	.0%
Unemployed (less than 6 months)	3	.3%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
A student	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other — Self employed	7	.7%	0	.0%	0	.0%	0	.0%	2	1.1%	1	1.9%	0	.0%	1	2.6%	1	1.5%
Other — Agency work	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q14a. Which of the following employment situations best describes the chief wage earner in your household?

	9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	15	100.0%	107	100.0%	18	100.0%	43	100.0%	52	100.0%	115	100.0%
Retired	7	46.7%	43	40.2%	7	38.9%	19	44.2%	20	38.5%	42	36.5%
Working full time	7	46.7%	48	44.9%	6	33.3%	17	39.5%	27	51.9%	59	51.3%
Working part time	0	.0%	8	7.5%	5	27.8%	4	9.3%	4	7.7%	8	7.0%
A housewife	0	.0%	3	2.8%	0	.0%	1	2.3%	1	1.9%	3	2.6%
Unemployed (more than 6 months)	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.7%
Refused	0	.0%	1	.9%	0	.0%	1	2.3%	0	.0%	1	.9%
Housebound	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
Unemployed (less than 6 months)	1	6.7%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
A student	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other — Self employed	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
Other — Agency work	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%

Q14c. SEG

	Base: Those employed/ recently employed/ retired		1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those employed/ recently employed/ retired	946	100.0%	105	100.0%	37	100.0%	126	100.0%	167	100.0%	50	100.0%	32	100.0%	34	100.0%	62	100.0%	15	100.0%	100	100.0%
A/B	236	24.9%	24	22.9%	7	18.9%	23	18.3%	37	22.2%	13	26.0%	7	21.9%	11	32.4%	17	27.4%	5	33.3%	27	27.0%
C1	358	37.8%	42	40.0%	15	40.5%	53	42.1%	73	43.7%	22	44.0%	8	25.0%	14	41.2%	23	37.1%	3	20.0%	33	33.0%
C2	217	22.9%	28	26.7%	7	18.9%	26	20.6%	38	22.8%	9	18.0%	11	34.4%	3	8.8%	16	25.8%	5	33.3%	19	19.0%
D/E	107	11.3%	10	9.5%	8	21.6%	19	15.1%	15	9.0%	5	10.0%	3	9.4%	6	17.6%	4	6.5%	1	6.7%	18	18.0%
Refused	28	3.0%	1	1.0%	0	.0%	5	4.0%	4	2.4%	1	2.0%	3	9.4%	0	.0%	2	3.2%	1	6.7%	3	3.0%

(cont.)

Q14c. SEG

	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Base: Those employed/ recently employed/ retired	18	100.0%	40	100.0%	51	100.0%	109	100.0%
A/B	10	55.6%	12	30.0%	22	43.1%	21	19.3%
C1	2	11.1%	11	27.5%	13	25.5%	46	42.2%
C2	6	33.3%	8	20.0%	12	23.5%	29	26.6%
D/E	0	.0%	7	17.5%	1	2.0%	10	9.2%
Refused	0	.0%	2	5.0%	3	5.9%	3	2.8%

Q14d. Postcode of chief wage earner's workplace location

	Base: Those in employment		1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those in employment	496	100.0%	58	100.0%	16	100.0%	64	100.0%	67	100.0%	22	100.0%	15	100.0%	23	100.0%	38	100.0%	7	100.0%	56	100.0%
1	28	5.6%	1	1.7%	0	.0%	3	4.7%	3	4.5%	2	9.1%	1	6.7%	2	8.7%	6	15.8%	0	.0%	4	7.1%
B32 1AF	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
BB3 ?	1	.2%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Can't remember	14	2.8%	1	1.7%	1	6.3%	3	4.7%	4	6.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%
CB21 3QQ	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB21 3RS	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CC21BD	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CF21 2TD	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CR47 2RB	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
CV	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%
CV,5	1	.2%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
cv1	1	.2%	0	.0%	1	6.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV1	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%
CV1 1EX	1	.2%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV1 5FB	1	.2%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV11 6AA	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV2	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%
CV2 1ED	1	.2%	0	.0%	1	6.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV2 2	1	.2%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
cv2 2dw	1	.2%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV2 2SJ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%
cv21	6	1.2%	0	.0%	0	.0%	3	4.7%	1	1.5%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%
CV21	6	1.2%	0	.0%	0	.0%	5	7.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%
CV21 1	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
cv21 1bd	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 1BE	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 1JY	2	.4%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 2PJ	1	.2%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 2PS	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 2RR	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q14d. Postcode of chief wage earner's workplace location

	Base: Those in employment		1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
CV21 2SN	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 2TD	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 2UH	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 2VW	1	.2%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 3BY	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 3DW	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 3HT	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 3PN	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 3QJ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%
CV21 3SF	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 4	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 4PE	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 5PX	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV213HT	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV213PL	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV22	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%
CV22 5RW	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV22 6	2	.4%	0	.0%	0	.0%	0	.0%	2	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV22 6EG	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV22 7	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV22 7CP	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV22 7FS	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV223ST	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV22RX	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
cv23	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV23 0	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	8.7%	0	.0%	0	.0%	0	.0%
CV23 0HP	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%
cv23 0ra	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%
CV23 6LS	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV23 8TG	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
cv23 8ux	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%

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Q14d. Postcode of chief wage earner's workplace location

	Base: Those in employment		1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
cv3	2	.4%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV3	3	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	6.7%	0	.0%	1	2.6%	1	14.3%	0	.0%
CV3 1DX	1	.2%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV3 1JG	1	.2%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
cv3 2fb	1	.2%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
cv3 2qh	1	.2%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV3 2UN	1	.2%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV3 4	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
cv32	1	.2%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV34 4	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
CV35	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
cv35rg	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV4 ?	1	.2%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
cv47	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
CV47	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	5.3%	0	.0%	0	.0%
CV47 0	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV47 0FB	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
CV47 2	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
CV47 2SX	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
CV47 2TE	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
cv47 2ut	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
cv47 2yp	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
cv478nz	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
CV5	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV5 6FZ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
CV55	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
cv6	1	.2%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV6	1	.2%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV6 5EZ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%
cv7 9	1	.2%	0	.0%	1	6.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV7 9	1	.2%	0	.0%	1	6.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q14d. Postcode of chief wage earner's workplace location

	Base: Those in employment		1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
CV7 9LH	1	.2%	0	.0%	1	6.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV79HW	1	.2%	0	.0%	1	6.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
cv8 3	1	.2%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV8 3	1	.2%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV8 3EG	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV8 3FB	1	.2%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV83JD	1	.2%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
cv9	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	14.3%	0	.0%
Don't know	24	4.8%	13	22.4%	1	6.3%	2	3.1%	1	1.5%	1	4.5%	1	6.7%	1	4.3%	0	.0%	0	.0%	0	.0%
Don't Know	187	37.7%	20	34.5%	8	50.0%	25	39.1%	35	52.2%	6	27.3%	7	46.7%	10	43.5%	16	42.1%	4	57.1%	19	33.9%
DY1 4TA	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%
HP27 7	1	.2%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
LE1 6TS	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%
LE103TY	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	14.3%	0	.0%
LE16 9	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
le17	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.6%
LE17	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
LE17 4	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%
LE17 4DF	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%
LE17 4EE	1	.2%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
LE17 4JJ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%
le17 4lx	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%
le17 4pa	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%
LE17 4PE	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%
LE17 4QR	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%
LE17 4XA	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%
LE17 5	5	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	8.9%
LE17 5LU	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%
LE17 610	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%
LE17 6BH	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%
LE17 6LQ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%

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Q14d. Postcode of chief wage earner's workplace location

	Base: Those in employment Num	%	1 Num	%	2 Num	%	3 Num	%	4 Num	%	5 Num	%	6 Num	%	7 Num	%	8 Num	%	9 Num	%	10 Num	%
LE17 5IO	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%
le175dl	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%
LE19 0AL	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%
LE67	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
LE8 9SP	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%
LE93GT	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%
MK	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
mn1160h	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
N/A	9	1.8%	0	.0%	0	.0%	1	1.6%	2	3.0%	1	4.5%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%
N11	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
n11 4ey	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
ne11 8	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%
NN1 1PZ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN1 5	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
nn11	5	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN11	4	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN11 0	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN11 2JL	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN11 2JS	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN11 414	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN11 4HB	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN11 4LJ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
nn11 4qe	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN11 4TD	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN11 5PH	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
nn11 5qr	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN11 6LA	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN11 6US	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN11 8	3	.6%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN11 8NT	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q14d. Postcode of chief wage earner's workplace location

	Base: Those in employment		1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
nn11 8nu	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN11 9	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN114HB	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN117HQ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
nn118nt	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN168ST	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN172JH	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN39 BX	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN47EX	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN47SG	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
nn6 6	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN6 6DE	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN6 6HT	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN6 7AP	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN6 7QT	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN6 7UJ	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN67PX	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN8 8XS	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
ox16	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
ox16 9	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Refused	27	5.4%	0	.0%	0	.0%	4	6.3%	1	1.5%	2	9.1%	2	13.3%	0	.0%	1	2.6%	0	.0%	3	5.4%
Rugby cv25	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
SL4	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
ST4	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
sw1	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
SW1 V	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
sw3 5rg	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
WR2	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q14d. Postcode of chief wage earner's workplace location

	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Base: Those in employment	11	100.0%	21	100.0%	31	100.0%	67	100.0%
1	0	.0%	0	.0%	2	6.5%	4	6.0%
B32 1AF	0	.0%	0	.0%	0	.0%	0	.0%
BB3 ?	0	.0%	0	.0%	0	.0%	0	.0%
Can't remember	0	.0%	0	.0%	2	6.5%	2	3.0%
CB21 3QQ	0	.0%	0	.0%	0	.0%	0	.0%
CB21 3RS	0	.0%	0	.0%	0	.0%	0	.0%
CC21BD	0	.0%	0	.0%	0	.0%	0	.0%
CF21 2TD	0	.0%	0	.0%	0	.0%	0	.0%
CR47 2RB	0	.0%	0	.0%	0	.0%	0	.0%
CV	0	.0%	0	.0%	0	.0%	0	.0%
CV,5	0	.0%	0	.0%	0	.0%	0	.0%
cv1	0	.0%	0	.0%	0	.0%	0	.0%
CV1	0	.0%	0	.0%	0	.0%	0	.0%
CV1 1EX	0	.0%	0	.0%	0	.0%	0	.0%
CV1 5FB	0	.0%	0	.0%	0	.0%	0	.0%
CV11 6AA	0	.0%	0	.0%	0	.0%	1	1.5%
CV2	0	.0%	0	.0%	0	.0%	0	.0%
CV2 1ED	0	.0%	0	.0%	0	.0%	0	.0%
CV2 2	0	.0%	0	.0%	0	.0%	0	.0%
cv2 2dw	0	.0%	0	.0%	0	.0%	0	.0%
CV2 2SJ	0	.0%	0	.0%	0	.0%	0	.0%
cv21	0	.0%	0	.0%	0	.0%	1	1.5%
CV21	0	.0%	0	.0%	0	.0%	0	.0%
CV21 1	0	.0%	0	.0%	0	.0%	1	1.5%
cv21 1bd	0	.0%	0	.0%	0	.0%	0	.0%
CV21 1BE	0	.0%	0	.0%	0	.0%	0	.0%
CV21 1JY	0	.0%	0	.0%	0	.0%	1	1.5%
CV21 2PJ	0	.0%	0	.0%	0	.0%	0	.0%
CV21 2PS	0	.0%	0	.0%	0	.0%	0	.0%
CV21 2RR	0	.0%	0	.0%	0	.0%	0	.0%

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Q14d. Postcode of chief wage earner's workplace location

	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
CV21 2SN	0	.0%	0	.0%	0	.0%	0	.0%
CV21 2TD	0	.0%	1	4.8%	0	.0%	0	.0%
CV21 2UH	0	.0%	0	.0%	0	.0%	0	.0%
CV21 2VW	0	.0%	0	.0%	0	.0%	0	.0%
CV21 3BY	1	9.1%	0	.0%	0	.0%	0	.0%
CV21 3DW	0	.0%	0	.0%	0	.0%	0	.0%
CV21 3HT	0	.0%	0	.0%	0	.0%	0	.0%
CV21 3PN	0	.0%	0	.0%	0	.0%	0	.0%
CV21 3QJ	0	.0%	0	.0%	0	.0%	0	.0%
CV21 3SF	0	.0%	0	.0%	0	.0%	0	.0%
CV21 4	0	.0%	0	.0%	0	.0%	0	.0%
CV21 4PE	0	.0%	0	.0%	0	.0%	0	.0%
CV21 5PX	0	.0%	0	.0%	0	.0%	0	.0%
CV213HT	0	.0%	0	.0%	0	.0%	0	.0%
CV213PL	0	.0%	0	.0%	0	.0%	0	.0%
CV22	0	.0%	0	.0%	0	.0%	0	.0%
CV22 5RW	0	.0%	0	.0%	0	.0%	0	.0%
CV22 6	0	.0%	0	.0%	0	.0%	0	.0%
CV22 6EG	0	.0%	0	.0%	0	.0%	0	.0%
CV22 7	0	.0%	0	.0%	0	.0%	0	.0%
CV22 7CP	0	.0%	0	.0%	0	.0%	0	.0%
CV22 7FS	0	.0%	0	.0%	0	.0%	0	.0%
CV223ST	0	.0%	0	.0%	0	.0%	0	.0%
CV22RX	0	.0%	0	.0%	0	.0%	0	.0%
cv23	0	.0%	0	.0%	0	.0%	0	.0%
CV23 0	0	.0%	0	.0%	0	.0%	0	.0%
CV23 0HP	0	.0%	0	.0%	0	.0%	0	.0%
cv23 0ra	0	.0%	0	.0%	0	.0%	0	.0%
CV23 6LS	0	.0%	0	.0%	0	.0%	0	.0%
CV23 8TG	0	.0%	0	.0%	0	.0%	0	.0%
cv23 8ux	0	.0%	0	.0%	0	.0%	0	.0%

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Q14d. Postcode of chief wage earner's workplace location

	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
cv3	0	.0%	0	.0%	1	3.2%	0	.0%
CV3	0	.0%	0	.0%	0	.0%	0	.0%
CV3 1DX	0	.0%	0	.0%	0	.0%	0	.0%
CV3 1JG	0	.0%	0	.0%	0	.0%	0	.0%
cv3 2fb	0	.0%	0	.0%	0	.0%	0	.0%
cv3 2qh	0	.0%	0	.0%	0	.0%	0	.0%
CV3 2UN	0	.0%	0	.0%	0	.0%	0	.0%
CV3 4	0	.0%	1	4.8%	0	.0%	0	.0%
cv32	0	.0%	0	.0%	0	.0%	0	.0%
CV34 4	0	.0%	0	.0%	0	.0%	0	.0%
CV35	0	.0%	0	.0%	0	.0%	0	.0%
cv35rg	0	.0%	0	.0%	0	.0%	0	.0%
CV4 ?	0	.0%	0	.0%	0	.0%	0	.0%
cv47	0	.0%	0	.0%	0	.0%	0	.0%
CV47	0	.0%	0	.0%	0	.0%	0	.0%
CV47 0	0	.0%	0	.0%	0	.0%	0	.0%
CV47 0FB	0	.0%	0	.0%	0	.0%	0	.0%
CV47 2	0	.0%	0	.0%	0	.0%	0	.0%
CV47 2SX	0	.0%	0	.0%	0	.0%	0	.0%
CV47 2TE	0	.0%	0	.0%	0	.0%	0	.0%
cv47 2ut	0	.0%	0	.0%	0	.0%	0	.0%
cv47 2yp	0	.0%	0	.0%	0	.0%	0	.0%
cv478nz	0	.0%	0	.0%	0	.0%	0	.0%
CV5	0	.0%	0	.0%	0	.0%	0	.0%
CV5 6FZ	0	.0%	0	.0%	0	.0%	0	.0%
CV55	0	.0%	0	.0%	0	.0%	0	.0%
cv6	0	.0%	0	.0%	0	.0%	0	.0%
CV6	0	.0%	0	.0%	0	.0%	0	.0%
CV6 5EZ	0	.0%	0	.0%	0	.0%	0	.0%
cv7 9	0	.0%	0	.0%	0	.0%	0	.0%
CV7 9	0	.0%	0	.0%	0	.0%	0	.0%

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Q14d. Postcode of chief wage earner's workplace location

	11 Num	11 %	12 Num	12 %	13 Num	13 %	14 Num	14 %
CV7 9LH	0	.0%	0	.0%	0	.0%	0	.0%
CV79HW	0	.0%	0	.0%	0	.0%	0	.0%
cv8 3	0	.0%	0	.0%	0	.0%	0	.0%
CV8 3	0	.0%	0	.0%	0	.0%	0	.0%
CV8 3EG	0	.0%	0	.0%	0	.0%	0	.0%
CV8 3FB	0	.0%	0	.0%	0	.0%	0	.0%
CV83JD	0	.0%	0	.0%	0	.0%	0	.0%
cv9	0	.0%	0	.0%	0	.0%	0	.0%
Don't know	0	.0%	1	4.8%	1	3.2%	2	3.0%
Don't Know	0	.0%	8	38.1%	12	38.7%	17	25.4%
DY1 4TA	0	.0%	0	.0%	0	.0%	0	.0%
HP27 7	0	.0%	0	.0%	0	.0%	0	.0%
LE1 6TS	0	.0%	0	.0%	0	.0%	0	.0%
LE103TY	0	.0%	0	.0%	0	.0%	0	.0%
LE16 9	1	9.1%	0	.0%	0	.0%	0	.0%
le17	0	.0%	0	.0%	0	.0%	0	.0%
LE17	0	.0%	0	.0%	0	.0%	0	.0%
LE17 4	0	.0%	0	.0%	0	.0%	0	.0%
LE17 4DF	0	.0%	0	.0%	0	.0%	0	.0%
LE17 4EE	0	.0%	0	.0%	0	.0%	0	.0%
LE17 4JJ	0	.0%	0	.0%	0	.0%	0	.0%
le17 4lx	0	.0%	0	.0%	0	.0%	0	.0%
le17 4pa	0	.0%	0	.0%	0	.0%	0	.0%
LE17 4PE	0	.0%	0	.0%	0	.0%	0	.0%
LE17 4QR	0	.0%	0	.0%	0	.0%	0	.0%
LE17 4XA	0	.0%	0	.0%	0	.0%	0	.0%
LE17 5	0	.0%	0	.0%	0	.0%	0	.0%
LE17 5LU	0	.0%	0	.0%	0	.0%	0	.0%
LE17 610	0	.0%	0	.0%	0	.0%	0	.0%
LE17 6BH	0	.0%	0	.0%	0	.0%	0	.0%
LE17 6LQ	0	.0%	0	.0%	0	.0%	0	.0%

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Q14d. Postcode of chief wage earner's workplace location

	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
LE17510	0	.0%	0	.0%	0	.0%	0	.0%
le175dl	0	.0%	0	.0%	0	.0%	0	.0%
LE19 0AL	0	.0%	0	.0%	0	.0%	0	.0%
LE67	0	.0%	0	.0%	0	.0%	0	.0%
LE8 9SP	0	.0%	0	.0%	0	.0%	0	.0%
LE93GT	0	.0%	0	.0%	0	.0%	0	.0%
MK	0	.0%	0	.0%	0	.0%	1	1.5%
mn1160h	0	.0%	0	.0%	1	3.2%	0	.0%
N/A	0	.0%	2	9.5%	0	.0%	2	3.0%
N11	0	.0%	0	.0%	0	.0%	1	1.5%
n11 4ey	0	.0%	0	.0%	0	.0%	1	1.5%
ne11 8	0	.0%	0	.0%	0	.0%	1	1.5%
NN	0	.0%	0	.0%	0	.0%	0	.0%
NN1 1PZ	0	.0%	0	.0%	1	3.2%	0	.0%
NN1 5	1	9.1%	0	.0%	0	.0%	0	.0%
nn11	0	.0%	0	.0%	2	6.5%	3	4.5%
NN11	0	.0%	0	.0%	0	.0%	4	6.0%
NN11 0	0	.0%	0	.0%	0	.0%	1	1.5%
NN11 2JL	0	.0%	0	.0%	0	.0%	1	1.5%
NN11 2JS	0	.0%	0	.0%	0	.0%	1	1.5%
NN11 414	0	.0%	0	.0%	0	.0%	1	1.5%
NN11 4HB	0	.0%	0	.0%	0	.0%	1	1.5%
NN11 4LJ	0	.0%	0	.0%	0	.0%	1	1.5%
nn11 4qe	0	.0%	0	.0%	0	.0%	1	1.5%
NN11 4TD	0	.0%	0	.0%	0	.0%	1	1.5%
NN11 5PH	0	.0%	0	.0%	0	.0%	0	.0%
nn11 5qr	0	.0%	0	.0%	0	.0%	1	1.5%
NN11 6LA	0	.0%	0	.0%	1	3.2%	0	.0%
NN11 6US	0	.0%	0	.0%	0	.0%	1	1.5%
NN11 8	0	.0%	0	.0%	0	.0%	2	3.0%
NN11 8NT	0	.0%	0	.0%	0	.0%	1	1.5%

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Q14d. Postcode of chief wage earner's workplace location

	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
nn11 8nu	0	.0%	0	.0%	0	.0%	1	1.5%
NN11 9	0	.0%	0	.0%	0	.0%	1	1.5%
NN114HB	0	.0%	0	.0%	0	.0%	1	1.5%
NN117HQ	0	.0%	0	.0%	0	.0%	1	1.5%
nn118nt	0	.0%	1	4.8%	0	.0%	0	.0%
NN168ST	0	.0%	0	.0%	0	.0%	1	1.5%
NN172JH	1	9.1%	0	.0%	0	.0%	0	.0%
NN39 BX	0	.0%	0	.0%	0	.0%	1	1.5%
NN47EX	0	.0%	0	.0%	0	.0%	0	.0%
NN47SG	0	.0%	0	.0%	0	.0%	1	1.5%
nn6 6	1	9.1%	0	.0%	0	.0%	0	.0%
NN6 6DE	1	9.1%	0	.0%	0	.0%	0	.0%
NN6 6HT	1	9.1%	0	.0%	0	.0%	0	.0%
NN6 7AP	0	.0%	1	4.8%	0	.0%	0	.0%
NN6 7QT	0	.0%	1	4.8%	0	.0%	0	.0%
NN6 7UJ	0	.0%	0	.0%	0	.0%	0	.0%
NN67PX	0	.0%	1	4.8%	0	.0%	0	.0%
NN8 8XS	0	.0%	1	4.8%	0	.0%	0	.0%
ox16	0	.0%	0	.0%	1	3.2%	0	.0%
ox16 9	0	.0%	0	.0%	1	3.2%	0	.0%
Refused	1	9.1%	3	14.3%	5	16.1%	5	7.5%
Rugby cv25	1	9.1%	0	.0%	0	.0%	0	.0%
SL4	0	.0%	0	.0%	1	3.2%	0	.0%
ST4	1	9.1%	0	.0%	0	.0%	0	.0%
sw1	1	9.1%	0	.0%	0	.0%	0	.0%
SW1 V	0	.0%	0	.0%	0	.0%	0	.0%
sw3 5rg	0	.0%	0	.0%	0	.0%	0	.0%
WR2	0	.0%	0	.0%	0	.0%	0	.0%

Q15. Age group

	Base: All respondents		1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	109	100.0%	37	100.0%	138	100.0%	175	100.0%	53	100.0%	34	100.0%	38	100.0%	67	100.0%	15	100.0%	107	100.0%
18-24 years	11	1.1%	1	.9%	1	2.7%	3	2.2%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	2	1.9%
25-34 years	45	4.5%	8	7.3%	0	.0%	5	3.6%	6	3.4%	1	1.9%	3	8.8%	3	7.9%	2	3.0%	0	.0%	4	3.7%
35-44 years	137	13.7%	12	11.0%	2	5.4%	24	17.4%	19	10.9%	7	13.2%	2	5.9%	7	18.4%	13	19.4%	2	13.3%	15	14.0%
45-54 years	174	17.4%	23	21.1%	5	13.5%	25	18.1%	20	11.4%	11	20.8%	5	14.7%	6	15.8%	13	19.4%	4	26.7%	20	18.7%
55-64 years	242	24.2%	30	27.5%	14	37.8%	31	22.5%	41	23.4%	10	18.9%	7	20.6%	10	26.3%	12	17.9%	6	40.0%	23	21.5%
65+ years	380	38.0%	34	31.2%	15	40.5%	50	36.2%	86	49.1%	23	43.4%	16	47.1%	11	28.9%	25	37.3%	3	20.0%	42	39.3%
Refused	12	1.2%	1	.9%	0	.0%	0	.0%	3	1.7%	1	1.9%	0	.0%	1	2.6%	2	3.0%	0	.0%	1	.9%

(cont.)

Q15. Age group

	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	18	100.0%	43	100.0%	52	100.0%	115	100.0%
18-24 years	0	.0%	1	2.3%	1	1.9%	1	.9%
25-34 years	0	.0%	2	4.7%	1	1.9%	10	8.7%
35-44 years	1	5.6%	7	16.3%	9	17.3%	17	14.8%
45-54 years	4	22.2%	5	11.6%	12	23.1%	21	18.3%
55-64 years	8	44.4%	10	23.3%	11	21.2%	29	25.2%
65+ years	5	27.8%	17	39.5%	17	32.7%	36	31.3%
Refused	0	.0%	1	2.3%	1	1.9%	1	.9%

Q16. How many people are there in your house who are aged:...?

		Base: All respondents		1		2		3		4		5		6		7		8		9	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1001	100.0%	109	100.0%	37	100.0%	138	100.0%	175	100.0%	53	100.0%	34	100.0%	38	100.0%	67	100.0%	15	100.0%
	0	931	93.0%	104	95.4%	35	94.6%	126	91.3%	164	93.7%	53	100.0%	32	94.1%	33	86.8%	60	89.6%	13	86.7%
	1	35	3.5%	2	1.8%	1	2.7%	9	6.5%	3	1.7%	0	.0%	2	5.9%	3	7.9%	4	6.0%	0	.0%
	2	17	1.7%	1	.9%	0	.0%	2	1.4%	3	1.7%	0	.0%	0	.0%	1	2.6%	1	1.5%	2	13.3%
0 – 4 years	3	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%
	9	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	51	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Refused	15	1.5%	2	1.8%	1	2.7%	1	.7%	4	2.3%	0	.0%	0	.0%	1	2.6%	1	1.5%	0	.0%
	0	826	82.5%	94	86.2%	33	89.2%	108	78.3%	149	85.1%	46	86.8%	29	85.3%	31	81.6%	52	77.6%	13	86.7%
	1	81	8.1%	8	7.3%	1	2.7%	18	13.0%	10	5.7%	2	3.8%	4	11.8%	3	7.9%	2	3.0%	2	13.3%
	2	60	6.0%	5	4.6%	1	2.7%	7	5.1%	8	4.6%	4	7.5%	0	.0%	1	2.6%	10	14.9%	0	.0%
	3	14	1.4%	0	.0%	1	2.7%	4	2.9%	1	.6%	1	1.9%	1	2.9%	2	5.3%	2	3.0%	0	.0%
5 – 15 years	4	2	.2%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	5	2	.2%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	15	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Refused	15	1.5%	2	1.8%	1	2.7%	1	.7%	4	2.3%	0	.0%	0	.0%	1	2.6%	1	1.5%	0	.0%
	0	849	84.8%	86	78.9%	30	81.1%	122	88.4%	155	88.6%	49	92.5%	29	85.3%	34	89.5%	51	76.1%	13	86.7%
	1	97	9.7%	14	12.8%	4	10.8%	10	7.2%	11	6.3%	1	1.9%	4	11.8%	3	7.9%	11	16.4%	2	13.3%
	2	33	3.3%	6	5.5%	2	5.4%	5	3.6%	3	1.7%	2	3.8%	1	2.9%	0	.0%	2	3.0%	0	.0%
16 – 24 years	3	6	.6%	1	.9%	0	.0%	0	.0%	1	.6%	1	1.9%	0	.0%	0	.0%	2	3.0%	0	.0%
	9	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Refused	15	1.5%	2	1.8%	1	2.7%	1	.7%	4	2.3%	0	.0%	0	.0%	1	2.6%	1	1.5%	0	.0%
	0	738	73.7%	80	73.4%	29	78.4%	96	69.6%	136	77.7%	42	79.2%	27	79.4%	24	63.2%	45	67.2%	11	73.3%
	1	133	13.3%	18	16.5%	5	13.5%	21	15.2%	16	9.1%	8	15.1%	4	11.8%	6	15.8%	12	17.9%	3	20.0%
	2	111	11.1%	9	8.3%	2	5.4%	19	13.8%	19	10.9%	3	5.7%	3	8.8%	6	15.8%	8	11.9%	1	6.7%
25 – 44 years	3	3	.3%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
	6	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%
	Refused	15	1.5%	2	1.8%	1	2.7%	1	.7%	4	2.3%	0	.0%	0	.0%	1	2.6%	1	1.5%	0	.0%

(cont.)

Q16. How many people are there in your house who are aged:...?

		Base: All respondents		1		2		3		4		5		6		7		8		9	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
45+ years	0	541	54.0%	52	47.7%	17	45.9%	79	57.2%	109	62.3%	27	50.9%	17	50.0%	19	50.0%	35	52.2%	7	46.7%
	1	178	17.8%	14	12.8%	6	16.2%	29	21.0%	27	15.4%	15	28.3%	8	23.5%	6	15.8%	11	16.4%	2	13.3%
	2	262	26.2%	40	36.7%	13	35.1%	28	20.3%	34	19.4%	11	20.8%	9	26.5%	12	31.6%	19	28.4%	6	40.0%
	3	3	.3%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%
	4	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Refused	16	1.6%	2	1.8%	1	2.7%	2	1.4%	4	2.3%	0	.0%	0	.0%	1	2.6%	1	1.5%	0	.0%
of pensionable age	0	511	51.0%	58	53.2%	15	40.5%	77	55.8%	70	40.0%	27	50.9%	17	50.0%	21	55.3%	41	61.2%	8	53.3%
	1	241	24.1%	26	23.9%	14	37.8%	36	26.1%	51	29.1%	18	34.0%	8	23.5%	7	18.4%	8	11.9%	4	26.7%
	2	230	23.0%	22	20.2%	7	18.9%	23	16.7%	48	27.4%	8	15.1%	9	26.5%	9	23.7%	17	25.4%	3	20.0%
	3	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	7	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	41	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Refused	16	1.6%	2	1.8%	1	2.7%	2	1.4%	4	2.3%	0	.0%	0	.0%	1	2.6%	1	1.5%	0	.0%

(cont.)

Q16. How many people are there in your house who are aged:...?

		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		107	100.0%	18	100.0%	43	100.0%	52	100.0%	115	100.0%
	0	100	93.5%	18	100.0%	39	90.7%	46	88.5%	108	93.9%
	1	4	3.7%	0	.0%	2	4.7%	2	3.8%	3	2.6%
	2	2	1.9%	0	.0%	1	2.3%	1	1.9%	3	2.6%
0 - 4 years	3	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	9	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
	51	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Refused	1	.9%	0	.0%	1	2.3%	2	3.8%	1	.9%
	0	82	76.6%	15	83.3%	35	81.4%	42	80.8%	97	84.3%
	1	15	14.0%	2	11.1%	2	4.7%	3	5.8%	9	7.8%
	2	8	7.5%	1	5.6%	4	9.3%	3	5.8%	8	7.0%
	3	0	.0%	0	.0%	1	2.3%	1	1.9%	0	.0%
5 - 15 years	4	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	5	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
	15	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Refused	1	.9%	0	.0%	1	2.3%	2	3.8%	1	.9%
	0	92	86.0%	17	94.4%	36	83.7%	43	82.7%	92	80.0%
	1	11	10.3%	1	5.6%	4	9.3%	5	9.6%	16	13.9%
	2	3	2.8%	0	.0%	2	4.7%	2	3.8%	5	4.3%
16 - 24 years	3	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	9	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Refused	1	.9%	0	.0%	1	2.3%	2	3.8%	1	.9%
	0	82	76.6%	17	94.4%	28	65.1%	38	73.1%	83	72.2%
	1	9	8.4%	1	5.6%	6	14.0%	5	9.6%	19	16.5%
	2	15	14.0%	0	.0%	7	16.3%	7	13.5%	12	10.4%
25 - 44 years	3	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
	6	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Refused	1	.9%	0	.0%	1	2.3%	2	3.8%	1	.9%

(cont.)

Q16. How many people are there in your house who are aged:...?

		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%
45+ years	0	65	60.7%	9	50.0%	25	58.1%	25	48.1%	55	47.8%
	1	14	13.1%	1	5.6%	10	23.3%	7	13.5%	28	24.3%
	2	26	24.3%	8	44.4%	7	16.3%	18	34.6%	31	27.0%
	3	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	4	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Refused	1	.9%	0	.0%	1	2.3%	2	3.8%	1	.9%
of pensionable age	0	53	49.5%	8	44.4%	21	48.8%	27	51.9%	68	59.1%
	1	22	20.6%	3	16.7%	11	25.6%	8	15.4%	25	21.7%
	2	31	29.0%	7	38.9%	10	23.3%	15	28.8%	21	18.3%
	3	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	7	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	41	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Refused	1	.9%	0	.0%	1	2.3%	2	3.8%	1	.9%

Q17a. How many cars does your household own or have the use of?

	Base: All respondents		1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	109	100.0%	37	100.0%	138	100.0%	175	100.0%	53	100.0%	34	100.0%	38	100.0%	67	100.0%	15	100.0%	107	100.0%
None	119	11.9%	15	13.8%	1	2.7%	31	22.5%	25	14.3%	4	7.5%	4	11.8%	4	10.5%	6	9.0%	1	6.7%	4	3.7%
1	456	45.6%	54	49.5%	17	45.9%	63	45.7%	95	54.3%	26	49.1%	14	41.2%	13	34.2%	27	40.3%	4	26.7%	48	44.9%
2	302	30.2%	29	26.6%	12	32.4%	38	27.5%	40	22.9%	19	35.8%	10	29.4%	12	31.6%	27	40.3%	7	46.7%	40	37.4%
3 or more	111	11.1%	10	9.2%	7	18.9%	4	2.9%	11	6.3%	4	7.5%	6	17.6%	8	21.1%	6	9.0%	3	20.0%	14	13.1%
Refused	13	1.3%	1	.9%	0	.0%	2	1.4%	4	2.3%	0	.0%	0	.0%	1	2.6%	1	1.5%	0	.0%	1	.9%

(cont.)

Q17a. How many cars does your household own or have the use of?

	11 Num	11 %	12 Num	12 %	13 Num	13 %	14 Num	14 %
Base: All respondents	18	100.0%	43	100.0%	52	100.0%	115	100.0%
None	0	.0%	3	7.0%	5	9.6%	16	13.9%
1	7	38.9%	16	37.2%	19	36.5%	53	46.1%
2	9	50.0%	13	30.2%	16	30.8%	30	26.1%
3 or more	2	11.1%	10	23.3%	11	21.2%	15	13.0%
Refused	0	.0%	1	2.3%	1	1.9%	1	.9%

Q17b. Is there a car usually available for shopping and leisure purposes?

	Base: All respondents Num	%	1 Num	%	2 Num	%	3 Num	%	4 Num	%	5 Num	%	6 Num	%	7 Num	%	8 Num	%	9 Num	%	10 Num	%
Base: All respondents	1001	100.0%	109	100.0%	37	100.0%	138	100.0%	175	100.0%	53	100.0%	34	100.0%	38	100.0%	67	100.0%	15	100.0%	107	100.0%
Always available	761	76.0%	86	78.9%	28	75.7%	87	63.0%	130	74.3%	43	81.1%	29	85.3%	26	68.4%	48	71.6%	11	73.3%	91	85.0%
Usually available	117	11.7%	11	10.1%	9	24.3%	20	14.5%	16	9.1%	8	15.1%	1	2.9%	6	15.8%	12	17.9%	3	20.0%	11	10.3%
Rarely available	27	2.7%	1	.9%	0	.0%	7	5.1%	6	3.4%	1	1.9%	1	2.9%	2	5.3%	4	6.0%	0	.0%	0	.0%
Never available	73	7.3%	8	7.3%	0	.0%	21	15.2%	16	9.1%	1	1.9%	3	8.8%	1	2.6%	2	3.0%	1	6.7%	4	3.7%
Refused	23	2.3%	3	2.8%	0	.0%	3	2.2%	7	4.0%	0	.0%	0	.0%	3	7.9%	1	1.5%	0	.0%	1	.9%

(cont.)

Q17b. Is there a car usually available for shopping and leisure purposes?

	11 Num	11 %	12 Num	12 %	13 Num	13 %	14 Num	14 %
Base: All respondents	18	100.0%	43	100.0%	52	100.0%	115	100.0%
Always available	18	100.0%	34	79.1%	42	80.8%	88	76.5%
Usually available	0	.0%	5	11.6%	4	7.7%	11	9.6%
Rarely available	0	.0%	1	2.3%	0	.0%	4	3.5%
Never available	0	.0%	2	4.7%	4	7.7%	10	8.7%
Refused	0	.0%	1	2.3%	2	3.8%	2	1.7%

Q18. Would you be willing to be recontacted for future quality control purposes?

	Base: All respondents		1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	109	100.0%	37	100.0%	138	100.0%	175	100.0%	53	100.0%	34	100.0%	38	100.0%	67	100.0%	15	100.0%	107	100.0%
Yes	614	61.3%	65	59.6%	16	43.2%	90	65.2%	95	54.3%	34	64.2%	23	67.6%	27	71.1%	40	59.7%	5	33.3%	71	66.4%
No	387	38.7%	44	40.4%	21	56.8%	48	34.8%	80	45.7%	19	35.8%	11	32.4%	11	28.9%	27	40.3%	10	66.7%	36	33.6%

(cont.)

Q18. Would you be willing to be recontacted for future quality control purposes?

	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	18	100.0%	43	100.0%	52	100.0%	115	100.0%
Yes	11	61.1%	32	74.4%	30	57.7%	75	65.2%
No	7	38.9%	11	25.6%	22	42.3%	40	34.8%

Q19. Gender

	Base: All respondents		1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	109	100.0%	37	100.0%	138	100.0%	175	100.0%	53	100.0%	34	100.0%	38	100.0%	67	100.0%	15	100.0%	107	100.0%
Male	303	30.3%	35	32.1%	8	21.6%	54	39.1%	51	29.1%	14	26.4%	12	35.3%	10	26.3%	18	26.9%	4	26.7%	27	25.2%
Female	698	69.7%	74	67.9%	29	78.4%	84	60.9%	124	70.9%	39	73.6%	22	64.7%	28	73.7%	49	73.1%	11	73.3%	80	74.8%

(cont.)

Q19. Gender

	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	18	100.0%	43	100.0%	52	100.0%	115	100.0%
Male	5	27.8%	15	34.9%	14	26.9%	36	31.3%
Female	13	72.2%	28	65.1%	38	73.1%	79	68.7%

Research and Marketing plus >>>>

Rugby Household Survey Technical Report

Drivers Jonas

December 2007

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BACKGROUND & METHODOLOGY

A telephone survey was conducted within the Rugby catchment area, as well as the surrounding areas. The survey covered a range of aspects relating to shopping habits and in particular sought to establish the following:

<u>Main Food Shopping</u>

§ Excluding Christmas shopping, where respondents do most of their main food and grocery shopping
  o Excluding Christmas shopping, apart from this store, where else respondents regularly visit to do their main food and grocery shopping
  o Excluding Christmas shopping, whether respondents visit a third store to do their main food and grocery shopping

§ Excluding Christmas shopping, would respondents normally buy clothes, cosmetics, books, CD's, DVD's, DIY equipment, or electrical goods at the same time as their main food and grocery shopping trip

§ How respondents usually travel to do their main food shopping

<u>Non-Food Shopping</u>

§ In the past six months, excluding Christmas shopping, where respondents have spent the most money on clothes, shoes and other non-fashion goods
  o Apart from this location, where else respondents visit to buy clothes, shoes and other non-fashion goods
  o And whether respondents visit a third location to buy clothes, footwear and other non-fashion goods

§ In the past six months, excluding Christmas shopping, where respondents have spent the most money on furniture, floor coverings and other household textiles
  o Apart from this location, where else respondents visit to buy furniture, floor coverings and other household textiles
  o And whether respondents visit a third location to buy furniture, floor coverings and other household textiles

§ In the past six months, excluding Christmas shopping, where respondents have spent the most money on DIY and decorating supplies
  o Apart from this location, where else respondents visit to buy DIY and decorating supplies
  o And whether respondents visit a third location to buy DIY and decorating supplies

§ In the past six months, excluding Christmas shopping, where respondents have spent the most money on electrical and domestic appliances
  o Apart from this location, where else respondents visit to buy electrical and domestic appliances
  o And whether respondents visit a third location to buy electrical and domestic appliances

§ In the past six months, excluding Christmas shopping, where respondents have spent the most money on personal and luxury goods
  o Apart from this location, where else respondents visit to buy personal and luxury goods

      o And whether respondents visit a third location to buy personal and luxury goods

§ How respondents travel to do their non-food shopping

Leisure/ cultural activities

§ Where respondents most often to go to restaurants, cafes or bars

§ Where respondents go most often to the cinema

§ If respondents visit the gym, sport centre or health club, where do they usually go

§ Where respondents go most often for the following activities and services:
      o Museum/ Art Gallery/ Theatre/ Concerts
      o To play bingo
      o Bowling
      o To visit pubs
      o To nightclubs

§ What would make respondents and their households visit leisure facilities more often

Demographics

§ Employment status
§ Occupation/SEG of chief wage earner
§ Postcode of workplace
§ Age band of respondent
§ Number of people in the household aged between:
      o 0 – 4 years old
      o 5 – 15 years old
      o 16 – 24 years old
      o 24 – 44 years old
      o 45 + years old
      o Pensionable age
§ Number of cars their household owns or has the use of
§ Car availability for shopping and leisure purposes
§ Quality control
§ Gender

A total of 1001 interviews were carried out within the Rugby catchment area, as well as the surrounding areas between 30st November and 5th December 2007. Interviews were conducted at Research & Marketing's in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day, in the evening and at the weekend.

SAMPLE BREAKDOWN

Zone	Postcode Sector	Amount of sample available	%	Number of interviews
1	CV3 2	2,378	7.60	74
1	CV8 3	1,081	3.45	35
2	CV7 9	1,143	3.65	37
3	CV21 1	1,106	3.53	35
3	CV21 2	843	2.69	23
3	CV21 3	1,135	3.63	37
3	CV21 4	1,309	4.18	43
4	CV22 5	1,584	5.06	52
4	CV22 6	1,843	5.89	60
4	CV22 7	1,938	6.19	63
5	CV23 8	782	2.50	25
5	CV47 7	135	0.43	3
5	CV47 8	422	1.35	13
5	CV47 9	370	1.18	12
6	CV23 9	1,051	3.36	34
7	CV23 0	1,163	3.72	38
8	CV47 0	488	1.56	16
8	CV47 1	724	2.31	25
8	CV47 2	809	2.58	26
9	LE10 3	476	1.52	15
10	LE17 4	1,788	5.71	56
10	LE17 5	1,003	3.20	32
10	LE17 6	583	1.86	19
11	NN6 6	562	1.80	18
12	NN6 7	1,344	4.29	43
13	NN11 3	1,061	3.39	34
13	NN11 6	566	1.81	18
14	NN11 4	1,611	5.15	51
14	NN11 0	559	1.79	18
14	NN11 2	197	0.63	6
14	NN11 8	60	0.19	2
14	NN11 9	856	2.73	27
14	NN11 7	330	1.05	11
		31300	100	1001

The sample used for making telephone calls was obtained from an external supplier, who supplied telephone numbers by postcode from their database. The telephone numbers were then sorted into the relevant postcodes for interviewing.

WEIGHTED:
These tables have been weighted back to the respective populations of the survey area. This means that the total column gives a statistically representative result for the whole survey area.

STATEMENT OF RELIABILITY

Assessment of the standard error:

1. This survey has been undertaken by a series of individual sample surveys for different zones.

2. The results are subject to the following sampling error, for which there follow an analysis.

3. The following analysis indicates the methodology used to calculate the standard error, with the standard 95% probability of being correct. The formulae for these calculations are as follows:

$$SE\% = \sqrt{\frac{p\% \, x \, q\%}{n}}$$

where p% = % sample value recorded
q% = 100% - p%
n   = sample size
and where:
±3.05 (SE%) = 95% probability that the correct answer lies in the range calculated.

4. When the sampling frame for individual zones is boosted to ensure reliability, with the results subsequently weighted proportional to population, the following analysis is used to calculate the effective sample size. The formulae for these calculations are as follows:

$$\frac{n}{\sum_{i=1}^{k} P_i W_i^{2}}$$

where k = number of zones the population and sample are divided into
n = total sample size
P = sample proportions
W = weights

5. On our sample of 1,001 interviews we have a confidence interval of 3.05 at a 95% confidence level.

   The **confidence interval** is the plus-or-minus figure usually reported in newspaper or television opinion poll results. For example, if you use a confidence interval of 2.9 and 50% percent of your sample picks an answer you can be "sure" that if you had asked the question of the entire relevant population between 46.95% **(50 – 3.05)** and 53.05% **(50 + 3.05)** would have picked that answer.

   The **confidence level** tells you how sure you can be. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the confidence interval. The 95% confidence level means you can be 95% certain; the 99% confidence level means you can be 99% certain. Most researchers use the 95% confidence level.
   When you put the confidence level and the confidence interval together, you can say that you are 95% sure that the true percentage of the population is between **46.95%** and **53.05%.**

RESULTS – MAIN RESULTS TABULATIONS BY ZONE/POSTAL SECTOR

APPENDIX ONE – THE QUESTIONNAIRE

RESEARCH TEAM

Research and Marketing have a number of associate consultants who act as advisors and are bought onto projects as and when their expertise is required:

§ **David Harrison, Chairman**: David has been Company Chairman for over 30 years.

§ **Sheila Jones, Group MD**: Full Member of the Market Research Society. Sheila is a founder director of Research and Marketing with overall responsibility for the company. She has wide experience of the administration of large scale research projects for both the public and commercial sectors.

§ **Jane Foley, Company Director**: Jane joined Research and Marketing in 1985 after an early career in Education and was appointed Research Director in 1991. Jane acts in a consultant capacity on large scale Business to Business, Social and Political surveys.

Urmila Patel: Research Executive

Urmila graduated in BA Honours in Business Administration in 1999 at The London Guildhall University. She then went onto work within the field department of two very large market research companies based in London. In early 2005 she then moved to Wales and joined Research and Marketing Ltd in October 2005.

Having over 5 years experience within the market research industry, Urmila has previously been involved in managing and costing ad-hoc and continuous research studies. These are in business, consumer, social, and financial sectors.

Saadiah Rifin: Research Executive

Saadiah graduated from the University of Glamorgan in 2004 and has been working within the Market Research sector for over 10 years. She has accumulated a vast knowledge of procedure, protocol and business ethics in the industry within this time.
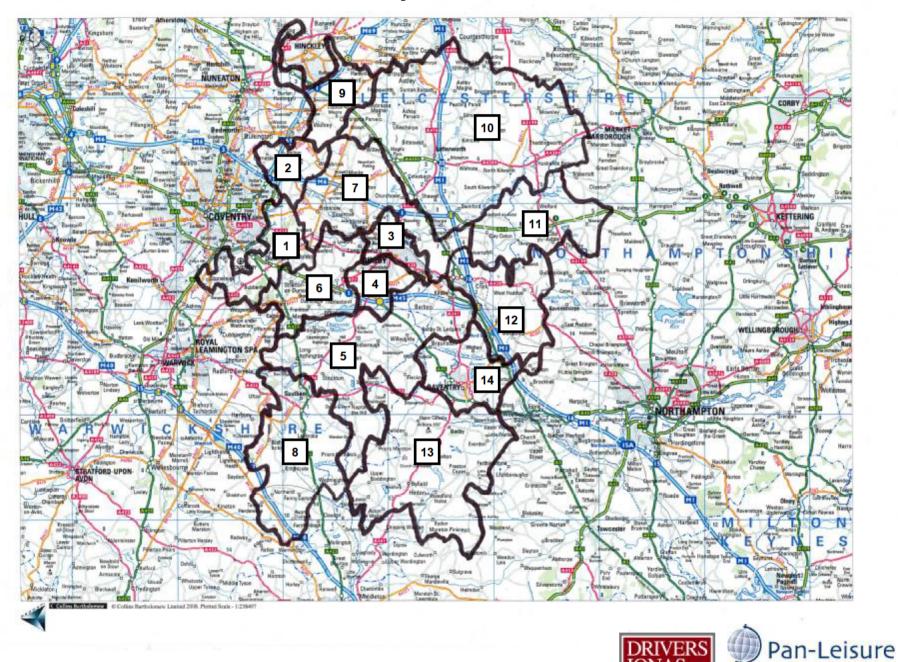
Saadiah has experience with the project management of large scale CATI projects and has built on the fundamental skills gained by putting into practice the techniques learnt during her undergraduate studies. She has proven experience with questionnaire design and set up for a variety of projects, including consumer surveys, mystery shopping and B2B studies. She has been responsible for approving layouts and concise examination of discrepancies within questionnaires.

Sioned Roberts: Research Executive

Having impressed us with her considerable talents, Sioned is the latest addition to the team having recently graduated from the University of Wales. As a fluent Welsh speaker she is working on a number of qual and quant projects that are being conducted bilingually and has already impressed us with her natural ability as a project manager and moderator.

Study Area Plan

J8778 RUGBY TOWN CENTRE SURVEY

This questionnaire will be processed using a scanner. Help us by completing it carefully using a black pen.

Mark the appropriate box with a **X** *If you make a mistake, shade in the box* ▓ *and correctly enter the value in another box.*

INTRODUCTION: Good morning/afternoon. My name is … from Research and Marketing p*lus* and we are carrying out a survey of visitors to the town centre investigating shopping behaviour and consumer activities. Could you answer a few questions for me please? It will only take a few minutes?

Day of interview:		Time of interview:		Location:	
Monday	☐	Morning-Midday	☐	1	☐
Tuesday	☐	Midday-Afternoon	☐	2	☐
Wednesday	☐	Afternoon-Evening	☐	3	☐
Thursday	☐			4	☐
Friday	☐			5	☐
Saturday	☐			6	☐
				7	☐

What is the postcode of your home address?

F1   • •   • •   • •   • •   /   • •   • •   • •

         C   V   4   7   9   S   D

QA **Do you, or any members of your household work in any of these occupations?**
READ OUT LIST. IF YES TO ANY OF THE FOLLOWING, <u>CLOSE INTERVIEW</u>

	(x)			(x)	
Advertising	☐	**Close interview**	Marketing	☐	**Close interview**
Market Research	☐	**Close interview**	Retailing	☐	**Close interview**

Q1 **Have you travelled here directly from home or elsewhere?**
DO NOT READ OUT. MARK ONE BOX ONLY

	(x)			(x)
Home	☐		School/College	☐
Work	☐		Visiting Friends/Family	☐

Other *(Please write in below)* ....

For Office Use

Q2 **How did you travel here today?**
DO NOT READ OUT – MARK ONE BOX ONLY

	(x)	
Car/van (as driver)	☐	**GO TO Q3**
Car/van (as passenger)	☐	**GO TO Q3**
Taxi	☐	**SKIP TO Q4a**
Motorcycle	☐	**SKIP TO Q4a**
Bus	☐	**SKIP TO Q4a**
Train	☐	**SKIP TO Q4a**
Walk	☐	**SKIP TO Q4a**
Cycle	☐	**SKIP TO Q4a**

Other *(Please write in below)* ....

For Office

Q3 **Where do you usually park when visiting Rugby Town Centre?**
SHOWCARD A - MARK ONE BOX ONLY

(x)

Chestnut Field	r
Fairground (off Craven Rd)	r
Gas Street	r
John Barford Multi-Storey	r
Little Church Street	r
Little Elborow Street	r
North Street	r
Railway Terrace	r
Rugby Cattle Market	r
Stoneyard (off Craven Rd)	r
Town Hall/Retreat	r
Westway	r
Don't know/varies	r

Other *(Please write in below)* ....

For Office Use

Q4a **What is the main reason for visiting Rugby Town Centre today?**
DO NOT READ OUT – MARK ONE BOX ONLY

Q4b **What OTHER REASONS are there for visiting Rugby Town Centre today?**
DO NOT READ OUT - MARK ALL THAT APPLY

Q4a MARK ONE BOX ONLY		Q4b MARK ALL THAT APPLY	
	(x)		(x)
Shopping – non food	r	Shopping – non food	r
Shopping – food	r	Shopping – food	r
Work (work in centre)	r	Work (work in centre)	r
Work (visit for work purposes)	r	Work (visit for work purposes)	r
Using services (e.g. bank, travel agent, hairdressers)	r	Using services (e.g. bank, travel agent, hairdressers)	r
Leisure	r	Leisure	r
Recreation (e.g. window shopping)	r	Recreation (e.g. window shopping)	r
Visiting café/pub/restaurant	r	Visiting café/pub/restaurant	r
School/College/University	r	School/College/University	r
Meeting friends or relatives	r	Meeting friends or relatives	r
Visit DSS/Council/Job Centre	r	Visit DSS/Council/Job Centre	r
Holiday/Sightseeing	r	Holiday/Sightseeing	r
No particular reason	r	No other reason	r
Don't know	r		
Other *(please specify below)*		Other *(please specify below)*	

....

Q5   How often, on average do you visit Rugby Town Centre for the main purpose?
DO NOT READ OUT – MARK ONE BOX ONLY

	(x)
Everyday	r
2-3 times a week	r
Once a week	r
Fortnightly	r
Monthly	r
6 monthly	r
Once a year	r
Less often	r
Don't know	r

Other *(Please write in below)*

....   **For Office Use**

Q6   Approximately, how long will you/have you spent in Rugby Town Centre today?
DO NOT READ OUT – MARK ONE BOX ONLY

	(x)
Up to 1 hour	r
1-3 hours	r
More than 3 hours	r
Don't know	r

Q7   How much do you estimate you will spend/have spent in Rugby Town Centre today?
DO NOT READ OUT – MARK ONE BOX ONLY

	(x)
£5 or less	r
£6-£10	r
£11-£25	r
£26-£50	r
More than £50	r
Don't know	r

Q8a   Why have you chosen to visit Rugby Town Centre today?
SHOW CARD B – MARK ONE BOX ONLY. RECORD THE FIRST RESPONSE GIVEN

Q8b   Why else have you chosen to visit Rugby Town Centre today?
SHOW CARD B - MARK ALL THAT APPLY. RECORD OTHER RESPONSES GIVEN

Q8a MARK ONE BOX ONLY		Q8b MARK ALL THAT APPLY	
Proximity to home	r	Proximity to home	r
Ease and convenience	r	Ease and convenience	r
Accessible parking	r	Accessible parking	r
Range of leisure facilities	r	Range of leisure facilities	r
Range of shops available	r	Range of shops available	r
Range of bars/restaurants	r	Range of bars/restaurants	r
Specialist shops available	r	Specialist shops available	r
To support local retailers	r	To support local retailers	r
Ambience/Environment	r	Ambience/Environment	r

Don't know	r	No other reasons	r
Other *(please specify below)*		Other *(please specify below)*	

....

Q9 **Where will you be travelling to once you have finished your visit to Rugby Town Centre**
DO NOT READ OUT. MARK ONE BOX ONLY

	(x)		(x)
Home	r	School/College	r
Work	r	Visiting Friends/Family	r

Other *(Please write in below)* ....

For Office Use

Q10 **How would you rate the following aspects of Rugby Town Centre:**
SHOW CARD C. READ OUT EACH RESPONSE AND MARK ONE BOX ON EACH ROW

	Very Good	Good	Don't know/No opinion	Poor	Very poor
	(x)	(x)	(x)	(x)	(x)
Layout	r	r	r	r	r
Signage to centre	r	r	r	r	r
Signage around centre	r	r	r	r	r
Choice of food shops	r	r	r	r	r
Choice of non-food shops	r	r	r	r	r
Range of leisure/recreational activities	r	r	r	r	r
Quality of shops	r	r	r	r	r
Choices of places to eat/drink	r	r	r	r	r
Quality of place to eat/drink	r	r	r	r	r
Ambience and atmosphere	r	r	r	r	r
Cleanliness and upkeep	r	r	r	r	r
Public realm	r	r	r	r	r
Price of car parking	r	r	r	r	r
Quality of car parking	r	r	r	r	r
Security	r	r	r	r	r
Public facilities (e.g. toilets/bus stops)	r	r	r	r	r
Accessibility by public transport	r	r	r	r	r
Walking route from the railway station	r	r	r	r	r
Walking route from bus stops	r	r	r	r	r
Walking routes between the car parks and shopping area	r	r	r	r	r

J8778 RUGBY TOWN CENTRE SURVEY

Q11a Which of the following uses would you like more of in Rugby Town Centre?
SHOW CARD D – MARK ONE BOX ONLY. RECORD THE FIRST RESPONSE GIVEN

Q11b Which other uses would you like more of in Rugby Town Centre?
SHOW CARD D - MARK ALL THAT APPLY. RECORD OTHER RESPONSES GIVEN

Q11a MARK ONE BOX ONLY		Q11b MARK ALL THAT APPLY	
Shopping – non food	r	Shopping – non food	r
Shopping – food	r	Shopping – food	r
Independent retail units	r	Independent retail units	r
Services (e.g. banks, travel agents, hairdressers)	r	Services (e.g. banks, travel agents, hairdressers)	r
Leisure (e.g. cinema, gyms, bowling, bingo hall)	r	Leisure (e.g. cinema, gyms, bowling, bingo hall)	r
Café/pub/restaurant	r	Café/pub/restaurant	r
Hotel/conference facilities	r	Hotel/conference facilities	r
Cultural facilities (e.g. theatre, museum, gallery)	r	Cultural facilities (e.g. theatre, museum, gallery)	r
Tourism attractions (e.g. visitor centres)	r	Tourism attractions (e.g. visitor centres)	r
Offices (employment uses)	r	Offices (employment uses)	r
Don't know	r	No other reasons	r
Other (please specify below)		Other (please specify below)	

....

Q12a What do you think would make Rugby more attractive for a visit?
SHOWCARD E - MARK ONE BOX ONLY

Q12b What else do you think would make Rugby more attractive for a visit?
SHOWCARD E - MARK ONE BOX ONLY Which other uses would you like more of in Rugby

	(x)		(x)
Public realm improvements	r	Public realm improvements	r
More independent stores	r	More independent stores	r
More national retailers	r	More national retailers	r
Greater range of stores	r	Greater range of stores	r
More places to eat/drink	r	More places to eat/drink	r
Lower car parking prices	r	Lower car parking prices	r
Markets	r	Markets	r
A public square	r	A public square	r
Pedestrianisation	r	Pedestrianisation	r
Public art	r	Public art	r
Local history displays/information	r	Local history displays/information	r
Other (please specify below)		Other (please specify below)	

....
r   Don't know/varies   r

Other (Please write in below) ....

For Office Use

Thinking now about Rugby Town Centre during the evenings.......

Q13   **Has the choice of venues and activities changed in the 'night time economy' in Rugby Town Centre in the past 3-5 years?**
DO NOT READ OUT. MARK ONE BOX ONLY

	(x)		(x)
Improved considerably	☐	Worsened slightly	☐
Improved slightly	☐	Worsened considerably	☐
No change	☐	Don't know	☐

Other *(Please write in below)* ....

For Office Use

Q14   **What attracts you to Rugby Town Centre in the evening, above other centres?**
DO NOT READ OUT. MARK UP TO 3 ANSWERS ONLY

	(x)		(x)
Closer to home	☐	The performing arts	☐
Competitive drinks prices	☐	Low price drinks promotions	☐
Good atmosphere	☐	Variety of evening entertainments	☐
Good transport links	☐	Safe environment	☐
High quality of licensed venues	☐	Does not appeal	☐
Interesting and like-minded people	☐	Don't know	☐

Other *(Please write in below)* ....

For Office Use

Q15   **What changes would you like to see to the 'night time economy' in Rugby Town Centre?**
DO NOT READ OUT. MARK UP TO 3 ANSWERS ONLY

	(x)		(x)
Further growth	☐	Improve transport	☐
Greater diversity of venues	☐	Improved quality of licensed venues	☐
Improve overall appearance of centres	☐	Reduce the number of licensed venues	☐
Longer shop opening hours	☐	Improve safety/security	☐
Greater variety of evening entertainment	☐	Increased number of restaurants	☐
		No further changes	☐

Other *(Please write in below)* ....

For Office Use

Demographics

The following questions are for survey control purposes only and will never be revealed in connection with your name and address.

Q16a **What is the occupation of the chief income earner in your household?**
WRITE IN, PROBE FULLY – IF RETIRED ASK FOR PREVIOUS OCCUPATION

Please write in below

....

For Office Use

Q16b **SEG (Record from answer Q16a)**

	(x)
A/B	r
B	r
C1	r
C2	r
D/E	r
Refused	r

Q17 **Which of the following age bands do you fall into?**
READ OUT LIST

	(x)
18 – 24 years	r
25 – 34 years	r
35 – 44 years	r
45 – 54 years	r
55 – 64 years	r
65 years or above	r
Refused	r

Q18 **Household Composition?**
WRITE NUMBER IN EACH BOX. IF REFUSED ENTER '99'. IF DON'T KNOW ENTER '98'

Number of adults including yourself aged 16 years and over   r r

Number of children aged under 16   r r

Q19 **How many cars does your household own/have the use of?**

	(x)
None	r
One	r
Two	r
Three or more	r
Refused	r

Q20 **Gender of respondent**
RECORD BY OBSERVATION

	(x)
Male	r
Female	r

Q21 **Would you be willing to be recontacted as part of our quality procedures?**

	(x)
Yes	r
No	r

BACKCHECKING INFORMATION – PLEASE COMPLETE ALL DETAILS FULLY

Name: **Address:**

Postcode: • •   • •   • •   • •   /   • •   • •   • •

**Email
Address:** ....

Tel. No: • •   • •   • •   • •   • •   • •   • •   • •   • •   • •   • •

Interviewer's declaration: I declare that this interview was conducted in accordance with your instructions and within the code of conduct of the Market Research Society.

Date: [/   /   ]   **Signed:** ....

NAME OF INTERVIEWER: (please print full name clearly)

[   ]

THANK RESPONDENT AND CLOSE INTERVIEW

Day of Interview

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Friday	102	48.6%	57	93.4%	0	.0%	3	5.4%	1	3.2%	20	83.3%	21	100.0%
Saturday	108	51.4%	4	6.6%	17	100.0%	53	94.6%	30	96.8%	4	16.7%	0	.0%

Time of Interview

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Morning - Midday	44	21.0%	0	.0%	0	.0%	7	12.5%	14	45.2%	7	29.2%	16	76.2%
Midday - Afternoon	29	13.8%	0	.0%	2	11.8%	7	12.5%	5	16.1%	10	41.7%	5	23.8%
Afternoon - Evening	137	65.2%	61	100.0%	15	88.2%	42	75.0%	12	38.7%	7	29.2%	0	.0%

F1. What is the postcode of your home address?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Refused	4	1.9%	2	3.3%	1	5.9%	0	.0%	0	.0%	1	4.2%	0	.0%
BT7 3QA	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV11	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 1BW	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
CV21 1DJ	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV21 1DQ	2	1.0%	1	1.6%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV21 1ET	2	1.0%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	1	4.8%
CV21 1EX	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 1GP	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

F1. What is the postcode of your home address?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
CV21 1HR	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV21 1HS	1	.5%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 1JE	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
CV21 1LB	1	.5%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
CV21 1LE	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 1LW	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV21 1NP	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV21 1PH	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 1PQ	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 1RU	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 2BL	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV21 2BS	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV21 2BX	1	.5%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
CV21 2BY	3	1.4%	0	.0%	0	.0%	0	.0%	2	6.5%	1	4.2%	0	.0%
CV21 2DA	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 2EF	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
CV21 2HG	1	.5%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 2HS	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 2HY	3	1.4%	0	.0%	0	.0%	1	1.8%	1	3.2%	1	4.2%	0	.0%
CV21 2NA	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 2NX	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV21 2QY	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
CV21 2SN	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV21 2SR	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
CV21 2TQ	1	.5%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 2UQ	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 2XU	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 3BW	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 3DR	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 3EQ	1	.5%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 3HW	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 3HZ	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%

(cont.)

F1. What is the postcode of your home address?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
CV21 3JA	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
CV21 3JD	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
CV21 3JU	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV21 3LB	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV21 3LE	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 3LP	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 3LR	1	.5%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
CV21 3LZ	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV21 3NA	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV21 3NS	1	.5%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 3NX	1	.5%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
CV21 3NZ	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
CV21 3QQ	1	.5%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
CV21 3RF	1	.5%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
CV21 3RH	1	.5%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
CV21 3RS	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
CV21 3TH	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 4AN	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 4AZ	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV21 4BU	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV21 4DF	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 4DT	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
CV21 4DZ	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
CV21 4EG	1	.5%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
CV21 4HE	3	1.4%	0	.0%	0	.0%	0	.0%	2	6.5%	1	4.2%	0	.0%
CV21 4LG	1	.5%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 4LJ	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
CV21 4LL	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
CV21 4NN	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV21 4NW	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV21 4NX	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV21 6NW	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%

(cont.)

F1. What is the postcode of your home address?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
CV22	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV22 0UB	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV22 5AB	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV22 5AL	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV22 5DF	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV22 5DY	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV22 5EP	1	.5%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
CV22 5HY	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
CV22 5JT	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV22 5KL	1	.5%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
CV22 5LE	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV22 5LP	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
CV22 5LR	1	.5%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
CV22 5LT	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV22 5PD	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
CV22 5PH	1	.5%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
CV22 5PQ	1	.5%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
CV22 5RL	1	.5%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
CV22 5RT	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV22 5ZH	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV22 6AG	1	.5%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
CV22 6AT	1	.5%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
CV22 6BE	2	1.0%	0	.0%	0	.0%	0	.0%	2	6.5%	0	.0%	0	.0%
CV22 6DA	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV22 6DD	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV22 6DE	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
CV22 6DF	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV22 6DH	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
CV22 6DS	1	.5%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
CV22 6EJ	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
CV22 6ND	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV22 6RE	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%

(cont.)

F1. What is the postcode of your home address?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
CV22 6RR	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV22 6SH	1	.5%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
CV22 6TF	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV22 7AL	2	1.0%	0	.0%	0	.0%	1	1.8%	0	.0%	1	4.2%	0	.0%
CV22 7AQ	2	1.0%	2	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
cv22 7BJ	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV22 7BW	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV22 7DY	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV22 7EX	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV22 7FE	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV22 7GR	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV22 7HL	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV22 7HT	1	.5%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
CV22 7JT	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
CV22 7LL	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV22 7LP	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV22 7NA	1	.5%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
CV22 7NW	1	.5%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
CV22 7PG	1	.5%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
CV22 7PR	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV22 7RQ	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV22 7RZ	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
CV22 7TG	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV22 7TR	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV22 9AZ	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV23 0BL	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV23 0EA	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV23 0HJ	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV23 0HU	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV23 0LB	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV23 0LR	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
CV23 0NP	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

F1. What is the postcode of your home address?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
CV23 0QY	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV23 0SS	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV23 0TS	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV23 0UP	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV23 0WD	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV23 8BH	1	.5%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
CV23 8DD	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV23 9AQ	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV23 9AU	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV23 9DJ	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV23 9DS	2	1.0%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	1	4.8%
CV23 9NL	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV23 9RW	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
CV23 HB4	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV27 8LG	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV29 1HH	1	.5%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
CV2D 7HY	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV2Z 6BD	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV2Z 6LS	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV2Z 7DA	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
CV2Z 7SR	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV7 9LP	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CV8 3GT	1	.5%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
CV8 3FY	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
DE12 6DQ	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	9.5%
LE12 7QA	1	.5%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
LE16 9HA	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
LE17 4AE	2	1.0%	0	.0%	0	.0%	1	1.8%	0	.0%	1	4.2%	0	.0%
LE17 4JY	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
LE17 4QD	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
LE17 4QQ	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
LE17 4RB	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

F1. What is the postcode of your home address?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
LE17 4TE	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
LE17 4YU	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
LE17 5AJ	1	.5%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
LE17 5AL	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	1	4.8%
LE17 5EA	1	.5%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
LE17 5EX	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
LE17 5HU	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
LE17 5NL	1	.5%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
LE18 1LB	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
LE18 3RA	1	.5%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
LE9 7AD	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
LE9 7EB	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
LE9 7UZ	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
NG11 0EB	1	.5%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
NN11 4PE	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN11 4PX	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN6 6LQ	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN6 7AE	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
NN6 7GT	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NN6 7QJ	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
NN7 4BQ	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NP19 9GP	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
SA17 5TT	1	.5%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%

Q1. Have you travelled here directly from home or elsewhere?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Home	187	89.0%	56	91.8%	15	88.2%	50	89.3%	28	90.3%	20	83.3%	18	85.7%
Work	15	7.1%	4	6.6%	0	.0%	5	8.9%	3	9.7%	3	12.5%	0	.0%
Visiting Friends/ Family	7	3.3%	1	1.6%	2	11.8%	1	1.8%	0	.0%	1	4.2%	2	9.5%
School/ College	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%

Q2. How did you travel here today?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Car/ van (as driver)	81	38.6%	28	45.9%	4	23.5%	23	41.1%	10	32.3%	7	29.2%	9	42.9%
Bus	53	25.2%	8	13.1%	2	11.8%	15	26.8%	10	32.3%	10	41.7%	8	38.1%
Walk	45	21.4%	17	27.9%	7	41.2%	8	14.3%	8	25.8%	4	16.7%	1	4.8%
Car/ van (as passenger)	21	10.0%	6	9.8%	4	23.5%	5	8.9%	1	3.2%	3	12.5%	2	9.5%
Taxi	7	3.3%	0	.0%	0	.0%	4	7.1%	2	6.5%	0	.0%	1	4.8%
Cycle	3	1.4%	2	3.3%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%

Q3. Where do you usually park when visiting Rugby Town Centre?

		Base: Those travelling by car		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those travelling by car		102	100.0%	34	100.0%	8	100.0%	28	100.0%	11	100.0%	10	100.0%	11	100.0%
John Barford Multi-Storey		33	32.4%	10	29.4%	1	12.5%	5	17.9%	6	54.5%	4	40.0%	7	63.6%
Town Hall/ Retreat		21	20.6%	1	2.9%	1	12.5%	9	32.1%	4	36.4%	3	30.0%	3	27.3%
Don't know/ varies		13	12.7%	5	14.7%	1	12.5%	3	10.7%	1	9.1%	2	20.0%	1	9.1%
North Street		6	5.9%	3	8.8%	2	25.0%	0	.0%	0	.0%	1	10.0%	0	.0%
Gas Street		4	3.9%	3	8.8%	0	.0%	1	3.6%	0	.0%	0	.0%	0	.0%
Little Church Street		2	2.0%	1	2.9%	0	.0%	1	3.6%	0	.0%	0	.0%	0	.0%
Railway Terrace		2	2.0%	1	2.9%	0	.0%	1	3.6%	0	.0%	0	.0%	0	.0%
Chestnut Field		1	1.0%	0	.0%	1	12.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Clock Tower car park	8	7.8%	5	14.7%	1	12.5%	2	7.1%	0	.0%	0	.0%	0	.0%
	Private parking	2	2.0%	1	2.9%	0	.0%	1	3.6%	0	.0%	0	.0%	0	.0%
	Market Street	2	2.0%	2	5.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Albert Street	1	1.0%	0	.0%	0	.0%	1	3.6%	0	.0%	0	.0%	0	.0%
	Dunchurch Road	1	1.0%	0	.0%	0	.0%	1	3.6%	0	.0%	0	.0%	0	.0%
Other	Near Police Station	1	1.0%	0	.0%	0	.0%	1	3.6%	0	.0%	0	.0%	0	.0%
	Shopping Centre car park	1	1.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Given a lift/ dropped off	1	1.0%	0	.0%	1	12.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Regent Street	1	1.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	St James Street	1	1.0%	0	.0%	0	.0%	1	3.6%	0	.0%	0	.0%	0	.0%
	Barby Road	1	1.0%	0	.0%	0	.0%	1	3.6%	0	.0%	0	.0%	0	.0%

Q4a. What is the main reason for visiting Rugby Town Centre today?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Shopping - non-food	120	57.1%	34	55.7%	11	64.7%	30	53.6%	21	67.7%	13	54.2%	11	52.4%
Using services (e.g. bank, travel agent, hairdressers)	24	11.4%	9	14.8%	0	.0%	8	14.3%	1	3.2%	2	8.3%	4	19.0%
Shopping - food	21	10.0%	6	9.8%	4	23.5%	5	8.9%	2	6.5%	3	12.5%	1	4.8%
Work (work in centre)	19	9.0%	6	9.8%	0	.0%	6	10.7%	4	12.9%	2	8.3%	1	4.8%
Meeting friends or relatives	17	8.1%	4	6.6%	0	.0%	6	10.7%	2	6.5%	2	8.3%	3	14.3%
Recreation (e.g. window shopping)	3	1.4%	1	1.6%	2	11.8%	0	.0%	0	.0%	0	.0%	0	.0%
Work (visit for work purposes)	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
Leisure	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Visiting cafe/ pub/ restaurant	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
No particular reason	1	.5%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
Other — Visiting friends/ family	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
Other — Market	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%

Q4b. What other reasons are there for visiting Rugby Town Centre today?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Shopping - non-food	34	16.2%	13	21.3%	4	23.5%	8	14.3%	3	9.7%	2	8.3%	4	19.0%
Shopping - food	22	10.5%	10	16.4%	2	11.8%	6	10.7%	3	9.7%	1	4.2%	0	.0%
Work (work in centre)	2	1.0%	0	.0%	0	.0%	1	1.8%	0	.0%	1	4.2%	0	.0%
Work (visit for work purposes)	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Using services	14	6.7%	3	4.9%	1	5.9%	2	3.6%	6	19.4%	2	8.3%	0	.0%
Leisure	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Recreation (e.g. window shopping)	6	2.9%	2	3.3%	3	17.6%	0	.0%	1	3.2%	0	.0%	0	.0%
Visiting cafe/ pub/ restaurant	12	5.7%	1	1.6%	3	17.6%	0	.0%	2	6.5%	4	16.7%	2	9.5%
School/ College/ University	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Meeting friends or relatives	6	2.9%	0	.0%	2	11.8%	0	.0%	1	3.2%	2	8.3%	1	4.8%
Visit DSS/ Council Job Centre	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Holiday/ sightseeing	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
No other reason	126	60.0%	34	55.7%	9	52.9%	40	71.4%	17	54.8%	12	50.0%	14	66.7%
Other Work	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q5. How often, on average, do you visit Rugby Town Centre for the main purpose?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Everyday	32	15.2%	11	18.0%	3	17.6%	8	14.3%	5	16.1%	4	16.7%	1	4.8%
2-3 times a week	47	22.4%	18	29.5%	3	17.6%	7	12.5%	13	41.9%	4	16.7%	2	9.5%
Once a week	60	28.6%	18	29.5%	5	29.4%	19	33.9%	2	6.5%	7	29.2%	9	42.9%
Fortnightly	24	11.4%	3	4.9%	0	.0%	7	12.5%	6	19.4%	5	20.8%	3	14.3%
Monthly	31	14.8%	7	11.5%	4	23.5%	12	21.4%	3	9.7%	2	8.3%	3	14.3%
6 monthly	3	1.4%	0	.0%	0	.0%	0	.0%	1	3.2%	1	4.2%	1	4.8%
Once a year	5	2.4%	2	3.3%	2	11.8%	0	.0%	1	3.2%	0	.0%	0	.0%
Less often	8	3.8%	2	3.3%	0	.0%	3	5.4%	0	.0%	1	4.2%	2	9.5%

Q6. Approximately how long will you spend/ have you spent in Rugby Town Centre today?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Up to 1 hour	35	16.7%	16	26.2%	2	11.8%	7	12.5%	3	9.7%	2	8.3%	5	23.8%
1 - 3 hours	132	62.9%	38	62.3%	14	82.4%	31	55.4%	21	67.7%	14	58.3%	14	66.7%
More than 3 hours	31	14.8%	7	11.5%	1	5.9%	12	21.4%	6	19.4%	4	16.7%	1	4.8%
Don't know	12	5.7%	0	.0%	0	.0%	6	10.7%	1	3.2%	4	16.7%	1	4.8%

Q7. How much do you estimate you will spend/ have spent in Rugby Town Centre today?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
£5 or less	18	8.6%	11	18.0%	0	.0%	4	7.1%	2	6.5%	0	.0%	1	4.8%
£6 - 10	10	4.8%	4	6.6%	2	11.8%	3	5.4%	1	3.2%	0	.0%	0	.0%
£11 - 25	26	12.4%	10	16.4%	1	5.9%	7	12.5%	4	12.9%	2	8.3%	2	9.5%
£26 - 50	45	21.4%	18	29.5%	8	47.1%	10	17.9%	3	9.7%	4	16.7%	2	9.5%
More than £50	59	28.1%	14	23.0%	3	17.6%	24	42.9%	9	29.0%	2	8.3%	7	33.3%
Don't know	52	24.8%	4	6.6%	3	17.6%	8	14.3%	12	38.7%	16	66.7%	9	42.9%

Q8a. Why have you chosen to visit Rugby Town Centre today?

		Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Proximity to home		102	48.6%	37	60.7%	10	58.8%	27	48.2%	11	35.5%	10	41.7%	7	33.3%
Ease and convenience		43	20.5%	8	13.1%	2	11.8%	10	17.9%	13	41.9%	3	12.5%	7	33.3%
Range of shops available		9	4.3%	1	1.6%	0	.0%	2	3.6%	2	6.5%	3	12.5%	1	4.8%
No particular reason/ don't know		9	4.3%	0	.0%	0	.0%	2	3.6%	1	3.2%	2	8.3%	4	19.0%
Specialist shops available		4	1.9%	2	3.3%	1	5.9%	0	.0%	0	.0%	0	.0%	1	4.8%
Ambience/ environment		3	1.4%	0	.0%	1	5.9%	0	.0%	1	3.2%	1	4.2%	0	.0%
Accessible parking		1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
To support local retailers		1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Work	15	7.1%	4	6.6%	0	.0%	5	8.9%	3	9.7%	2	8.3%	1	4.8%
	Visiting friends/ family	7	3.3%	2	3.3%	2	11.8%	2	3.6%	0	.0%	1	4.2%	0	.0%
	Smaller towns	4	1.9%	1	1.6%	0	.0%	3	5.4%	0	.0%	0	.0%	0	.0%
Other	Using services	3	1.4%	1	1.6%	0	.0%	2	3.6%	0	.0%	0	.0%	0	.0%
	Visit the market	3	1.4%	2	3.3%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
	For a change/ day out	3	1.4%	1	1.6%	1	5.9%	1	1.8%	0	.0%	0	.0%	0	.0%
	Visit the bank	2	1.0%	0	.0%	0	.0%	2	3.6%	0	.0%	0	.0%	0	.0%
	Returning goods	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q8b. Why else have you chosen to visit Rugby Town Centre today?

		Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Proximity to home		15	7.1%	4	6.6%	0	.0%	4	7.1%	3	9.7%	2	8.3%	2	9.5%
Ease and convenience		50	23.8%	13	21.3%	4	23.5%	15	26.8%	6	19.4%	8	33.3%	4	19.0%
Accessible parking		2	1.0%	2	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Range of leisure facilities		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Range of shops available		18	8.6%	4	6.6%	3	17.6%	3	5.4%	4	12.9%	2	8.3%	2	9.5%
Range of bars/ restaurants		2	1.0%	0	.0%	0	.0%	0	.0%	1	3.2%	1	4.2%	0	.0%
Specialist shops available		5	2.4%	2	3.3%	0	.0%	1	1.8%	0	.0%	2	8.3%	0	.0%
To support local retailers		7	3.3%	2	3.3%	1	5.9%	1	1.8%	0	.0%	3	12.5%	0	.0%
Ambience/ environment		2	1.0%	1	1.6%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
No other reason		127	60.5%	38	62.3%	11	64.7%	33	58.9%	17	54.8%	15	62.5%	13	61.9%
	Visit the bank	2	1.0%	2	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Work	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other	Familiarity	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
	Using services	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Free bus	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q9. Where will you be travelling to once you have finished your visit to Rugby Town Centre?

		Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Home		174	82.9%	43	70.5%	16	94.1%	46	82.1%	29	93.5%	22	91.7%	18	85.7%
Visiting Friends/ Family		17	8.1%	8	13.1%	1	5.9%	6	10.7%	0	.0%	0	.0%	2	9.5%
Work		8	3.8%	2	3.3%	0	.0%	1	1.8%	2	6.5%	2	8.3%	1	4.8%
School/ College		1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco	2	1.0%	2	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Skate park	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
	Other shopping area	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Coventry town centre	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other	Stafford	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Pub	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Belfast	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
	New Bilton	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%

Q10.1 How would you rate the following aspects of Rugby Town Centre – LAYOUT?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Very good	22	10.5%	2	3.3%	0	.0%	9	16.1%	6	19.4%	3	12.5%	2	9.5%
Good	122	58.1%	34	55.7%	12	70.6%	30	53.6%	16	51.6%	15	62.5%	15	71.4%
Don't know/ No opinion	33	15.7%	11	18.0%	2	11.8%	6	10.7%	6	19.4%	4	16.7%	4	19.0%
Poor	31	14.8%	13	21.3%	3	17.6%	11	19.6%	2	6.5%	2	8.3%	0	.0%
Very poor	2	1.0%	1	1.6%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%

Q10.2 How would you rate the following aspects of Rugby Town Centre – SIGNAGE TO CENTRE?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Very good	23	11.0%	2	3.3%	0	.0%	9	16.1%	5	16.1%	2	8.3%	5	23.8%
Good	119	56.7%	35	57.4%	9	52.9%	29	51.8%	17	54.8%	16	66.7%	13	61.9%
Don't know/ No opinion	54	25.7%	21	34.4%	8	47.1%	12	21.4%	6	19.4%	5	20.8%	2	9.5%
Poor	13	6.2%	3	4.9%	0	.0%	6	10.7%	2	6.5%	1	4.2%	1	4.8%
Very poor	1	.5%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%

Q10.3 How would you rate the following aspects of Rugby Town Centre – SIGNAGE AROUND CENTRE?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Very good	19	9.0%	2	3.3%	0	.0%	5	8.9%	4	12.9%	3	12.5%	5	23.8%
Good	122	58.1%	31	50.8%	9	52.9%	37	66.1%	18	58.1%	15	62.5%	12	57.1%
Don't know/ No opinion	51	24.3%	23	37.7%	8	47.1%	7	12.5%	5	16.1%	5	20.8%	3	14.3%
Poor	17	8.1%	5	8.2%	0	.0%	7	12.5%	3	9.7%	1	4.2%	1	4.8%
Very poor	1	.5%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%

Q10.4 How would you rate the following aspects of Rugby Town Centre – CHOICE OF FOOD SHOPS?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Very good	21	10.0%	3	4.9%	0	.0%	6	10.7%	3	9.7%	4	16.7%	5	23.8%
Good	76	36.2%	16	26.2%	8	47.1%	15	26.8%	14	45.2%	15	62.5%	8	38.1%
Don't know/ No opinion	17	8.1%	8	13.1%	0	.0%	4	7.1%	3	9.7%	2	8.3%	0	.0%
Poor	73	34.8%	24	39.3%	7	41.2%	24	42.9%	9	29.0%	2	8.3%	7	33.3%
Very poor	23	11.0%	10	16.4%	2	11.8%	7	12.5%	2	6.5%	1	4.2%	1	4.8%

Q10.5 How would you rate the following aspects of Rugby Town Centre – CHOICE OF NON-FOOD SHOPS?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Very good	26	12.4%	5	8.2%	2	11.8%	4	7.1%	6	19.4%	3	12.5%	6	28.6%
Good	100	47.6%	28	45.9%	9	52.9%	30	53.6%	9	29.0%	13	54.2%	11	52.4%
Don't know/ No opinion	24	11.4%	5	8.2%	5	29.4%	6	10.7%	6	19.4%	2	8.3%	0	.0%
Poor	49	23.3%	16	26.2%	1	5.9%	16	28.6%	7	22.6%	6	25.0%	3	14.3%
Very poor	11	5.2%	7	11.5%	0	.0%	0	.0%	3	9.7%	0	.0%	1	4.8%

Q10.6 How would you rate the following aspects of Rugby Town Centre – RANGE OF LEISURE/ RECREATIONAL ACTIVITIES?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Very good	12	5.7%	0	.0%	0	.0%	2	3.6%	5	16.1%	2	8.3%	3	14.3%
Good	58	27.6%	8	13.1%	5	29.4%	11	19.6%	12	38.7%	12	50.0%	10	47.6%
Don't know/ No opinion	64	30.5%	26	42.6%	7	41.2%	18	32.1%	5	16.1%	4	16.7%	4	19.0%
Poor	66	31.4%	24	39.3%	3	17.6%	22	39.3%	8	25.8%	6	25.0%	3	14.3%
Very poor	10	4.8%	3	4.9%	2	11.8%	3	5.4%	1	3.2%	0	.0%	1	4.8%

Q10.7 How would you rate the following aspects of Rugby Town Centre – QUALITY OF SHOPS?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Very good	14	6.7%	1	1.6%	0	.0%	1	1.8%	4	12.9%	5	20.8%	3	14.3%
Good	124	59.0%	37	60.7%	8	47.1%	39	69.6%	12	38.7%	13	54.2%	15	71.4%
Don't know/ No opinion	27	12.9%	8	13.1%	5	29.4%	5	8.9%	5	16.1%	3	12.5%	1	4.8%
Poor	39	18.6%	11	18.0%	4	23.5%	11	19.6%	8	25.8%	3	12.5%	2	9.5%
Very poor	6	2.9%	4	6.6%	0	.0%	0	.0%	2	6.5%	0	.0%	0	.0%

Q10.8 How would you rate the following aspects of Rugby Town Centre – CHOICE OF PLACES TO EAT/ DRINK?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Very good	48	22.9%	13	21.3%	0	.0%	10	17.9%	7	22.6%	8	33.3%	10	47.6%
Good	124	59.0%	30	49.2%	16	94.1%	35	62.5%	19	61.3%	14	58.3%	10	47.6%
Don't know/ No opinion	20	9.5%	8	13.1%	1	5.9%	7	12.5%	2	6.5%	2	8.3%	0	.0%
Poor	15	7.1%	9	14.8%	0	.0%	3	5.4%	2	6.5%	0	.0%	1	4.8%
Very poor	3	1.4%	1	1.6%	0	.0%	1	1.8%	1	3.2%	0	.0%	0	.0%

Q10.9 How would you rate the following aspects of Rugby Town Centre – QUALITY OF PLACES TO EAT/ DRINK?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Very good	44	21.0%	7	11.5%	0	.0%	12	21.4%	6	19.4%	9	37.5%	10	47.6%
Good	123	58.6%	34	55.7%	11	64.7%	36	64.3%	20	64.5%	12	50.0%	10	47.6%
Don't know/ No opinion	33	15.7%	15	24.6%	4	23.5%	8	14.3%	3	9.7%	3	12.5%	0	.0%
Poor	9	4.3%	5	8.2%	2	11.8%	0	.0%	1	3.2%	0	.0%	1	4.8%
Very poor	1	.5%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%

Q10.10 How would you rate the following aspects of Rugby Town Centre – AMBIENCE AND ATMOSPHERE?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Very good	22	10.5%	2	3.3%	1	5.9%	5	8.9%	3	9.7%	5	20.8%	6	28.6%
Good	119	56.7%	38	62.3%	8	47.1%	35	62.5%	16	51.6%	12	50.0%	10	47.6%
Don't know/ No opinion	38	18.1%	9	14.8%	5	29.4%	8	14.3%	7	22.6%	5	20.8%	4	19.0%
Poor	28	13.3%	12	19.7%	2	11.8%	7	12.5%	4	12.9%	2	8.3%	1	4.8%
Very poor	3	1.4%	0	.0%	1	5.9%	1	1.8%	1	3.2%	0	.0%	0	.0%

Q10.11 How would you rate the following aspects of Rugby Town Centre – CLEANLINESS AND UPKEEP?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Very good	16	7.6%	4	6.6%	1	5.9%	5	8.9%	2	6.5%	2	8.3%	2	9.5%
Good	119	56.7%	42	68.9%	9	52.9%	34	60.7%	12	38.7%	12	50.0%	10	47.6%
Don't know/ No opinion	28	13.3%	5	8.2%	0	.0%	6	10.7%	9	29.0%	4	16.7%	4	19.0%
Poor	41	19.5%	8	13.1%	5	29.4%	10	17.9%	7	22.6%	6	25.0%	5	23.8%
Very poor	6	2.9%	2	3.3%	2	11.8%	1	1.8%	1	3.2%	0	.0%	0	.0%

Q10.12 How would you rate the following aspects of Rugby Town Centre – PUBLIC REALM?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Very good	5	2.4%	1	1.6%	1	5.9%	1	1.8%	1	3.2%	1	4.2%	0	.0%
Good	69	32.9%	12	19.7%	3	17.6%	20	35.7%	10	32.3%	12	50.0%	12	57.1%
Don't know/ No opinion	121	57.6%	47	77.0%	11	64.7%	32	57.1%	16	51.6%	8	33.3%	7	33.3%
Poor	11	5.2%	1	1.6%	1	5.9%	3	5.4%	2	6.5%	2	8.3%	2	9.5%
Very poor	4	1.9%	0	.0%	1	5.9%	0	.0%	2	6.5%	1	4.2%	0	.0%

Q10.13 How would you rate the following aspects of Rugby Town Centre – PRICE OF CAR PARKING?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Very good	2	1.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
Good	53	25.2%	22	36.1%	3	17.6%	14	25.0%	6	19.4%	4	16.7%	4	19.0%
Don't know/ No opinion	84	40.0%	29	47.5%	7	41.2%	23	41.1%	12	38.7%	7	29.2%	6	28.6%
Poor	34	16.2%	6	9.8%	1	5.9%	9	16.1%	5	16.1%	6	25.0%	7	33.3%
Very poor	37	17.6%	3	4.9%	6	35.3%	10	17.9%	8	25.8%	7	29.2%	3	14.3%

Q10.14 How would you rate the following aspects of Rugby Town Centre – QUALITY OF CAR PARKING?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Very good	5	2.4%	2	3.3%	0	.0%	1	1.8%	1	3.2%	0	.0%	1	4.8%
Good	64	30.5%	24	39.3%	3	17.6%	18	32.1%	8	25.8%	7	29.2%	4	19.0%
Don't know/ No opinion	79	37.6%	23	37.7%	6	35.3%	21	37.5%	12	38.7%	10	41.7%	7	33.3%
Poor	30	14.3%	7	11.5%	3	17.6%	9	16.1%	3	9.7%	2	8.3%	6	28.6%
Very poor	32	15.2%	5	8.2%	5	29.4%	7	12.5%	7	22.6%	5	20.8%	3	14.3%

Q10.15 How would you rate the following aspects of Rugby Town Centre – SECURITY?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Very good	5	2.4%	3	4.9%	0	.0%	1	1.8%	0	.0%	0	.0%	1	4.8%
Good	119	56.7%	37	60.7%	5	29.4%	38	67.9%	18	58.1%	11	45.8%	10	47.6%
Don't know/ No opinion	65	31.0%	16	26.2%	8	47.1%	11	19.6%	10	32.3%	11	45.8%	9	42.9%
Poor	17	8.1%	5	8.2%	3	17.6%	5	8.9%	1	3.2%	2	8.3%	1	4.8%
Very poor	4	1.9%	0	.0%	1	5.9%	1	1.8%	2	6.5%	0	.0%	0	.0%

Q10.16 How would you rate the following aspects of Rugby Town Centre – PUBLIC FACILITIES (e.g. TOILETS/ BUS STOPS)?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Very good	9	4.3%	3	4.9%	0	.0%	2	3.6%	2	6.5%	1	4.2%	1	4.8%
Good	107	51.0%	28	45.9%	1	5.9%	27	48.2%	22	71.0%	14	58.3%	15	71.4%
Don't know/ No opinion	36	17.1%	6	9.8%	4	23.5%	11	19.6%	3	9.7%	8	33.3%	4	19.0%
Poor	49	23.3%	20	32.8%	8	47.1%	15	26.8%	4	12.9%	1	4.2%	1	4.8%
Very poor	9	4.3%	4	6.6%	4	23.5%	1	1.8%	0	.0%	0	.0%	0	.0%