

Hinckley & Bosworth Town and District Centres Study

Volume 3 — Household Survey Results (NEMS Market Research) February 2017



on behalf of 
Hinckley & Bosworth
Borough Council



gva.co.uk/planning

Weighted:

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q01 In which shop, town or small centre do you do most of your household's main food shopping?																
<i>Excludes Nulls & SFT</i>																
Aldi , Kingswood Road, Nuneaton	2.3%	15	0.0%	0	0.0%	0	10.9%	10	2.1%	1	2.1%	1	2.4%	2	1.0%	1
Aldi, Adcock Road, Coalville	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	5	0.0%	0	0.0%	0
Aldi, St Georges Way, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Aldi, Watling Street, Hinckley	10.2%	65	24.6%	40	4.3%	4	4.5%	4	6.7%	5	3.6%	2	11.4%	8	2.6%	3
Aldi, Woodgate, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Asda Hinckley Superstore, Barwell Lane, Hinckley	17.0%	109	30.7%	50	8.4%	7	0.0%	0	29.6%	20	5.0%	3	22.5%	15	12.5%	12
Asda, Narborough Road South, Braunstone, Leicester	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.3%	1
Asda, Newtown Road, Nuneaton	4.8%	31	0.0%	0	0.0%	0	33.5%	29	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op, 103 Main Street, Newbold Verdon, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.0%	1
Co-Op, 23 Newbold Road, Desford, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Co-Op, 45-63 Hill Street, Hinckley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Co-Op, Wood Street, Earl Shilton	1.5%	10	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	11.4%	8	0.0%	0
Lidl, 25 Hawley Road, Hinckley	5.2%	33	7.3%	12	7.4%	7	1.1%	1	5.3%	4	2.1%	1	7.5%	5	3.8%	4
Lidl, 48 Thornborough Road, Coalville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Lidl, Queen's Road, Nuneaton	0.3%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.8%	2
Morrisons, Aylestone Road, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Morrisons, Bitteswell Road, Lutterworth	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	11
Morrisons, Normandy Way, Hinckley	14.2%	91	13.3%	22	9.0%	8	2.0%	2	39.7%	27	17.0%	12	18.1%	12	8.4%	8
Morrisons, Whitwick Road, Coalville	1.6%	10	0.0%	0	0.0%	0	1.2%	1	0.0%	0	12.9%	9	0.0%	0	0.0%	0
Sainsbury's Local, 20 Rugby Road, Hinckley, Leicestershire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Sainsbury's Local, Clifton Way, Hinckley	8.3%	53	12.3%	20	13.1%	11	3.7%	3	4.9%	3	4.5%	3	9.3%	6	5.8%	6
Sainsbury's, Grove Farm Triangle, Enderby, Leicester	4.2%	27	0.0%	0	0.7%	1	1.2%	1	0.0%	0	11.6%	8	2.4%	2	15.6%	15
Sainsbury's, Vicarage Street, Nuneaton	3.9%	25	0.0%	0	3.8%	3	22.5%	20	0.7%	0	0.7%	1	0.0%	0	1.2%	1
Tesco Extra, Leicester Street, Bedworth, Warwickshire	1.7%	11	0.0%	0	0.0%	0	12.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 3 Station Yard, Hinckley, Leicestershire	9.4%	60	9.8%	16	40.2%	35	0.0%	0	0.0%	0	2.7%	2	6.8%	5	2.7%	3
Waitrose, 36 Harborough Road, Oadby, Leicester, Leicestershire	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 8 John's Court, Lutterworth Road , Blaby, Leicestershire	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.2%	1
Waitrose, Lower Leicester Road, Lutterworth	0.6%	4	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Atherstone	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Barwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Coventry	1.2%	8	0.0%	0	5.2%	5	2.8%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Daventry	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Hinckley	1.2%	7	0.0%	0	4.3%	4	0.0%	0	0.0%	0	3.8%	3	1.6%	1	0.0%	0
Leicester	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.3%	3
Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0

Column %ges.

Weighted:

July 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Nuneaton	0.3%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Rugby	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	
Tamworth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	
Aldi, Brackley Court, Welford Road, Blaby	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	
Aldi, Meridian Way, Leicester	1.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	8.5%	
Co-op, Ashby Road, Ibstock	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	
Co-op, Church Street, Sapcote	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	
Co-op, Main Street, Broughton Astley	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	
Co-op, Main Street, Market Bosworth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	
Iceland, Waterloo Road, Hinckley	0.8%	5	0.9%	2	1.3%	1	0.0%	0	0.0%	0	0.7%	1	2.7%	2	0.0%	
Other inside study area - Zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	
Other outside study area	0.4%	2	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.7%	1	0.0%	0	0.0%	
Weighted base:		642		164		88		88		69		69		66		99
Sample:		646		93		92		94		89		90		96		92

Q01 Which internet / home delivery retailer do you most often use for your main food shopping?*Those who do most of their main food shopping online at Q01*

Asda	25.7%	13	47.5%	5	34.2%	2	19.4%	1	7.9%	1	43.6%	3	0.0%	0	11.6%	1
Morrisons	16.3%	8	15.6%	2	10.7%	1	0.0%	0	32.6%	3	12.6%	1	32.5%	1	11.8%	1
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	12.4%	6	0.0%	0	35.3%	2	0.0%	0	4.9%	0	0.0%	0	28.6%	1	31.5%	3
Tesco	25.3%	12	21.2%	2	19.7%	1	63.5%	3	18.7%	2	0.0%	0	38.8%	1	33.6%	3
Ocado	16.5%	8	15.6%	2	0.0%	0	17.1%	1	35.9%	3	17.9%	1	0.0%	0	11.6%	1
Waitrose	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	1	0.0%	0	0.0%	0
Weighted base:		49		10		6		5		9		7		3		9
Sample:		46		5		5		5		11		9		3		8

Q02 How do you normally travel to (STORE / CENTRE MENTIONED AT Q01)?*Those who specified a location for the most of their main food shopping at Q01; excludes online*

Car / van (as driver)	81.8%	525	83.3%	137	76.4%	67	87.8%	77	85.5%	59	72.8%	50	73.4%	49	87.8%	87
Car / van (as passenger)	12.0%	77	10.6%	17	14.4%	13	11.5%	10	10.6%	7	15.1%	10	16.6%	11	8.8%	9
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	1.5%	10	2.2%	4	1.4%	1	0.0%	0	0.0%	0	2.7%	2	4.9%	3	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.4%	3	0.0%	0	0.7%	1	0.7%	1	1.4%	1	0.0%	0	0.7%	0	0.0%	0
Walk	3.2%	20	3.0%	5	7.1%	6	0.0%	0	1.9%	1	4.4%	3	3.7%	2	2.4%	2
Bicycle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.1%	1
Disability vehicle (scooter, wheelchair etc.)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.4%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
(Don't travel / goods delivered)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0
Weighted base:		642		164		88		88		69		69		66		99
Sample:		646		93		92		94		89		90		96		92

Weighted:

July 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q03 Apart from (STORE / CENTRE MENTIONED AT Q01), is there any other shop, town or small centre that you use regularly to do a main food shop?																
<i>Those who specified a location for the most of their main food shopping at Q01; includes online AND Excludes Nulls & SFT</i>																
Aldi , Kingswood Road, Nuneaton	1.9%	8	1.3%	2	0.0%	0	8.1%	5	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, 577 Aylestone Road, Leicester	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4
Aldi, Adcock Road, Coalville	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	6	0.0%	0	0.0%	0
Aldi, Mill Street, Bedworth	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, St Georges Way, Leicester	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	1.0%	1
Aldi, Watling Street, Hinckley	9.2%	41	14.0%	16	5.5%	3	11.7%	8	13.8%	6	3.0%	1	9.5%	5	2.2%	1
Asda Hinckley Superstore, Barwell Lane, Hinckley	13.4%	59	25.4%	30	6.0%	4	0.0%	0	10.8%	5	10.5%	5	27.9%	13	5.4%	3
Asda, Narborough Road South, Braunstone, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, Newtown Road, Nuneaton	3.8%	17	0.0%	0	0.0%	0	22.4%	15	1.0%	0	0.0%	0	0.0%	0	1.8%	1
Co-Op, 103 Main Street, Newbold Verdon, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Co-Op, 23 Newbold Road, Desford, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Co-Op, 3-5 West End, Barlestone, Nuneaton	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 8A Coniston Way, St Nicholas Park, Nuneaton	0.4%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Boyslade Road, Burbage, Hinckley	0.7%	3	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Cambourne Drive, Horeston Grange, Nuneaton	1.2%	5	0.0%	0	0.0%	0	7.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Wood Street, Earl Shilton	1.5%	7	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.2%	1	10.9%	5	0.0%	0
Lidl, 1 John Wigley Way, Coventry	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 25 Hawley Road, Hinckley	6.8%	30	7.5%	9	22.4%	14	0.0%	0	5.7%	3	0.0%	0	9.0%	4	1.6%	1
Lidl, 48 Thornborough Road, Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Lidl, Queen's Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester	1.5%	7	0.0%	0	0.0%	0	0.0%	0	6.7%	3	4.3%	2	0.0%	0	2.8%	2
Morrisons, Bitteswell Road, Lutterworth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Morrisons, Normandy Way, Hinckley	14.3%	64	25.3%	30	3.7%	2	7.0%	5	20.9%	9	12.1%	5	16.7%	8	7.1%	5
Morrisons, Whitwick Road, Coalville	2.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.8%	9	0.0%	0	0.0%	0
Sainsbury's Local, Clifton Way, Hinckley	8.4%	37	8.6%	10	11.7%	7	0.0%	0	12.5%	6	4.6%	2	9.9%	5	12.2%	8
Sainsbury's, Grove Farm Triangle, Enderby, Leicester	2.6%	11	0.0%	0	3.3%	2	0.0%	0	0.0%	0	2.1%	1	1.0%	0	12.4%	8
Sainsbury's, Vicarage Street, Nuneaton	2.2%	10	0.0%	0	0.0%	0	12.9%	9	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Leicester Street, Bedworth, Warwickshire	0.8%	3	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 22 Bell Street, Wigston	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Tesco, 3 Station Yard, Hinckley, Leicestershire	9.0%	40	10.8%	13	25.0%	15	0.0%	0	8.2%	4	1.2%	1	3.4%	2	9.7%	6
Tesco, 58-62 Humberstone Gate, Leicester	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0
Waitrose, 8 John's Court, Lutterworth Road , Blaby, Leicestershire	0.5%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Lower Leicester	1.2%	5	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3

Column %ges.

Weighted:

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Road, Lutterworth								
Atherstone	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	1.8%	8	0.0%	0	3.7%	2	7.5%	5
Earl Shilton	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley	3.4%	15	2.6%	3	6.3%	4	1.6%	1
Leicester	0.9%	4	0.0%	0	1.0%	1	1.6%	1
Market Bosworth	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Nuneaton	1.0%	4	0.0%	0	0.0%	0	4.8%	3
Rugby	1.7%	7	0.0%	0	1.7%	1	0.0%	0
Tamworth	0.1%	0	0.0%	0	0.0%	0	1.0%	0
Warwick	0.2%	1	0.0%	0	0.0%	0	1.4%	1
Aldi, Brackley Court, Welford Road, Blaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Meridian Way, Leicester	1.4%	6	0.0%	0	0.0%	0	0.0%	0
Co-op, Ashby Road, Ibstock	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Broughton Astley	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterloo Road, Hinckley	1.0%	5	2.6%	3	1.6%	1	0.0%	0
Other inside study area - Zone 3	0.1%	1	0.0%	0	0.0%	0	0.8%	1
Other inside study area - Zone 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other outside study area	0.6%	3	0.0%	0	0.0%	0	3.3%	1
Weighted base:	445	117	61	68	44	44	48	64
Sample:	446	65	66	72	57	59	67	60

Q04 When you undertake your main food and grocery shopping at (STORE / CENTRE MENTIONED AT Q01), do you or other members of your household usually visit other shops, services, or leisure facilities on the same shopping trip? [MR]

Those who specified a location for the most of their main food shopping at Q01; excludes online

Yes - buying fuel	1.9%	12	2.5%	4	3.9%	3	3.0%	3	1.9%	1	1.5%	1	0.0%	0	0.0%	0
Yes - leisure activity	2.3%	15	2.0%	3	2.8%	2	1.3%	1	0.0%	0	2.7%	2	3.5%	2	3.6%	4
Yes - non-food shopping	10.6%	68	5.5%	9	17.3%	15	11.8%	10	11.8%	8	11.7%	8	14.1%	9	7.9%	8
Yes - other food shopping	7.5%	48	7.3%	12	10.5%	9	4.5%	4	4.2%	3	5.4%	4	10.0%	7	9.9%	10
Yes - travelling to / from school / college / university	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Yes - travelling to / from work	2.7%	18	1.8%	3	5.6%	5	2.4%	2	1.9%	1	1.6%	1	4.6%	3	2.1%	2
Yes - visiting café / pub / restaurant	2.8%	18	2.9%	5	2.3%	2	0.0%	0	1.7%	1	3.7%	3	3.8%	3	5.3%	5
Yes - visiting family / friends	1.2%	7	0.0%	0	2.3%	2	0.7%	1	1.3%	1	1.9%	1	0.7%	0	2.1%	2
Yes - visiting financial service such as bank, building society, post office	2.4%	16	2.9%	5	1.9%	2	1.2%	1	1.9%	1	2.8%	2	4.4%	3	2.1%	2
Yes - visiting health service such as doctor, dentist, hospital	0.6%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1	3.1%	2	0.0%	0
Yes - visiting other service such as launderette, hairdresser, recycling	0.7%	5	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.7%	1	3.1%	2	1.1%	1
Yes - visiting the market	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Yes - other	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0
No	71.4%	459	78.2%	128	58.2%	51	77.5%	68	77.3%	53	69.6%	48	60.8%	40	70.8%	70
(Don't know)	1.5%	9	1.6%	3	3.9%	3	2.1%	2	0.0%	0	0.7%	1	0.0%	0	1.0%	1
Weighted base:	642	164	88	88	69	69	66	99								
Sample:	646	93	92	94	89	90	96	92								

Weighted:

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q05 Where do you do most of your household's small scale 'top-up' food shopping?																
<i>Excludes Nulls & SFT</i>																
Aldi , Kingswood Road, Nuneaton	1.1%	5	0.0%	0	0.0%	0	5.3%	4	0.8%	0	1.8%	1	0.0%	0	0.0%	0
Aldi, 577 Aylestone Road, Leicester	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Aldi, Adcock Road, Coalville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Aldi, Watling Street, Hinckley	3.9%	20	9.2%	12	0.9%	1	5.1%	4	3.2%	2	0.0%	0	3.0%	1	0.0%	0
Aldi, Woodgate, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Asda Hinckley Superstore, Barwell Lane, Hinckley	7.3%	37	19.2%	26	5.2%	4	0.0%	0	5.9%	3	1.6%	1	4.4%	2	2.2%	2
Asda, Newtown Road, Nuneaton	1.5%	8	0.0%	0	0.0%	0	7.6%	6	1.6%	1	0.0%	0	0.0%	0	1.5%	1
Co-Op, 103 Main Street, Newbold Verdon, Leicester	1.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	5	3.3%	2	2.4%	2
Co-Op, 23 Newbold Road, Desford, Leicester	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	7	0.0%	0	0.0%	0
Co-Op, 3-5 West End, Barlestone, Nuneaton	2.0%	10	0.0%	0	0.0%	0	0.0%	0	4.7%	2	14.2%	7	0.0%	0	0.0%	0
Co-Op, 45-63 Hill Street, Hinckley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.0%	1	0.0%	0	0.0%	0
Co-Op, 8A Coniston Way, St Nicholas Park, Nuneaton	1.6%	8	0.0%	0	0.0%	0	11.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Boyslade Road, Burbage, Hinckley	4.6%	23	1.8%	2	29.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Cambourne Drive, Horeston Grange, Nuneaton	4.2%	21	0.0%	0	0.0%	0	27.8%	21	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-Op, Long Street, Stoney Stanton	3.7%	19	1.1%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.3%	16
Co-Op, New Century Way, Nuneaton	0.5%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Co-Op, Watling Street, Hinckley	0.5%	3	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Co-Op, Wood Street, Earl Shilton	8.8%	45	2.7%	4	0.0%	0	0.0%	0	21.4%	11	0.0%	0	64.2%	30	0.0%	0
Lidl, 118 Gipsy Lane, Leicester	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 25 Hawley Road, Hinckley	1.8%	9	3.8%	5	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Lidl, Queen's Road, Nuneaton	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester	0.6%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0
Morrisons, Normandy Way, Hinckley	4.4%	22	7.3%	10	2.9%	2	0.0%	0	12.7%	7	3.7%	2	4.0%	2	0.0%	0
Sainsbury's Local, 20 Rugby Road, Hinckley, Leicestershire	1.3%	6	1.3%	2	4.3%	3	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Clifton Way, Hinckley	6.6%	33	18.3%	24	6.2%	4	0.0%	0	6.7%	4	0.0%	0	2.1%	1	0.0%	0
Sainsbury's, Vicarage Street, Nuneaton	1.3%	6	0.0%	0	0.9%	1	7.2%	5	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 165-167 London Road, Hinckley, Leicestershire	3.3%	17	6.1%	8	7.7%	5	0.0%	0	1.6%	1	0.0%	0	2.3%	1	1.8%	1
Tesco Express, Narborough Road, Narborough Road West, Leicester, Leicestershire	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tesco Extra, Leicester Street, Bedworth, Warwickshire	0.9%	4	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 3 Station Yard, Hinckley, Leicestershire	3.7%	19	7.9%	11	11.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Lower Leicester Road, Lutterworth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Atherstone	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.2%	2	0.0%	0	0.0%	0
Barwell	2.5%	13	0.0%	0	1.6%	1	0.0%	0	19.2%	10	1.0%	1	2.1%	1	0.0%	0
Burbage	2.2%	11	1.1%	2	7.5%	5	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hinckley & Bosworth for Bilfinger GVA

Weighted:

July 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Coventry	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Earl Shilton	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	4	0.0%	0
Hinckley	6.3%	32	16.7%	22	5.1%	4	0.0%	0	5.1%	3	0.0%	0	5.4%	3	0.8%	1
Leicester	2.5%	13	1.1%	2	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	12.4%	9
Market Bosworth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
Nuneaton	3.4%	17	1.5%	2	0.0%	0	19.1%	14	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Rugby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tamworth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Aldi, Brackley Court, Welford Road, Blaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Aldi, Meridian Way, Leicester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Co-op, Ashby Road, Ibstock	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0
Co-op, Church Street, Sapcote	2.3%	12	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	9
Co-op, Main Street, Broughton Astley	2.9%	15	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	14
Co-op, Main Street, Market Bosworth	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.8%	0	17.9%	9	0.0%	0	0.0%	0
Iceland, Waterloo Road, Hinckley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Broughton Astley	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	5
Other inside study area - Zone 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other inside study area - Zone 3	0.3%	1	0.0%	0	0.0%	0	0.8%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Other inside study area - Zone 4	0.6%	3	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0
Other inside study area - Zone 5	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	4	0.0%	0	0.0%	0
Other outside study area	0.7%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Weighted base:	508			133		71		75		53		52		47		76
Sample:	499			74		69		79		69		70		68		70

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q06 Where do you usually do most of your household's shopping for clothes, footwear and other fashion goods?																
<i>Excludes Nulls & SFT</i>																
Asda, Barwell Lane, Hinckley	3.1%	18	6.7%	10	2.0%	2	0.0%	0	2.3%	1	0.8%	1	7.3%	4	0.0%	0
Asda, Newtown Road, Nuneaton	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 18 Gallowtree Gate, Leicester, United Kingdom	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester	1.2%	7	1.7%	3	0.8%	1	2.1%	2	2.5%	1	0.0%	0	0.0%	0	0.7%	1
Morrisons, Bitteswell Road, Lutterworth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Morrisons, Normandy Way, Hinckley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Vicarage Street, Nuneaton	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park, Leicester	32.5%	190	22.5%	34	30.7%	25	17.6%	13	30.7%	18	37.4%	25	32.2%	19	60.1%	55
St Georges Retail Park, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Atherstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Birmingham	2.5%	14	3.2%	5	1.2%	1	5.1%	4	1.7%	1	3.2%	2	0.0%	0	2.0%	2
Burton upon Trent	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Coventry	3.3%	19	2.3%	4	2.4%	2	15.8%	12	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Earl Shilton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Hinckley	10.8%	63	14.0%	21	15.4%	13	0.0%	0	14.3%	8	6.8%	5	14.7%	9	7.8%	7
Leicester	26.6%	156	31.5%	48	26.2%	22	10.2%	7	28.0%	17	34.9%	23	30.4%	18	22.9%	21
Loughborough	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Melton Mowbray	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Nuneaton	11.2%	66	14.4%	22	11.8%	10	29.5%	22	10.4%	6	3.7%	2	4.5%	3	1.3%	1
Royal Leamington Spa	0.3%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Rugby	0.8%	5	0.0%	0	0.8%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Tamworth	1.0%	6	0.0%	0	0.8%	1	2.5%	2	0.8%	0	4.2%	3	0.0%	0	0.0%	0
Warwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Newbold Verdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Beaumont Leys, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Coventry retail parks	1.0%	6	0.0%	0	1.4%	1	6.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Rugby Road, Hinckley	1.5%	9	2.5%	4	1.6%	1	0.0%	0	1.7%	1	0.0%	0	4.9%	3	0.0%	0
Tamworth retail parks	0.5%	3	0.0%	0	0.0%	0	3.0%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Other outside study area	1.8%	10	1.1%	2	2.7%	2	2.8%	2	0.0%	0	5.3%	4	1.5%	1	0.0%	0
Weighted base:		586		152		83		73		59		67		61		92
Sample:		579		86		86		80		76		83		84		84

Weighted:

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q07 Where else do you do your household's shopping for clothes, footwear and other fashion goods?																
<i>Excludes Nulls & SFT</i>																
Asda, Barwell Lane, Hinckley	2.0%	9	1.2%	2	4.1%	2	0.0%	0	1.0%	0	0.0%	0	5.2%	2	3.1%	2
Asda, Ashby Road, Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester	1.0%	4	2.4%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.9%	1
Sainsbury's, Grove Farm Triangle, Enderby, Leicester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Tesco, 3 Station Yard, Hinckley, Leicestershire	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park, Leicester	16.2%	70	10.4%	13	20.9%	12	14.0%	8	12.6%	6	22.9%	10	22.7%	9	19.2%	13
St Georges Retail Park, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Birmingham	5.1%	22	7.5%	10	3.5%	2	11.9%	7	4.9%	2	3.9%	2	0.0%	0	0.0%	0
Coalville	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Coventry	4.3%	19	4.4%	6	3.4%	2	17.1%	10	0.0%	0	0.0%	0	2.4%	1	0.9%	1
Derby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Earl Shilton	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley	13.1%	57	9.5%	12	14.9%	9	3.9%	2	21.8%	10	9.7%	4	26.5%	11	14.5%	10
Leicester	30.6%	133	34.2%	44	32.2%	19	4.8%	3	22.2%	10	47.1%	20	16.4%	7	47.2%	32
London (all locations)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	1.2%	0	0.0%	0
Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Nuneaton	14.2%	62	20.0%	25	10.0%	6	22.2%	12	16.0%	7	6.7%	3	17.8%	7	2.1%	1
Royal Leamington Spa	0.5%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	2.0%	9	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	7.8%	5
Tamworth	2.4%	10	5.2%	7	1.1%	1	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry retail parks	1.7%	7	0.0%	0	0.0%	0	12.4%	7	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Rugby Road, Hinckley	1.5%	6	1.5%	2	1.1%	1	0.0%	0	5.5%	2	0.0%	0	3.5%	1	0.0%	0
Tamworth retail parks	0.9%	4	0.0%	0	0.0%	0	5.6%	3	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other inside study area - Zone 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Other inside study area - Zone 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Other outside study area	2.0%	9	1.4%	2	2.1%	1	1.7%	1	6.6%	3	0.0%	0	1.2%	0	1.7%	1
Weighted base:		436		127		58		56		45		42		40		68
Sample:		410		69		58		59		57		52		57		58

Weighted:

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q08 Where do you do most of your household's shopping for furniture, floor coverings and household textiles?																
<i>Excludes Nulls & SFT</i>																
B&Q, Hinckley	2.6%	11	2.8%	4	2.0%	1	0.0%	0	0.0%	0	0.0%	0	6.9%	3	5.4%	4
B&Q, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
B&Q, Wigston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Wickes, Hinckley	0.8%	4	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barwell Lane, Hinckley	0.4%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester	0.7%	3	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.0%	1
Tesco, 3 Station Yard, Hinckley, Leicestershire	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park, Leicester	29.1%	128	32.9%	45	24.7%	14	10.3%	6	29.7%	13	38.6%	15	33.1%	14	32.7%	21
Hawley Road Retail Park, Hinckley	1.6%	7	2.6%	4	3.6%	2	0.0%	0	2.2%	1	0.0%	0	1.1%	0	0.0%	0
Newtown Retail Park, Nuneaton	0.9%	4	1.1%	2	2.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Atherstone	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	4.4%	2	0.0%	0	0.0%	0
Barwell	0.5%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Birmingham	0.5%	2	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	4.8%	2	0.0%	0	0.0%	0
Coventry	4.1%	18	3.3%	4	8.0%	5	13.9%	8	1.0%	0	2.1%	1	0.0%	0	0.0%	0
Derby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Earl Shilton	2.8%	12	4.9%	7	0.0%	0	0.0%	0	1.8%	1	1.3%	1	9.6%	4	0.0%	0
Hinckley	25.6%	112	36.0%	49	33.4%	19	5.5%	3	36.5%	16	3.5%	1	30.8%	13	16.1%	10
Leicester	12.2%	54	7.9%	11	8.6%	5	1.7%	1	5.2%	2	28.4%	11	13.4%	6	28.0%	18
Market Bosworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Nuneaton	8.5%	37	2.6%	4	1.8%	1	49.9%	28	9.9%	4	1.3%	1	0.0%	0	0.0%	0
Royal Leamington Spa	0.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.9%	4	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	3
Tamworth	0.5%	2	0.0%	0	1.1%	1	1.0%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Broughton Astley	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Coventry retail parks	1.9%	8	0.0%	0	5.9%	3	5.0%	3	3.3%	1	0.0%	0	0.0%	0	1.0%	1
Tamworth retail parks	0.5%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other inside study area - Zone 3	0.3%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other inside study area - Zone 7	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other outside study area	2.8%	12	2.2%	3	0.0%	0	3.0%	2	3.3%	1	9.9%	4	1.8%	1	2.2%	1
Weighted base:		439		136		57		55		45		38		43		65
Sample:		415		76		57		61		57		46		60		58

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q09 Where do you do most of your household's shopping for DIY and decorating goods?																
<i>Excludes Nulls & SFT</i>																
B&Q, Coventry Alvis Retail Park	1.8%	11	0.9%	2	3.4%	3	5.3%	4	0.0%	0	0.0%	0	1.6%	1	1.8%	2
B&Q, Coventry Brandon Road	3.7%	22	0.0%	0	7.3%	6	14.7%	11	1.6%	1	0.9%	1	0.0%	0	3.5%	3
B&Q, Hinckley	57.4%	344	65.6%	112	66.0%	54	11.8%	9	55.9%	35	53.6%	32	71.2%	40	67.6%	63
B&Q, Leicester	2.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	6	3.7%	2	8.5%	8
B&Q, Wigston	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4
Homebase, Leicester	0.7%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.7%	1	0.0%	0	2.4%	2
Wickes, Hinckley	9.8%	58	18.7%	32	2.6%	2	2.4%	2	16.5%	10	7.9%	5	11.7%	7	1.1%	1
Wickes, Nuneaton	4.5%	27	0.0%	0	0.0%	0	31.4%	24	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Fosse Park, Leicester	0.7%	4	2.1%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Hawley Road Retail Park, Hinckley	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burbage	0.5%	3	0.0%	0	2.5%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Coventry	0.8%	5	0.0%	0	1.2%	1	3.3%	3	0.0%	0	0.9%	1	0.0%	0	0.7%	1
Earl Shilton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.7%	1	0.0%	0
Hinckley	8.5%	51	11.3%	19	12.6%	10	0.8%	1	10.0%	6	10.0%	6	7.6%	4	4.6%	4
Leicester	1.4%	8	0.9%	2	1.4%	1	0.0%	0	0.7%	0	2.4%	1	0.0%	0	4.2%	4
Loughborough	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	0	5.0%	3	0.0%	0	0.0%	0
Nuneaton	4.3%	25	0.0%	0	0.8%	1	26.5%	20	5.9%	4	0.0%	0	1.6%	1	0.0%	0
Rugby	0.5%	3	0.0%	0	0.8%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Tamworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tamworth retail parks	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0
Other inside study area - Zone 1	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other inside study area - Zone 7	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Weighted base:		599		171		81		77		62		59		56		93
Sample:		581		95		84		83		79		76		77		87

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q10 Where do you do most of your household's shopping for domestic appliances such as washing machines, fridges cookers and kettles?																
<i>Excludes Nulls & SFT</i>																
B&Q, Coventry Brandon Road	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Hinckley	0.5%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Leicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Asda, Barwell Lane, Hinckley	0.5%	2	1.6%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Normandy Way, Hinckley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Fosse Park, Leicester	40.6%	156	44.2%	43	33.4%	19	4.2%	2	40.1%	18	55.6%	26	38.6%	17	61.2%	32
Hawley Road Retail Park, Hinckley	1.1%	4	1.8%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Newtown Retail Park, Nuneaton	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Retail Park, Nuneaton	1.2%	5	0.0%	0	1.1%	1	8.2%	4	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Barwell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Burbage	5.4%	21	4.1%	4	23.1%	13	0.0%	0	4.8%	2	0.0%	0	1.1%	0	2.3%	1
Burton upon Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Coventry	3.4%	13	2.1%	2	0.0%	0	13.2%	6	4.2%	2	5.8%	3	1.1%	0	0.0%	0
Earl Shilton	2.7%	10	1.6%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	17.6%	8	0.0%	0
Hinckley	20.5%	79	25.2%	24	29.5%	16	0.0%	0	24.1%	11	15.4%	7	28.7%	13	13.7%	7
Leicester	10.0%	38	10.0%	10	7.7%	4	3.4%	2	5.2%	2	18.9%	9	6.7%	3	17.2%	9
Market Bosworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Nuneaton	9.5%	37	2.1%	2	2.2%	1	64.2%	28	8.9%	4	1.1%	1	1.1%	0	0.0%	0
Tamworth	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry retail parks	1.0%	4	3.1%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Rugby Road, Hinckley	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Tamworth retail parks	0.8%	3	2.1%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other outside study area	0.7%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Weighted base:		386		97		56		44		46		46		45		52
Sample:		397		54		59		51		58		60		65		50

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Q11 Where do you do most of your household's shopping for TV, audio, photographic, mobile phones, and computer equipment?								
<i>Excludes Nulls & SFT</i>								
Asda, Barwell Lane, Hinckley	1.9%	8	1.4%	2	4.4%	3	0.0%	0
Asda, Newtown Road, Nuneaton	0.3%	1	0.0%	0	0.0%	0	1.9%	1
Marks & Spencer, 1487 Melton Road, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Normandy Way, Hinckley	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park, Leicester	41.1%	176	42.4%	45	36.2%	22	12.7%	8
Hawley Road Retail Park, Hinckley	1.1%	5	2.9%	3	0.0%	0	0.0%	0
St Georges Retail Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Station Retail Park, Nuneaton	2.3%	10	1.9%	2	1.0%	1	7.8%	5
Atherstone	0.2%	1	0.0%	0	0.0%	0	1.0%	1
Barwell	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Burbage	3.4%	15	6.2%	7	10.6%	6	0.0%	0
Coalville	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Coventry	2.8%	12	1.9%	2	1.9%	1	10.7%	6
Earl Shilton	2.4%	10	0.0%	0	1.9%	1	0.0%	0
Hinckley	17.7%	76	22.0%	24	30.5%	18	0.0%	0
Leicester	12.2%	52	13.2%	14	11.7%	7	11.4%	7
Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Market Bosworth	0.4%	2	0.0%	0	0.0%	0	3.1%	2
Nuneaton	8.0%	34	3.3%	4	0.0%	0	42.5%	26
Rugby	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.4%	2	1.4%	2	0.0%	0	0.0%	0
Beaumont Leys, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Coventry retail parks	0.9%	4	1.4%	2	0.0%	0	2.7%	2
Sainsbury's, Rugby Road, Hinckley	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tamworth retail parks	0.8%	4	1.9%	2	0.0%	0	2.5%	2
Other outside study area	2.6%	11	0.0%	0	1.7%	1	3.6%	2
Weighted base:	429		107		60		60	
Sample:	428		58		59		67	

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q12 At which centre or store do you do most of your household's shopping on goods for personal care, such as soaps, beauty products, medical goods?																
<i>Excludes Nulls & SFT</i>																
Asda, Barwell Lane, Hinckley	7.7%	48	13.2%	22	2.9%	2	0.0%	0	10.8%	7	2.0%	1	15.7%	9	6.2%	6
Asda, 1 Exploration Drive, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Asda, Newtown Road, Nuneaton	2.5%	16	0.0%	0	0.0%	0	18.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 18 Gallowtree Gate, Leicester, United Kingdom	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Marks & Spencer, Fosse Park Shopping Centre, Leicester	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Bitteswell Road, Lutterworth	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Morrisons, Normandy Way, Hinckley	5.0%	31	3.6%	6	6.2%	5	0.0%	0	14.5%	10	5.0%	3	7.1%	4	3.0%	3
Morrisons, Whitwick Road, Coalville	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0
Sainsbury's, Grove Farm Triangle, Enderby, Leicester	1.5%	9	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.3%	2	2.8%	2	4.5%	4
Sainsbury's, Vicarage Street, Nuneaton	0.6%	4	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 3 Station Yard, Hinckley, Leicestershire	2.1%	13	1.5%	2	10.6%	9	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Tesco, 58-62 Humberstone Gate, Leicester	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park, Leicester	11.1%	69	4.5%	8	4.6%	4	4.5%	4	9.9%	7	24.8%	16	5.9%	3	29.3%	27
Atherstone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.4%	1	0.0%	0	0.0%	0
Barwell	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Burbage	1.2%	8	0.0%	0	9.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	5	0.0%	0	0.0%	0
Coventry	1.2%	7	0.0%	0	3.9%	3	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earl Shilton	2.0%	12	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	15.7%	9	0.0%	0
Hinckley	41.4%	256	72.1%	121	51.1%	42	1.8%	2	45.5%	30	17.8%	12	41.9%	24	27.8%	26
Leicester	2.8%	17	1.0%	2	2.4%	2	0.7%	1	0.0%	0	9.2%	6	1.9%	1	6.3%	6
Market Bosworth	1.0%	6	0.0%	0	0.0%	0	3.3%	3	0.0%	0	5.3%	3	0.0%	0	0.0%	0
Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Nuneaton	10.0%	62	4.1%	7	4.0%	3	52.2%	45	4.7%	3	3.3%	2	2.8%	2	0.0%	0
Royal Leamington Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Broughton Astley	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6
Newbold Verdon	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0
Beaumont Leys, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Coventry retail parks	0.4%	2	0.0%	0	0.0%	0	1.8%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Rugby Road, Hinckley	1.4%	9	0.0%	0	4.1%	3	1.5%	1	2.9%	2	0.8%	1	3.1%	2	0.0%	0
Other inside study area - Zone 5	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Other inside study area - Zone 7	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	5
Other outside study area	1.4%	9	0.0%	0	0.0%	0	3.1%	3	1.9%	1	0.0%	0	0.0%	0	5.0%	5
Weighted base:	618		167		82		86		67		66		57		94	
Sample:	605		96		83		90		84		84		81		87	

Weighted:

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q13 Where do you do most of your household's shopping on goods for recreational and luxury goods including books, games, sports, pets and pet products, bicycles, jewellery?																
<i>Excludes Nulls & SFT</i>																
Asda, Barwell Lane, Hinckley	4.6%	13	5.8%	5	3.9%	1	0.0%	0	7.4%	3	0.0%	0	9.0%	2	4.8%	2
Asda, Newtown Road, Nuneaton	0.5%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 1487 Melton Road, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Morrisons, Whitwick Road, Coalville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Tesco, 3 Station Yard, Hinckley, Leicestershire	0.5%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Fosse Park, Leicester	16.2%	48	8.6%	8	14.9%	5	0.0%	0	15.9%	6	23.2%	7	18.2%	4	40.9%	18
Hawley Road Retail Park, Hinckley	1.0%	3	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atherstone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Barwell	0.8%	2	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaby	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
Burbage	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0
Coventry	1.7%	5	1.1%	1	0.0%	0	6.7%	3	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Earl Shilton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Hinckley	36.5%	108	52.2%	45	66.8%	24	0.0%	0	28.4%	11	13.5%	4	54.6%	13	25.6%	11
Leicester	17.0%	50	21.6%	19	3.5%	1	6.5%	2	18.1%	7	39.9%	12	2.1%	0	19.2%	8
Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Melton Mowbray	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Nuneaton	14.5%	43	6.1%	5	2.8%	1	75.2%	29	16.3%	6	5.7%	2	0.0%	0	0.0%	0
Beaumont Leys, Leicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Coventry retail parks	1.3%	4	0.0%	0	4.6%	2	2.8%	1	0.0%	0	0.0%	0	4.6%	1	0.0%	0
Sainsbury's, Rugby Road, Hinckley	0.8%	2	1.1%	1	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Tamworth retail parks	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Other outside study area	0.7%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.7%	1	0.0%	0	1.5%	1
Weighted base:		294		87		35		38		38		29		23		44
Sample:		282		49		37		44		45		35		32		40

Q14 How often do you visit the following centres? [PR]**Hinckley**

Daily	4.1%	29	8.7%	15	7.7%	7	0.0%	0	1.1%	1	0.0%	0	3.1%	2	2.7%	3
5 - 6 times a week	0.4%	3	0.5%	1	1.2%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
4 times a week	0.3%	2	0.9%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
3 times a week	3.0%	21	4.4%	8	5.2%	5	0.0%	0	2.9%	2	1.1%	1	6.9%	5	0.0%	0
Twice a week	9.5%	67	12.3%	22	14.8%	14	1.1%	1	13.2%	10	6.6%	5	14.2%	10	3.6%	4
Once a week	25.3%	178	37.8%	67	22.7%	22	8.5%	8	27.6%	22	16.5%	13	24.7%	17	26.8%	29
Once every 2 weeks	15.8%	111	22.0%	39	16.7%	16	4.1%	4	21.1%	17	8.4%	6	16.2%	11	16.2%	17
Once a month	12.6%	88	8.9%	16	15.7%	15	10.5%	10	12.4%	10	13.1%	10	14.9%	10	16.0%	17
Less often	12.0%	84	2.0%	4	10.3%	10	22.9%	21	4.8%	4	23.3%	18	4.1%	3	22.9%	25
(Don't know / varies)	0.8%	6	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.1%	1	3.0%	2	1.0%	1
(Never)	16.2%	113	2.6%	5	5.7%	5	50.7%	48	15.2%	12	29.9%	23	12.9%	9	10.8%	12
Weighted base:		701		177		97		94		79		77		70		108
Sample:		701		100		100		100		101		100		100		100

Hinckley & Bosworth for Bilfinger GVA

Weighted:

July 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Earl Shilton																
Daily	1.8%	13	0.9%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	15.0%	10	0.0%	0
5 - 6 times a week	0.8%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	3.9%	3	1.0%	1
4 times a week	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	0	0.0%	0
3 times a week	0.9%	6	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4	0.0%	0
Twice a week	2.4%	17	0.9%	2	0.0%	0	0.0%	0	4.3%	3	0.0%	0	15.4%	11	1.1%	1
Once a week	3.1%	22	0.0%	0	0.6%	1	0.0%	0	6.9%	5	2.0%	2	18.9%	13	1.1%	1
Once every 2 weeks	1.5%	10	0.5%	1	0.0%	0	0.0%	0	4.5%	4	1.9%	1	3.4%	2	2.0%	2
Once a month	2.5%	18	3.5%	6	1.8%	2	1.1%	1	4.8%	4	1.7%	1	2.8%	2	1.6%	2
Less often	3.7%	26	2.3%	4	1.2%	1	2.0%	2	2.9%	2	5.9%	5	5.8%	4	7.4%	8
(Don't know / varies)	0.7%	5	0.9%	2	0.0%	0	0.0%	0	1.3%	1	2.1%	2	1.3%	1	0.0%	0
(Never)	82.4%	578	90.0%	159	96.4%	93	96.9%	91	71.8%	57	86.4%	67	26.5%	18	86.0%	93
Weighted base:		701		177		97		94		79		77		70		108
Sample:		701		100		100		100		101		100		100		100
Barwell																
Daily	1.6%	12	0.0%	0	0.0%	0	0.0%	0	14.0%	11	0.0%	0	0.7%	0	0.0%	0
5 - 6 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 times a week	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.3%	2
3 times a week	0.6%	4	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0
Twice a week	0.8%	6	0.0%	0	0.0%	0	0.0%	0	4.3%	3	1.1%	1	0.7%	0	1.1%	1
Once a week	1.9%	13	0.0%	0	0.6%	1	0.6%	1	12.9%	10	0.0%	0	1.4%	1	1.1%	1
Once every 2 weeks	0.4%	3	0.0%	0	0.0%	0	0.6%	1	2.1%	2	0.0%	0	0.0%	0	0.6%	1
Once a month	0.8%	6	1.2%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.7%	0	0.6%	1
Less often	2.8%	19	1.7%	3	0.6%	1	2.3%	2	1.9%	1	4.5%	3	2.0%	1	6.8%	7
(Don't know / varies)	0.4%	2	0.0%	0	0.0%	0	1.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
(Never)	90.3%	633	97.2%	172	98.7%	96	95.3%	89	54.3%	43	94.4%	73	94.5%	66	87.5%	94
Weighted base:		701		177		97		94		79		77		70		108
Sample:		701		100		100		100		101		100		100		100
Market Bosworth																
Daily	2.0%	14	0.0%	0	0.0%	0	0.0%	0	1.3%	1	15.1%	12	0.0%	0	1.3%	1
5 - 6 times a week	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0
4 times a week	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
3 times a week	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.4%	2	0.0%	0	1.0%	1
Twice a week	0.9%	7	0.5%	1	0.0%	0	0.0%	0	2.7%	2	2.5%	2	0.7%	0	1.1%	1
Once a week	2.3%	16	1.7%	3	1.1%	1	1.0%	1	3.1%	2	8.0%	6	2.0%	1	1.3%	1
Once every 2 weeks	1.2%	9	0.0%	0	0.0%	0	1.0%	1	1.1%	1	7.4%	6	0.7%	0	0.6%	1
Once a month	4.7%	33	4.1%	7	2.1%	2	7.9%	7	5.5%	4	9.1%	7	5.0%	4	1.1%	1
Less often	8.8%	61	9.2%	16	5.2%	5	11.8%	11	5.1%	4	15.3%	12	10.3%	7	5.6%	6
(Don't know / varies)	1.2%	9	1.7%	3	0.0%	0	1.0%	1	2.5%	2	2.0%	2	1.5%	1	0.0%	0
(Never)	77.5%	543	82.9%	147	91.7%	89	77.3%	72	76.9%	61	31.4%	24	79.8%	56	88.0%	95
Weighted base:		701		177		97		94		79		77		70		108
Sample:		701		100		100		100		101		100		100		100

Weighted:

July 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q15H1 What is usually the MAIN purpose of your trip to Hinckley town centre?																
<i>Those who visit Hinckley town centre at Q14</i>																
Food shopping	26.6%	156	29.3%	51	25.7%	24	31.2%	14	35.3%	24	24.3%	13	29.2%	18	14.0%	13
Leisure activity	4.6%	27	3.8%	7	6.0%	5	5.3%	2	6.9%	5	8.2%	4	3.9%	2	1.5%	1
Non-food shopping	36.5%	214	41.0%	71	25.1%	23	40.1%	19	31.3%	21	39.6%	21	32.6%	20	41.7%	40
Travelling to / from school / college / university	0.5%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Travelling to / from work	3.1%	18	4.1%	7	6.6%	6	0.0%	0	3.6%	2	1.5%	1	1.3%	1	1.2%	1
Visiting café / pub / restaurant	3.9%	23	5.6%	10	1.4%	1	7.4%	3	3.3%	2	4.2%	2	0.0%	0	4.5%	4
Visiting family / friends	3.6%	21	0.0%	0	5.1%	5	10.3%	5	0.7%	0	2.7%	1	7.8%	5	5.5%	5
Visiting financial service such as bank, building society, post office	12.0%	70	9.0%	15	22.6%	21	0.0%	0	11.1%	7	3.6%	2	18.8%	11	14.1%	14
Visiting health service such as doctor, dentist, hospital	2.5%	15	0.0%	0	1.9%	2	0.0%	0	1.9%	1	7.4%	4	4.1%	3	5.4%	5
Visiting the market	3.1%	18	4.4%	8	2.9%	3	0.0%	0	2.7%	2	5.7%	3	2.3%	1	1.9%	2
Visiting other service such as launderette, hairdresser, recycling	0.6%	4	0.0%	0	0.7%	1	1.2%	1	1.9%	1	0.0%	0	0.0%	0	1.2%	1
Browsing / window shopping	2.1%	12	1.9%	3	1.4%	1	2.5%	1	0.0%	0	2.1%	1	0.0%	0	5.5%	5
Go to the Library	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.6%	3	0.0%	0	0.0%	0	2.0%	1	1.2%	1	0.9%	1	0.0%	0	1.2%	1
Weighted base:		588		172		91		46		67		54		61		96
Sample:		574		97		93		53		86		71		87		87

Q15H2 And which other activities / services do you use when visiting Hinckley? [MR]*Those who visit Hinckley town centre at Q14*

Buying fuel	0.9%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.9%	1	0.0%	0	4.4%	4
Food shopping	16.2%	95	16.1%	28	19.9%	18	5.6%	3	11.7%	8	14.0%	8	21.0%	13	19.3%	19
Leisure activity	8.7%	51	10.3%	18	10.4%	10	14.0%	6	12.8%	9	2.4%	1	3.7%	2	5.1%	5
Non-food shopping	30.7%	181	30.4%	52	33.2%	30	22.4%	10	37.9%	25	24.7%	13	33.7%	20	29.4%	28
Travelling to / from school / college / university	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travelling to / from work	0.7%	4	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Visiting café / pub / restaurant	15.5%	91	18.9%	33	17.1%	16	15.1%	7	10.7%	7	15.7%	8	16.8%	10	10.6%	10
Visiting family / friends	2.9%	17	4.2%	7	0.0%	0	4.0%	2	0.0%	0	1.7%	1	2.8%	2	5.4%	5
Visiting financial service such as bank, building society, post office	12.2%	72	25.1%	43	9.6%	9	2.7%	1	5.0%	3	9.1%	5	6.6%	4	6.3%	6
Visiting health service such as doctor, dentist, hospital	5.9%	35	9.5%	16	8.9%	8	0.0%	0	2.1%	1	6.8%	4	6.0%	4	1.3%	1
Visiting the market	5.0%	29	7.6%	13	4.8%	4	3.3%	2	3.3%	2	3.6%	2	6.1%	4	2.5%	2
Visiting other service such as launderette, hairdresser, recycling	4.8%	28	4.9%	9	3.0%	3	8.1%	4	7.6%	5	4.7%	3	5.6%	3	2.2%	2
Browsing / window shopping	1.3%	8	2.1%	4	2.0%	2	0.0%	0	2.3%	2	1.7%	1	0.0%	0	0.0%	0
(Don't know / varies)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.7%	1
(No other reason)	28.8%	169	21.8%	38	21.0%	19	34.8%	16	36.2%	24	33.2%	18	24.1%	15	41.2%	40
Weighted base:		588		172		91		46		67		54		61		96
Sample:		574		97		93		53		86		71		87		87

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q16HWhat do you like about Hinckley town centre? [MR]																
<i>Those who visit Hinckley town centre at Q14</i>																
Everything	1.7%	10	0.5%	1	1.1%	1	5.0%	2	3.2%	2	0.0%	0	0.8%	0	3.3%	3
Attractive environment	8.8%	51	12.0%	21	12.5%	11	7.2%	3	5.9%	4	7.0%	4	6.1%	4	4.7%	5
Clean / litter free	0.7%	4	0.0%	0	0.0%	0	4.3%	2	1.3%	1	0.0%	0	0.0%	0	1.2%	1
Close to home	24.6%	144	37.4%	65	20.4%	19	5.3%	2	18.2%	12	19.3%	10	17.7%	11	26.6%	26
Close to work / en route to work	0.5%	3	0.9%	2	0.0%	0	0.0%	0	0.7%	0	1.5%	1	0.0%	0	0.0%	0
Compact/easy to get around	11.6%	68	7.6%	13	3.6%	3	14.4%	7	4.8%	3	24.0%	13	13.1%	8	22.2%	21
Easily accessible by foot / cycle	0.6%	4	1.0%	2	1.1%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	5.7%	34	2.3%	4	2.6%	2	11.4%	5	4.1%	3	8.0%	4	1.5%	1	14.8%	14
Free / cheap parking	2.0%	12	0.0%	0	1.1%	1	2.0%	1	1.5%	1	3.4%	2	1.5%	1	6.6%	6
Good bus service / accessible public transport	0.4%	3	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	0	0.0%	0
Good disabled access	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities (e.g. seating, toilets)	0.6%	4	1.5%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good foodstores	0.7%	4	0.0%	0	1.3%	1	2.5%	1	2.3%	2	0.9%	1	0.0%	0	0.0%	0
Good for a day out	0.5%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / shops close together	0.7%	4	0.5%	1	0.7%	1	1.2%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	2
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, arts centres etc.)	2.3%	13	1.8%	3	4.5%	4	2.0%	1	0.0%	0	3.1%	2	0.0%	0	3.6%	3
Good market	3.2%	19	0.0%	0	1.9%	2	7.0%	3	1.8%	1	4.2%	2	7.0%	4	6.5%	6
Good places to eat	3.8%	22	3.2%	5	9.7%	9	2.0%	1	4.1%	3	0.0%	0	2.6%	2	2.7%	3
Good pubs / bars	0.7%	4	0.9%	2	1.3%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good quality of shops	2.8%	16	4.7%	8	1.3%	1	8.5%	4	2.4%	2	0.0%	0	0.8%	0	1.2%	1
Good range of chain / well known stores	4.5%	26	3.6%	6	2.2%	2	9.8%	5	7.0%	5	7.1%	4	7.2%	4	0.7%	1
Good range of non-food shops	5.7%	33	4.6%	8	5.5%	5	11.3%	5	7.9%	5	3.0%	2	4.8%	3	5.6%	5
Good range of services (e.g. bank, library, hairdresser etc.)	1.0%	6	1.0%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	4.1%	2	0.7%	1
Good range of specialist / independent stores	3.0%	18	2.8%	5	5.6%	5	2.3%	1	2.2%	1	2.7%	1	2.6%	2	2.2%	2
Historic environment	0.6%	3	0.5%	1	1.5%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Not too busy or crowded	1.6%	9	0.9%	2	3.5%	3	0.0%	0	1.5%	1	0.9%	1	1.5%	1	2.2%	2
Pedestrianised areas	1.1%	7	0.0%	0	1.8%	2	6.1%	3	2.7%	2	0.0%	0	0.8%	0	0.0%	0
Riverside environment	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Safe / secure	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Shops selling local or fairtrade produce	0.5%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Crescent	7.6%	45	10.1%	18	7.8%	7	5.2%	2	11.2%	7	5.8%	3	4.1%	3	4.8%	5
Up to date / redeveloped	1.3%	8	1.2%	2	2.5%	2	4.8%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Specific retailer	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.1%	1
Cinema	0.7%	4	1.2%	2	1.5%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Good road system	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Good atmosphere / friendly	1.2%	7	0.0%	0	2.2%	2	2.3%	1	1.9%	1	0.0%	0	2.8%	2	1.2%	1
Range of discount retailers	0.5%	3	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Familiarity / habit	0.8%	5	0.0%	0	1.5%	1	0.0%	0	1.2%	1	0.0%	0	0.8%	0	2.3%	2
Castle Street	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.3%	1	0.0%	0
(Nothing / very little)	24.6%	144	22.7%	39	32.3%	30	9.6%	4	27.7%	19	22.3%	12	31.3%	19	22.6%	22
(Don't know)	3.7%	22	1.2%	2	2.5%	2	9.8%	5	6.8%	5	5.9%	3	4.4%	3	2.4%	2
Weighted base:	588		172		91		46		67		54		61		96	
Sample:	574		97		93		53		86		71		87		87	

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q17HWhat do you dislike about Hinckley town centre? [MR]																
<i>Those who visit Hinckley town centre at Q14</i>																
Everything	0.9%	5	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.3%	2
Centre very windy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Cost of parking	3.4%	20	0.0%	0	6.2%	6	7.1%	3	2.6%	2	11.2%	6	0.8%	0	2.9%	3
Few traffic free areas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Lack of leisure, sports or cultural facilities	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of parking	7.7%	45	7.6%	13	6.8%	6	6.3%	3	8.8%	6	7.6%	4	9.2%	6	7.9%	8
Litter / dirty / dogs	0.3%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Awkward car parks (layout)	3.1%	18	2.7%	5	2.9%	3	9.1%	4	2.2%	1	0.0%	0	2.1%	1	4.3%	4
No department store	4.9%	29	7.1%	12	12.9%	12	2.0%	1	0.0%	0	0.9%	1	0.0%	0	3.4%	3
Not enough choice of shops	17.9%	105	25.1%	43	22.4%	21	6.1%	3	18.1%	12	17.0%	9	9.7%	6	11.7%	11
Not enough clothes shops	13.2%	77	27.2%	47	12.4%	11	3.3%	2	6.4%	4	8.7%	5	6.6%	4	4.8%	5
Not enough supermarket / food shops	1.2%	7	1.2%	2	3.5%	3	0.0%	0	1.8%	1	0.0%	0	0.8%	0	0.0%	0
Poor bus service to centre	1.1%	7	1.8%	3	0.0%	0	2.7%	1	1.9%	1	1.9%	1	0.0%	0	0.0%	0
Poor environment	3.1%	18	2.7%	5	3.2%	3	1.2%	1	2.9%	2	5.9%	3	5.7%	3	1.9%	2
Poor facilities (e.g. seating, toilets)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.5%	1	0.0%	0	1.1%	1
Poor market provision	0.5%	3	0.9%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	5.0%	30	6.2%	11	13.5%	12	2.0%	1	0.7%	0	3.2%	2	3.2%	2	1.5%	1
Poor signposting in centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices too high	0.4%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Short opening hours / no facilities on Sundays	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Too few pubs, eating places etc.	1.0%	6	0.9%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	2.6%	2	2.2%	2
Traffic congestion	1.4%	8	1.4%	2	2.2%	2	0.0%	0	1.2%	1	1.5%	1	3.4%	2	0.0%	0
Vandals / hooligans	0.9%	5	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Other	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Too many charity shops	14.1%	83	17.4%	30	21.0%	19	4.0%	2	15.7%	11	1.7%	1	17.3%	10	10.0%	10
Too many discount retailers	2.8%	16	3.5%	6	4.2%	4	0.0%	0	4.4%	3	1.5%	1	1.3%	1	2.1%	2
Too many vacant units	2.1%	13	2.9%	5	1.8%	2	0.0%	0	1.3%	1	0.9%	1	0.0%	0	4.6%	4
Too many fast food outlets / take-always	1.9%	11	4.1%	7	1.4%	1	0.0%	0	1.9%	1	0.9%	1	1.6%	1	0.0%	0
Doesn't need The Crescent	2.4%	14	3.3%	6	1.4%	1	2.3%	1	0.0%	0	0.9%	1	0.8%	0	5.2%	5
Poor layout	1.3%	8	0.0%	0	0.7%	1	0.0%	0	2.9%	2	3.0%	2	3.7%	2	1.2%	1
Poor state of the paving / roads	0.4%	3	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Too hilly	1.5%	9	2.1%	4	0.0%	0	2.0%	1	0.0%	0	1.5%	1	2.4%	1	2.1%	2
Too many roadworks	0.6%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	2.1%	1	0.7%	1
Too busy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
(Nothing)	33.3%	196	25.5%	44	22.3%	20	56.0%	26	34.2%	23	43.0%	23	39.2%	24	36.9%	35
(Don't know)	5.0%	30	1.8%	3	4.4%	4	7.3%	3	8.6%	6	12.0%	6	4.0%	2	4.6%	4
Weighted base:	588		172		91		46		67		54		61		96	
Sample:	574		97		93		53		86		71		87		87	

Weighted:

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q18HHow do you think Hinckley town centre could be improved? [MR]																
<i>Those who visit Hinckley town centre at Q14</i>																
Better choice of shops	34.4%	202	46.4%	80	40.8%	37	16.4%	8	27.5%	18	20.6%	11	33.1%	20	28.9%	28
Better facilities for pedestrians (including pedestrian crossings)	1.4%	8	0.0%	0	6.6%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.5%	1
Better facilities for youth	1.4%	8	1.2%	2	4.0%	4	0.0%	0	3.0%	2	1.5%	1	0.0%	0	0.0%	0
Better maintenance / cleanliness	1.6%	10	2.1%	4	1.4%	1	0.0%	0	0.0%	0	1.5%	1	2.6%	2	2.5%	2
Better market provision	0.8%	5	0.0%	0	2.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.2%	2
Better quality shops	14.5%	85	16.8%	29	30.8%	28	3.3%	2	5.2%	3	11.6%	6	10.1%	6	10.8%	10
Improve appearance / environment	5.3%	31	6.1%	11	5.4%	5	0.0%	0	8.6%	6	3.6%	2	1.8%	1	7.1%	7
Improve bus services / access	1.2%	7	0.0%	0	0.7%	1	2.7%	1	4.1%	3	0.9%	1	2.1%	1	0.7%	1
Improve rail services /access	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Improve signposting in centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Longer midweek opening hours/more evening activities	0.3%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More car parking	13.2%	77	12.7%	22	9.9%	9	15.1%	7	16.9%	11	9.4%	5	16.2%	10	13.8%	13
More large shops/department stores	13.4%	79	16.2%	28	19.7%	18	8.1%	4	13.4%	9	10.9%	6	7.4%	5	10.0%	10
More leisure, sports or cultural facilities	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.1%	1
More pubs, restaurants, cafes	1.7%	10	0.0%	0	0.0%	0	4.8%	2	1.5%	1	3.8%	2	2.6%	2	3.3%	3
More supermarkets / food shops	1.4%	8	1.8%	3	1.3%	1	0.0%	0	0.7%	0	3.0%	2	0.8%	0	1.3%	1
More traffic free areas / pedestrianisation	1.6%	9	1.8%	3	2.6%	2	2.0%	1	2.2%	1	0.0%	0	0.0%	0	1.5%	1
More / better seating, toilets	1.1%	6	1.2%	2	1.5%	1	0.0%	0	3.0%	2	1.5%	1	0.0%	0	0.0%	0
No need to improve	13.5%	79	8.8%	15	5.7%	5	14.8%	7	13.0%	9	23.6%	13	25.6%	16	15.9%	15
Introduce a specific type of service (e.g. supermarket, bank etc.)	0.5%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce a named retailer	0.9%	5	0.0%	0	2.6%	2	1.2%	1	2.7%	2	0.0%	0	0.0%	0	0.7%	1
Introduce a named retailer - Marks & Spencer	3.1%	18	3.2%	6	4.1%	4	4.3%	2	2.0%	1	4.4%	2	4.8%	3	0.0%	0
Introduce a clothing store(s)	3.3%	20	6.7%	12	3.7%	3	2.0%	1	2.2%	1	0.0%	0	0.0%	0	2.4%	2
Introduce a named retailer - Next	2.5%	15	3.9%	7	5.6%	5	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0
Cheaper / free parking	4.0%	23	0.9%	2	6.6%	6	1.2%	1	4.2%	3	2.4%	1	3.9%	2	9.1%	9
Introduce a named retailer - Primark	1.1%	7	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4
Introduce more independent / specialist retailers	1.6%	10	1.8%	3	1.9%	2	2.7%	1	2.2%	1	0.0%	0	2.3%	1	0.7%	1
Introduce a named retailer - Debenhams	0.5%	3	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Better road layout	1.6%	9	0.9%	2	5.9%	5	0.0%	0	1.1%	1	0.0%	0	2.9%	2	0.0%	0
Greater focus on evening trade	0.5%	3	0.9%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.2%	1
More / better seating, toilets (Don't know)	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		588		172		91		46		67		54		61		96
Sample:		574		97		93		53		86		71		87		87

Q19HHow do you normally travel to Hinckley town centre?*Those who visit Hinckley town centre at Q14*

Car / van (as driver)	68.6%	403	47.5%	82	73.0%	67	74.9%	35	69.5%	47	81.5%	44	70.1%	43	90.6%	87
Car / van (as passenger)	7.7%	45	2.7%	5	6.8%	6	11.8%	5	12.3%	8	7.8%	4	14.1%	9	8.3%	8
Walk	15.2%	89	43.7%	75	15.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	7.0%	41	4.9%	8	3.4%	3	11.3%	5	15.7%	10	7.8%	4	14.2%	9	1.1%	1
Taxi	0.3%	2	0.0%	0	0.7%	1	0.0%	0	0.7%	0	0.0%	0	1.6%	1	0.0%	0
Cycle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	5	1.2%	2	0.7%	1	2.0%	1	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Weighted base:		588		172		91		46		67		54		61		96
Sample:		574		97		93		53		86		71		87		87

Weighted:

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q20H You stated that you visit Hinckley town centre by car; where do you usually park?																
<i>Those who visit Hinckley town centre by car at Q19H</i>																
Alma Road	0.9%	4	2.0%	2	0.0%	0	0.0%	0	0.8%	0	1.0%	1	0.0%	0	1.3%	1
Britannia Centre shoppers car park	29.1%	130	41.7%	36	19.2%	14	16.1%	6	22.0%	12	35.3%	17	23.0%	12	34.7%	33
Church Walk	7.4%	33	8.2%	7	5.5%	4	14.5%	6	5.3%	3	4.4%	2	3.4%	2	10.0%	9
Crescent parking	12.3%	55	13.1%	11	15.6%	11	13.8%	6	14.7%	8	5.2%	2	17.2%	9	8.2%	8
Druid Street	0.5%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley Leisure Centre	2.4%	11	0.0%	0	8.5%	6	1.4%	1	1.5%	1	0.0%	0	6.0%	3	0.0%	0
Lower Bond Street	0.6%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	1.7%	1	0.0%	0
Rear of Castle Street, off Stockwell Head	6.3%	28	4.6%	4	5.9%	4	2.9%	1	6.2%	3	5.9%	3	8.8%	5	8.6%	8
St Mary's Road	1.6%	7	3.4%	3	5.4%	4	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Stockwell Head	1.6%	7	2.4%	2	0.0%	0	0.0%	0	8.8%	5	0.0%	0	0.9%	0	0.0%	0
Thornycroft Road	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.7%	1
Trinity Lane East	1.1%	5	0.0%	0	1.6%	1	0.0%	0	2.7%	1	0.0%	0	3.0%	2	0.7%	1
Trinity Lane West,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Trinity Vicarage Road	0.3%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.9%	1	0.0%	0	0.0%	0
Sainsbury's Car Park - Rugby Road	13.0%	58	21.1%	18	8.6%	6	18.1%	7	13.6%	7	11.5%	6	9.4%	5	9.0%	9
Station Road	1.7%	8	0.0%	0	4.0%	3	2.9%	1	2.9%	2	0.0%	0	1.9%	1	1.3%	1
Co-Op, Hill Street	0.6%	3	0.0%	0	1.4%	1	0.0%	0	2.5%	1	1.0%	1	0.0%	0	0.0%	0
B&Q, New Buildings	0.9%	4	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.0%	1	0.9%	0	2.2%	2
On-street parking	2.4%	11	0.0%	0	2.4%	2	2.3%	1	4.3%	2	1.0%	1	0.9%	0	4.9%	5
(Didn't park, got dropped off)	0.7%	3	0.0%	0	0.9%	1	1.4%	1	1.8%	1	0.0%	0	1.9%	1	0.0%	0
(Don't know / varies)	15.8%	71	1.7%	2	17.0%	12	24.2%	10	10.5%	6	29.7%	14	18.8%	10	18.4%	18
Weighted base:		449		87		73		40		55		48		51		95
Sample:		457		49		73		45		69		63		72		86

Q15E1 What is usually the MAIN purpose of your trip to Earl Shilton town centre?*Those who visit Earl Shilton town centre at Q14*

Food shopping	36.0%	44	17.0%	3	0.0%	0	0.0%	0	27.0%	6	14.5%	2	62.0%	32	13.7%	2
Leisure activity	7.7%	9	11.5%	2	17.6%	1	0.0%	0	16.8%	4	0.0%	0	1.9%	1	13.9%	2
Non-food shopping	14.2%	18	13.8%	2	0.0%	0	19.9%	1	18.1%	4	19.5%	2	13.9%	7	8.5%	1
Travelling to / from work	2.3%	3	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	7.8%	1
Visiting café / pub / restaurant	3.6%	4	0.0%	0	0.0%	0	43.6%	1	0.0%	0	10.6%	1	4.1%	2	0.0%	0
Visiting family / friends	10.4%	13	28.9%	5	82.4%	3	0.0%	0	4.4%	1	4.8%	1	0.9%	0	18.2%	3
Visiting financial service such as bank, building society, post office	7.8%	10	11.5%	2	0.0%	0	0.0%	0	3.7%	1	4.8%	1	7.4%	4	16.2%	2
Visiting health service such as doctor, dentist, hospital	4.8%	6	0.0%	0	0.0%	0	0.0%	0	8.7%	2	4.8%	1	6.9%	4	0.0%	0
Visiting other service such as launderette, hairdresser, recycling	9.0%	11	17.3%	3	0.0%	0	36.5%	1	13.9%	3	21.5%	2	0.9%	0	7.8%	1
Visit church	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	1	0.0%	0	0.0%	0
Walk the dog	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
(Don't know / varies)	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	1	0.9%	0	13.9%	2
Weighted base:		123		18		4		3		22		10		51		15
Sample:		141		9		4		3		25		14		74		12

Weighted:

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Q15E2 And which other activities / services do you use when visiting Earl Shilton? [MR]								
<i>Those who visit Earl Shilton town centre at Q14</i>								
Buying fuel	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	19.5%	24	11.5%	2	0.0%	0	0.0%	0
Leisure activity	2.8%	3	0.0%	0	32.4%	1	0.0%	0
Non-food shopping	13.7%	17	11.5%	2	0.0%	0	0.0%	0
Visiting café / pub / restaurant	7.4%	9	0.0%	0	0.0%	0	0.0%	0
Visiting family / friends	7.1%	9	0.0%	0	0.0%	0	0.0%	0
Visiting financial service such as bank, building society, post office	7.9%	10	0.0%	0	0.0%	0	0.0%	0
Visiting health service such as doctor, dentist, hospital	8.0%	10	17.3%	3	0.0%	0	0.0%	0
Visiting other service such as launderette, hairdresser, recycling	8.7%	11	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	0.8%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	2	0.0%	0	0.0%	0	36.5%	1
(No other reason)	41.7%	51	71.1%	13	67.6%	2	63.5%	2
Weighted base:		123		18		4		3
Sample:		141		9		4		3

Q16E What do you like about Earl Shilton town centre? [MR]*Those who visit Earl Shilton town centre at Q14*

Everything	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Attractive environment	7.4%	9	11.5%	2	17.6%	1	0.0%	0	0.0%	0	9.7%	1	9.5%	5	4.2%	1
Close to home	28.5%	35	8.5%	2	0.0%	0	0.0%	0	15.7%	3	32.1%	3	46.1%	24	20.8%	3
Close to school / college / university	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1
Close to work / en route to work	1.5%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	6.8%	1
Compact/easy to get around	1.9%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	3.6%	2	0.0%	0
Easy to park	5.8%	7	22.6%	4	0.0%	0	0.0%	0	3.7%	1	0.0%	0	4.4%	2	0.0%	0
Free / cheap parking	2.2%	3	0.0%	0	0.0%	0	0.0%	0	8.1%	2	0.0%	0	1.7%	1	0.0%	0
Good disabled access	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Good foodstores	1.1%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.9%	0	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, arts centres etc.)	1.2%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Good places to eat	2.5%	3	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	1.7%	1	7.8%	1
Good range of chain / well known stores	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Good range of non-food shops	2.0%	2	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Good range of services (e.g. bank, library, hairdresser etc.)	3.9%	5	0.0%	0	0.0%	0	0.0%	0	7.4%	2	9.7%	1	4.1%	2	0.0%	0
Good range of specialist / independent stores	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0
Historic environment	4.6%	6	20.0%	4	0.0%	0	0.0%	0	0.0%	0	4.8%	1	3.1%	2	0.0%	0
Not too busy or crowded	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.9%	0	0.0%	0
Good atmosphere / friendly	3.8%	5	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	6.3%	3	0.0%	0
Familiarity / habit	1.6%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	1.9%	1	0.0%	0
Lively	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	33.5%	41	48.9%	9	50.0%	2	43.6%	1	27.0%	6	30.1%	3	28.3%	15	39.5%	6
(Don't know)	6.2%	8	0.0%	0	32.4%	1	56.4%	2	3.7%	1	13.7%	1	0.9%	0	13.9%	2
Weighted base:		123		18		4		3		22		10		51		15
Sample:		141		9		4		3		25		14		74		12

Weighted:

July 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q17E What do you dislike about Earl Shilton town centre? [MR]																
<i>Those who visit Earl Shilton town centre at Q14</i>																
Everything	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0
Difficult to cross streets	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Lack of leisure, sports or cultural facilities	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Lack of parking	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	6.9%	1
Not enough choice of shops	8.8%	11	0.0%	0	0.0%	0	0.0%	0	19.2%	4	0.0%	0	8.8%	5	13.9%	2
Not enough clothes shops	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Not enough supermarket / food shops	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Poor bus service to centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.9%	0	0.0%	0
Poor environment	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0
Poor facilities (e.g. seating, toilets)	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.9%	0	0.0%	0
Poor quality shops	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	13.5%	2
Too few pubs, eating places etc.	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	1	3.5%	2	0.0%	0
Too few service businesses (e.g. banks / building societies)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Traffic congestion	4.1%	5	11.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0
Vandals / hooligans	2.9%	4	17.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Too many vacant units	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	13.9%	2
Too many fast food outlets / take-always	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Poor state of the paving / roads	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Too many roadworks	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
(Nothing)	59.9%	74	88.5%	16	67.6%	2	100.0%	3	69.6%	16	67.0%	7	49.2%	25	33.5%	5
(Don't know)	8.8%	11	0.0%	0	32.4%	1	0.0%	0	7.4%	2	19.3%	2	7.5%	4	13.9%	2
Weighted base:		123		18		4		3		22		10		51		15
Sample:		141		9		4		3		25		14		74		12

Q18E How do you think Earl Shilton town centre could be improved? [MR]*Those who visit Earl Shilton town centre at Q14*

Better choice of shops	20.9%	26	8.5%	2	0.0%	0	19.9%	1	23.7%	5	10.6%	1	25.6%	13	27.5%	4
Better facilities for pedestrians (including pedestrian crossings)	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Better facilities for youth	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0
Better maintenance / cleanliness	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	4	0.0%	0
Better quality shops	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Improve appearance / environment	6.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	1	12.5%	6	0.0%	0
Improve bus services / access	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	0	4.8%	1	0.9%	0	0.0%	0
Improve rail services / access	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1
More banks / building societies	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	1	3.1%	2	0.0%	0
More car parking	4.6%	6	0.0%	0	32.4%	1	0.0%	0	2.0%	0	4.8%	1	4.2%	2	9.3%	1
More large shops/department stores	3.2%	4	0.0%	0	0.0%	0	0.0%	0	11.1%	2	8.9%	1	0.9%	0	0.0%	0
More pubs, restaurants, cafes	1.9%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	1	8.9%	1	0.9%	0	0.0%	0
More supermarkets / food shops	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	4	0.0%	0
No need to improve	24.4%	30	36.8%	7	67.6%	2	0.0%	0	33.5%	7	12.6%	1	22.1%	11	6.8%	1
Introduce a clothing store(s)	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Introduce more independent / specialist retailers	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Better road layout	4.5%	6	11.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4	0.0%	0
More toilets	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.9%	0	0.0%	0
(Don't know)	31.5%	39	43.1%	8	0.0%	0	80.2%	2	35.1%	8	49.4%	5	13.6%	7	58.8%	9
Weighted base:		123		18		4		3		22		10		51		15
Sample:		141		9		4		3		25		14		74		12

Weighted:

July 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q19E How do you normally travel to Earl Shilton town centre?																
<i>Those who visit Earl Shilton town centre at Q14</i>																
Car / van (as driver)	59.9%	74	71.5%	13	67.6%	2	80.2%	2	70.8%	16	85.5%	9	38.6%	20	79.1%	12
Car / van (as passenger)	6.8%	8	8.5%	2	0.0%	0	0.0%	0	10.4%	2	9.7%	1	2.8%	1	13.9%	2
Walk	28.7%	35	20.0%	4	0.0%	0	0.0%	0	12.4%	3	0.0%	0	56.7%	29	0.0%	0
Bus	3.8%	5	0.0%	0	32.4%	1	19.9%	1	6.4%	1	4.8%	1	0.0%	0	6.9%	1
Disability vehicle (wheelchair, scooter etc.)	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
(Don't know / varies)	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Weighted base:		123		18		4		3		22		10		51		15
Sample:		141		9		4		3		25		14		74		12

Q20E You stated that you visit Earl Shilton town centre by car; where do you usually park?

Those who visit Earl Shilton town centre by car at Q19E

Co-Op, Wood Street - car park	61.5%	51	53.3%	8	74.0%	2	0.0%	0	66.3%	12	44.0%	4	95.4%	20	33.2%	5
The Hollow - on-street	19.7%	16	36.1%	5	0.0%	0	45.6%	1	15.5%	3	19.3%	2	0.0%	0	37.3%	5
Station Road	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Wood Street	3.5%	3	0.0%	0	0.0%	0	0.0%	0	8.2%	1	0.0%	0	0.0%	0	10.0%	1
On-street parking	4.1%	3	0.0%	0	0.0%	0	54.4%	1	0.0%	0	16.2%	2	2.3%	0	0.0%	0
(Don't know / varies)	10.4%	9	10.6%	2	26.0%	1	0.0%	0	10.0%	2	20.5%	2	2.3%	0	15.0%	2
Weighted base:		82		14		2		2		18		10		21		14
Sample:		84		7		3		2		20		13		28		11

Q15B1 What is usually the MAIN purpose of your trip to Barwell town centre?

Those who visit Barwell town centre at Q14

Food shopping	25.4%	17	0.0%	0	0.0%	0	0.0%	0	46.3%	17	0.0%	0	0.0%	0	4.8%	1
Leisure activity	4.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	0	19.0%	1	12.8%	0	8.7%	1
Non-food shopping	20.7%	14	18.6%	1	50.0%	1	21.1%	1	26.4%	10	21.7%	1	0.0%	0	8.7%	1
Travelling to / from work	3.7%	3	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0
Visiting café / pub / restaurant	7.9%	5	0.0%	0	0.0%	0	0.0%	0	9.1%	3	0.0%	0	0.0%	0	15.7%	2
Visiting family / friends	13.4%	9	40.7%	2	0.0%	0	26.1%	1	1.2%	0	21.7%	1	38.3%	1	23.0%	3
Visiting financial service such as bank, building society, post office	2.2%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0
Visiting health service such as doctor, dentist, hospital	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	12.8%	0	0.0%	0
Visiting other service such as launderette, hairdresser, recycling	5.9%	4	40.7%	2	50.0%	1	0.0%	0	0.0%	0	0.0%	0	36.2%	1	0.0%	0
(Don't know / varies)	15.2%	10	0.0%	0	0.0%	0	52.7%	2	3.3%	1	37.6%	2	0.0%	0	39.1%	5
Weighted base:		68		5		1		4		36		4		4		13
Sample:		73		3		2		5		41		5		7		10

Q15B2 And which other activities / services do you use when visiting Barwell? [MR]

Those who visit Barwell town centre at Q14

Food shopping	11.9%	8	0.0%	0	0.0%	0	13.1%	1	18.5%	7	0.0%	0	23.5%	1	0.0%	0
Non-food shopping	6.3%	4	0.0%	0	0.0%	0	13.1%	1	10.4%	4	0.0%	0	0.0%	0	0.0%	0
Travelling to / from work	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	1
Visiting café / pub / restaurant	6.9%	5	18.6%	1	0.0%	0	13.1%	1	8.9%	3	0.0%	0	0.0%	0	0.0%	0
Visiting family / friends	0.9%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting financial service such as bank, building society, post office	5.0%	3	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0	0.0%	0	0.0%	0
Visiting health service such as doctor, dentist, hospital	5.5%	4	40.7%	2	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0
Visiting the market	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	1
Visiting other service such as launderette, hairdresser, recycling	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	19.0%	1	0.0%	0	0.0%	0
Visit church	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
(No other reason)	59.2%	40	40.7%	2	50.0%	1	73.9%	3	46.8%	17	81.0%	3	76.5%	3	83.5%	11
Weighted base:		68		5		1		4		36		4		4		13
Sample:		73		3		2		5		41		5		7		10

Weighted:

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Q16B What do you like about Barwell town centre? [MR]								
<i>Those who visit Barwell town centre at Q14</i>								
Everything	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Accessible by rail	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Attractive environment	5.3%	4	18.6%	1	50.0%	1	13.1%	1
Close to home	23.4%	16	0.0%	0	0.0%	0	0.0%	0
Close to school / college / university	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Compact/easy to get around	4.3%	3	0.0%	0	0.0%	0	0.0%	0
Good layout / shops close together	0.8%	1	0.0%	0	0.0%	0	13.1%	1
Good places to eat	3.1%	2	18.6%	1	0.0%	0	0.0%	0
Good pubs / bars	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Good range of services (e.g. bank, library, hairdresser etc.)	0.7%	0	0.0%	0	0.0%	0	1.2%	0
Good range of specialist / independent stores	6.4%	4	0.0%	0	0.0%	0	12.2%	4
Historic environment	2.2%	1	0.0%	0	0.0%	0	4.1%	1
Not too busy or crowded	2.9%	2	0.0%	0	0.0%	0	5.5%	2
Specific retailer	0.9%	1	0.0%	0	50.0%	1	0.0%	0
Good atmosphere / friendly	9.0%	6	0.0%	0	0.0%	0	6.0%	2
Familiarity / habit	2.1%	1	0.0%	0	0.0%	0	4.0%	1
(Nothing / very little)	29.3%	20	40.7%	2	50.0%	1	52.7%	2
(Don't know)	16.0%	11	40.7%	2	0.0%	0	21.1%	1
Weighted base:	68	5	1	4	36	4	4	13
Sample:	73	3	2	5	41	5	7	10

Q17B What do you dislike about Barwell town centre? [MR]*Those who visit Barwell town centre at Q14*

Everything	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Lack of parking	9.7%	7	0.0%	0	0.0%	0	16.1%	6
Litter / dirty / dogs	9.3%	6	0.0%	0	0.0%	0	10.5%	4
Awkward car parks (layout)	0.7%	0	0.0%	0	0.0%	0	1.2%	0
Not enough choice of shops	11.6%	8	0.0%	0	0.0%	0	18.8%	7
Not enough clothes shops	2.2%	1	0.0%	0	0.0%	0	4.1%	1
Not enough supermarket / food shops	2.2%	1	0.0%	0	0.0%	0	4.1%	1
Poor environment	3.9%	3	0.0%	0	0.0%	0	1.2%	0
Poor facilities (e.g. seating, toilets)	3.2%	2	0.0%	0	0.0%	0	6.1%	2
Prices too high	2.2%	1	0.0%	0	0.0%	0	4.1%	1
Vandals / hooligans	1.9%	1	0.0%	0	0.0%	0	3.5%	1
(Nothing)	46.2%	32	100.0%	5	100.0%	1	50.2%	2
(Don't know)	15.7%	11	0.0%	0	0.0%	0	49.8%	2
Weighted base:	68	5	1	4	36	4	4	13
Sample:	73	3	2	5	41	5	7	10

Weighted:

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q18B How do you think Barwell town centre could be improved? [MR]																
<i>Those who visit Barwell town centre at Q14</i>																
Better choice of shops	23.9%	16	0.0%	0	0.0%	0	13.1%	1	28.3%	10	25.8%	1	12.8%	0	29.2%	4
Better facilities for youth	4.3%	3	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0
Better maintenance / cleanliness	10.0%	7	0.0%	0	0.0%	0	0.0%	0	14.6%	5	0.0%	0	23.5%	1	4.8%	1
Improve appearance / environment	6.2%	4	0.0%	0	0.0%	0	0.0%	0	10.4%	4	0.0%	0	12.8%	0	0.0%	0
Improve bus services / access	1.9%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Improve security, including CCTV	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	1
More banks / building societies	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
More car parking	15.2%	10	18.6%	1	0.0%	0	0.0%	0	23.9%	9	19.0%	1	0.0%	0	0.0%	0
More large shops/department stores	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
No need to improve	16.6%	11	40.7%	2	100.0%	1	0.0%	0	17.1%	6	21.7%	1	25.5%	1	0.0%	0
Introduce a clothing store(s)	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper / free parking	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	1	0.0%	0	0.0%	0
Better road layout	4.8%	3	0.0%	0	0.0%	0	0.0%	0	7.8%	3	0.0%	0	12.8%	0	0.0%	0
(Don't know)	25.7%	18	40.7%	2	0.0%	0	86.9%	4	4.0%	1	33.4%	1	25.5%	1	58.3%	8
Weighted base:		68		5		1		4		36		4		4		13
Sample:		73		3		2		5		41		5		7		10

Q19B How do you normally travel to Barwell town centre?*Those who visit Barwell town centre at Q14*

Car / van (as driver)	50.3%	34	100.0%	5	100.0%	1	76.0%	3	30.3%	11	88.2%	4	74.5%	3	53.1%	7
Car / van (as passenger)	6.6%	5	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	12.8%	0	15.7%	2
Walk	31.6%	22	0.0%	0	0.0%	0	0.0%	0	58.5%	21	0.0%	0	12.8%	0	0.0%	0
Bus	4.6%	3	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	7.8%	1
(Don't know / varies)	6.9%	5	0.0%	0	0.0%	0	24.0%	1	0.0%	0	11.8%	1	0.0%	0	23.4%	3
Weighted base:		68		5		1		4		36		4		4		13
Sample:		73		3		2		5		41		5		7		10

Q20B You stated that you visit Barwell town centre by car; where do you usually park?*Those who visit Barwell town centre by car Q19B*

Co-op car park	3.7%	1	0.0%	0	0.0%	0	0.0%	0	11.2%	1	0.0%	0	0.0%	0	0.0%	0
High Street	10.2%	4	0.0%	0	0.0%	0	0.0%	0	16.8%	2	0.0%	0	0.0%	0	19.6%	2
Friend / family members home	4.4%	2	0.0%	0	0.0%	0	17.2%	1	0.0%	0	0.0%	0	14.6%	0	6.9%	1
At / near the Conservative Club	7.4%	3	0.0%	0	0.0%	0	0.0%	0	18.5%	2	0.0%	0	14.6%	0	0.0%	0
Building society car park	4.7%	2	0.0%	0	0.0%	0	0.0%	0	14.1%	2	0.0%	0	0.0%	0	0.0%	0
Dance Studio	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.6%	1	0.0%	0	0.0%	0
Community Centre	1.5%	1	0.0%	0	0.0%	0	17.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Recycling Centre	5.3%	2	40.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanley Street	1.2%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0
School	1.6%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On-street parking	30.5%	12	40.7%	2	0.0%	0	0.0%	0	35.9%	5	0.0%	0	14.6%	0	50.7%	5
(Didn't park, got dropped off)	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.6%	1	0.0%	0	0.0%	0
(Don't know / varies)	25.1%	10	18.6%	1	50.0%	1	65.6%	2	0.0%	0	53.9%	2	56.1%	2	22.8%	2
Weighted base:		39		5		1		3		13		4		3		9
Sample:		41		3		2		4		15		4		6		7

Weighted:

July 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q15M1 What is usually the MAIN purpose of your trip to Market Bosworth town centre?																
<i>Those who visit Market Bosworth town centre at Q14</i>																
Food shopping	13.0%	20	0.0%	0	0.0%	0	4.4%	1	28.4%	5	25.4%	13	6.3%	1	0.0%	0
Leisure activity	13.2%	21	26.6%	8	32.5%	3	15.7%	3	4.5%	1	0.0%	0	23.6%	3	20.8%	3
Non-food shopping	13.4%	21	9.8%	3	32.8%	3	9.3%	2	21.2%	4	15.3%	8	6.9%	1	5.0%	1
Travelling to / from school / college / university	2.4%	4	0.0%	0	0.0%	0	0.0%	0	5.4%	1	2.5%	1	0.0%	0	10.9%	1
Travelling to / from work	1.9%	3	0.0%	0	0.0%	0	0.0%	0	5.4%	1	1.5%	1	0.0%	0	9.1%	1
Visiting café / pub / restaurant	23.7%	37	31.9%	10	22.0%	2	43.6%	9	20.3%	4	19.6%	10	14.4%	2	5.0%	1
Visiting family / friends	10.1%	16	13.2%	4	0.0%	0	9.3%	2	0.0%	0	11.1%	6	3.4%	0	28.1%	4
Visiting financial service such as bank, building society, post office	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	3	0.0%	0	0.0%	0
Visiting health service such as doctor, dentist, hospital	3.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	4	12.7%	2	0.0%	0
Visiting the market	3.7%	6	0.0%	0	0.0%	0	9.9%	2	4.5%	1	2.5%	1	11.0%	2	0.0%	0
Visiting other service such as launderette, hairdresser, recycling	2.5%	4	0.0%	0	0.0%	0	0.0%	0	7.9%	1	3.7%	2	0.0%	0	5.0%	1
Browsing / window shopping	9.6%	15	18.5%	6	12.7%	1	7.7%	2	0.0%	0	4.1%	2	18.2%	3	16.3%	2
Attend an event	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0
Visit church	0.3%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		158		30		8		21		18		53		14		13
Sample:		171		17		9		24		22		68		19		12

Q15M2 And which other activities / services do you use when visiting Market Bosworth? [MR]*Those who visit Market Bosworth town centre at Q14*

Food shopping	11.7%	19	3.1%	1	0.0%	0	0.0%	0	14.9%	3	27.2%	14	3.4%	0	0.0%	0
Leisure activity	10.8%	17	15.1%	5	26.9%	2	13.1%	3	5.4%	1	12.4%	7	0.0%	0	0.0%	0
Non-food shopping	17.4%	27	23.4%	7	7.7%	1	5.9%	1	18.4%	3	20.8%	11	20.8%	3	9.1%	1
Travelling to / from school / college / university	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Visiting café / pub / restaurant	13.1%	21	21.6%	7	7.7%	1	23.5%	5	23.2%	4	3.5%	2	12.7%	2	5.0%	1
Visiting family / friends	1.7%	3	0.0%	0	0.0%	0	0.0%	0	5.4%	1	3.1%	2	0.0%	0	0.0%	0
Visiting financial service such as bank, building society, post office	3.2%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	0	8.7%	5	0.0%	0	0.0%	0
Visiting health service such as doctor, dentist, hospital	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	6	0.0%	0	0.0%	0
Visiting the market	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	14.8%	2	5.0%	1
Visiting other service such as launderette, hairdresser, recycling	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	4	0.0%	0	0.0%	0
Browsing / window shopping	6.2%	10	6.8%	2	7.7%	1	9.8%	2	0.0%	0	5.6%	3	9.8%	1	5.0%	1
Attend an event	0.7%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit church	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0
(Don't know / varies)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
(No other reason)	39.9%	63	43.3%	13	49.8%	4	42.7%	9	33.5%	6	25.9%	14	45.5%	6	81.0%	10
Weighted base:		158		30		8		21		18		53		14		13
Sample:		171		17		9		24		22		68		19		12

Weighted:

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q16M What do you like about Market Bosworth town centre? [MR]																
<i>Those who visit Market Bosworth town centre at Q14</i>																
Everything	2.3%	4	3.1%	1	0.0%	0	5.4%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Attractive environment	68.9%	109	85.2%	26	70.3%	6	66.1%	14	78.9%	14	56.1%	30	73.6%	10	67.0%	9
Clean / litter free	3.7%	6	3.1%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	20.2%	3	10.9%	1
Close to home	10.9%	17	0.0%	0	0.0%	0	0.0%	0	7.0%	1	30.1%	16	0.0%	0	0.0%	0
Close to school / college / university	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	1
Compact/easy to get around	7.2%	11	0.0%	0	0.0%	0	0.0%	0	5.4%	1	13.0%	7	12.7%	2	14.1%	2
Easily accessible by foot / cycle	1.3%	2	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	2.1%	3	3.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	8.1%	1
Free / cheap parking	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	6.3%	1	0.0%	0
Good facilities (e.g. seating, toilets)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Good for a day out	0.7%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / shops close together	0.7%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	2.8%	4	0.0%	0	0.0%	0	4.4%	1	0.0%	0	1.0%	1	11.3%	2	10.9%	1
Good places to eat	3.4%	5	0.0%	0	14.3%	1	9.3%	2	2.5%	0	2.5%	1	3.4%	0	0.0%	0
Good quality of shops	4.6%	7	6.8%	2	12.7%	1	10.3%	2	0.0%	0	0.0%	0	14.4%	2	0.0%	0
Good range of chain / well known stores	1.5%	2	0.0%	0	7.7%	1	0.0%	0	0.0%	0	1.8%	1	6.3%	1	0.0%	0
Good range of non-food shops	2.1%	3	0.0%	0	0.0%	0	4.4%	1	0.0%	0	1.8%	1	9.8%	1	0.0%	0
Good range of services (e.g. bank, library, hairdresser etc.)	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0
Good range of specialist / independent stores	4.2%	7	0.0%	0	0.0%	0	0.0%	0	21.4%	4	4.1%	2	3.4%	0	0.0%	0
Historic environment	9.0%	14	5.0%	2	14.3%	1	7.1%	2	13.3%	2	8.4%	4	17.9%	3	5.0%	1
Not too busy or crowded	1.7%	3	0.0%	0	0.0%	0	5.0%	1	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Safe / secure	1.7%	3	0.0%	0	12.7%	1	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Good atmosphere / friendly	6.1%	10	6.8%	2	0.0%	0	14.7%	3	2.5%	0	7.6%	4	0.0%	0	0.0%	0
Familiarity / habit	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Nothing / very little)	4.0%	6	5.0%	2	0.0%	0	10.9%	2	5.4%	1	2.7%	1	0.0%	0	0.0%	0
(Don't know)	2.2%	3	0.0%	0	17.0%	1	2.7%	1	5.4%	1	1.0%	1	0.0%	0	0.0%	0
Weighted base:		158		30		8		21		18		53		14		13
Sample:		171		17		9		24		22		68		19		12

Q17M What do you dislike about Market Bosworth town centre? [MR]*Those who visit Market Bosworth town centre at Q14*

Few traffic free areas	0.6%	1	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of parking	16.0%	25	0.0%	0	25.1%	2	13.0%	3	22.1%	4	22.4%	12	18.5%	3	14.9%	2
Litter / dirty / dogs	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1
Awkward car parks (layout)	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Not enough choice of shops	1.2%	2	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Not enough clothes shops	0.7%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough supermarket / food shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Poor bus service to centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Poor quality shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Prices too high	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0
Too few pubs, eating places etc.	2.0%	3	5.0%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Too few service businesses (e.g. banks / building societies)	1.5%	2	0.0%	0	0.0%	0	0.0%	0	8.1%	1	1.8%	1	0.0%	0	0.0%	0
Traffic congestion	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Vandals / hooligans	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Too many vacant units	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Poor layout	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Poor state of the paving / roads	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
(Nothing)	63.9%	101	95.0%	29	57.9%	5	66.2%	14	67.1%	12	44.3%	23	54.4%	8	77.0%	10
(Don't know)	10.2%	16	0.0%	0	17.0%	1	11.4%	2	10.8%	2	13.9%	7	20.8%	3	0.0%	0
Weighted base:		158		30		8		21		18		53		14		13
Sample:		171		17		9		24		22		68		19		12

Weighted:

July 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q18M How do you think Market Bosworth town centre could be improved? [MR]																
<i>Those who visit Market Bosworth town centre at Q14</i>																
Better choice of shops	2.5%	4	0.0%	0	0.0%	0	10.3%	2	4.5%	1	1.8%	1	0.0%	0	0.0%	0
Better facilities for youth	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Improve bus services / access	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More car parking	21.6%	34	14.8%	4	25.1%	2	7.1%	2	24.6%	4	26.0%	14	18.5%	3	40.3%	5
More pubs, restaurants, cafes	1.0%	2	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More supermarkets / food shops	1.2%	2	0.0%	0	0.0%	0	4.4%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0
More traffic free areas / pedestrianisation	0.6%	1	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seating, toilets	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1
No need to improve	29.3%	46	19.8%	6	46.8%	4	27.4%	6	33.3%	6	24.7%	13	57.5%	8	26.7%	3
Other	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Introduce a specific type of service (e.g. supermarket, bank etc.)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Introduce a named retailer	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper / free parking	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Introduce more independent / specialist retailers	1.3%	2	0.0%	0	0.0%	0	5.0%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Better road layout	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	4	0.0%	0	0.0%	0
Introduce a post office	4.4%	7	0.0%	0	0.0%	0	0.0%	0	8.1%	1	8.7%	5	6.3%	1	0.0%	0
(Don't know)	35.1%	55	60.4%	18	28.2%	2	41.5%	9	32.2%	6	27.1%	14	17.7%	2	24.9%	3
Weighted base:		158		30		8		21		18		53		14		13
Sample:		171		17		9		24		22		68		19		12

Q19M How do you normally travel to Market Bosworth town centre?*Those who visit Market Bosworth town centre at Q14*

Car / van (as driver)	75.0%	118	78.1%	24	92.2%	7	74.3%	16	85.1%	16	63.9%	34	86.8%	12	76.1%	10
Car / van (as passenger)	10.4%	16	11.7%	4	7.7%	1	19.7%	4	14.9%	3	4.1%	2	9.8%	1	13.1%	2
Walk	11.7%	18	10.2%	3	0.0%	0	0.0%	0	0.0%	0	29.1%	15	0.0%	0	0.0%	0
Bus	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	3.4%	0	10.9%	1
Cycle	0.8%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		158		30		8		21		18		53		14		13
Sample:		171		17		9		24		22		68		19		12

Q20M You stated that you visit Market Bosworth town centre by car; where do you usually park?*Those who visit Market Bosworth town centre by car at Q19M*

Other	0.4%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Horse Car Park	20.0%	27	33.3%	9	12.5%	1	30.3%	6	8.1%	1	20.7%	7	13.7%	2	0.0%	0
The Square	25.0%	34	13.1%	4	20.4%	2	10.4%	2	39.2%	7	37.0%	13	25.7%	4	21.3%	2
Main Street	5.7%	8	0.0%	0	20.3%	2	4.6%	1	4.5%	1	5.9%	2	0.0%	0	18.3%	2
Station Road	2.4%	3	3.4%	1	0.0%	0	6.3%	1	5.4%	1	0.0%	0	0.0%	0	0.0%	0
Bosworth Park	6.8%	9	7.5%	2	17.0%	1	5.3%	1	8.1%	1	6.0%	2	7.1%	1	0.0%	0
Old Cattle Market	2.7%	4	3.4%	1	7.7%	1	0.0%	0	4.9%	1	1.4%	1	0.0%	0	5.6%	1
Work	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.6%	0	5.6%	1
On-street parking	8.2%	11	0.0%	0	0.0%	0	0.0%	0	5.4%	1	16.8%	6	18.9%	3	12.2%	1
(Didn't park, got dropped off)	3.7%	5	5.5%	2	0.0%	0	5.3%	1	0.0%	0	1.4%	1	6.5%	1	9.1%	1
(Don't know / varies)	24.0%	32	33.7%	9	22.0%	2	34.9%	7	24.3%	4	9.4%	3	24.5%	3	28.0%	3
Weighted base:		135		27		8		20		18		36		14		12
Sample:		145		16		9		23		22		46		18		11

Q21 Are you aware of the opening of The Crescent in Hinckley town centre?*Those who visit Hinckley town centre at Q14*

Yes	92.3%	543	100.0%	172	93.9%	86	77.1%	36	96.9%	65	85.9%	46	96.9%	59	81.7%	79
No	7.7%	45	0.0%	0	6.1%	6	22.9%	11	3.1%	2	14.1%	8	3.1%	2	18.3%	18
Weighted base:		588		172		91		46		67		54		61		96
Sample:		574		97		93		53		86		71		87		87

Weighted:

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q22 Has the opening of The Crescent changed how you visit town centre? [MR/PR]																
<i>Those who visit Hinckley town centre at Q14 and aware of the opening of The Crescent in the town centre at Q21</i>																
Yes, visit more often	29.2%	158	37.5%	65	34.0%	29	31.4%	11	22.1%	14	20.8%	10	12.5%	7	27.9%	22
Yes, spend more time in the centre (i.e. duration of visit)	10.3%	56	10.5%	18	17.1%	15	23.8%	8	4.6%	3	0.0%	0	10.9%	6	6.6%	5
Yes, access the centre by a different means of transport	0.9%	5	1.5%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.3%	1
Yes, park in a different car park	16.2%	88	23.8%	41	14.8%	13	11.4%	4	2.9%	2	0.0%	0	18.5%	11	21.7%	17
No change	57.1%	310	47.7%	82	50.9%	44	57.1%	20	70.1%	45	77.1%	36	62.6%	37	58.1%	46
(Don't know)	1.3%	7	0.0%	0	0.0%	0	4.2%	2	3.6%	2	2.2%	1	0.8%	0	2.1%	2
Weighted base:		543		172		86		36		65		46		59		79
Sample:		522		97		87		40		82		62		84		70
Q23 Do you / your household take part in any of the following leisure or cultural activities...? [MR/PR]																
Cafés	51.4%	361	52.9%	94	58.8%	57	42.9%	40	52.6%	42	66.7%	51	51.7%	36	38.1%	41
Restaurants	65.0%	456	69.7%	123	63.6%	62	59.9%	56	71.4%	56	77.9%	60	59.6%	42	52.9%	57
Pubs / clubs	52.3%	366	64.0%	113	45.9%	44	49.4%	46	49.3%	39	56.2%	43	39.4%	27	48.7%	53
Cinema	48.8%	342	56.9%	101	46.3%	45	49.6%	46	42.9%	34	39.8%	31	40.3%	28	53.4%	58
Arts / cultural activities (theatres / museums / live music / art galleries etc.)	41.1%	288	47.4%	84	31.7%	31	41.2%	39	44.7%	35	37.1%	29	32.4%	23	45.0%	49
Children's soft play venues	13.7%	96	19.3%	34	9.1%	9	11.5%	11	8.0%	6	14.6%	11	8.5%	6	17.7%	19
Entertainment venues (bowling, ice skating, bingo etc)	22.1%	155	30.6%	54	12.5%	12	18.2%	17	20.6%	16	23.9%	18	18.3%	13	22.3%	24
Health and fitness clubs (gyms, leisure centres, swimming pools etc)	26.8%	188	34.6%	61	31.4%	30	29.3%	27	23.0%	18	26.0%	20	20.4%	14	15.6%	17
(None of these)	9.5%	66	6.2%	11	5.7%	6	9.5%	9	9.2%	7	6.2%	5	14.5%	10	17.5%	19
Weighted base:		701		177		97		94		79		77		70		108
Sample:		701		100		100		100		101		100		100		100
Q24 Where do you go most often to visit cafés?																
<i>Those who visit cafés at Q23 AND Excludes Nulls & SFT</i>																
Barwell	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Bedworth	0.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Birmingham	0.6%	2	0.0%	0	1.9%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Astley	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Burbage	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Coalville	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0
Coventry	3.4%	11	0.0%	0	1.9%	1	22.7%	8	6.7%	3	0.0%	0	0.0%	0	0.0%	0
Desford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Earl Shilton	3.6%	12	0.0%	0	0.0%	0	0.0%	0	4.9%	2	1.1%	1	24.9%	8	3.2%	1
Hinckley - town centre	54.1%	179	84.4%	75	80.2%	41	12.9%	4	52.1%	21	16.3%	8	36.1%	12	47.9%	18
Hinckley - locations not in town centre	2.0%	6	1.7%	2	0.0%	0	2.8%	1	0.0%	0	6.5%	3	2.9%	1	0.0%	0
Leicester - city centre	10.6%	35	1.7%	2	6.6%	3	1.7%	1	9.2%	4	32.2%	15	8.5%	3	21.9%	8
Leicester - Fosse Park / Meridian	2.7%	9	0.0%	0	0.0%	0	0.0%	0	4.6%	2	3.1%	1	7.4%	2	8.3%	3
Leicester - other locations	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.7%	1	5.7%	2
Loughborough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Market Bosworth	7.1%	23	4.5%	4	0.0%	0	5.5%	2	6.3%	2	29.1%	14	4.2%	1	0.0%	0
Narborough	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	7.6%	25	5.3%	5	7.1%	4	42.1%	14	3.8%	1	0.0%	0	0.0%	0	3.2%	1
Tamworth	0.5%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Other	2.5%	8	2.3%	2	2.2%	1	2.8%	1	3.8%	1	0.0%	0	5.9%	2	1.7%	1
Ashby-de-la-Zouch	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Market Harborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		330		89		52		33		40		47		33		37
Sample:		320		50		52		36		47		57		44		34

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q25 Where do you go most often to visit restaurants?																
<i>Those who visit restaurants at Q23 AND Excludes Nulls & SFT</i>																
Atherstone	0.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barlestone	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.1%	1
Barwell	0.8%	3	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0
Bedworth	0.6%	2	0.0%	0	0.0%	0	2.6%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Birmingham	1.4%	5	1.5%	2	2.2%	1	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Astley	2.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	15.7%	8
Burbage	3.0%	11	4.9%	5	11.7%	5	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Hastings	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Cornerstone	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	1.9%	7	2.4%	2	2.2%	1	5.2%	2	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Dadlington	1.4%	5	1.5%	2	0.0%	0	1.4%	1	5.7%	2	0.0%	0	1.5%	0	0.0%	0
Desford	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	4	0.0%	0	0.0%	0
Earl Shilton	5.0%	18	4.4%	5	0.0%	0	0.0%	0	9.0%	4	2.9%	1	21.8%	7	2.4%	1
Hinckley - town centre	30.3%	111	61.7%	64	44.5%	21	1.4%	1	22.3%	10	3.1%	2	13.6%	4	19.4%	10
Hinckley - locations not in town centre	9.5%	35	12.8%	13	15.8%	7	6.4%	3	10.0%	4	2.7%	1	11.3%	4	4.3%	2
Leicester - city centre	10.2%	37	3.4%	4	6.1%	3	6.2%	2	9.2%	4	18.4%	9	16.6%	5	19.8%	10
Leicester - Fosse Park / Meridian	2.1%	8	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.6%	1	7.2%	2	7.0%	3
Leicester - other locations	2.1%	8	0.0%	0	0.0%	0	1.4%	1	4.0%	2	3.5%	2	4.8%	2	4.3%	2
Loughborough	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	4.8%	2	0.0%	0
Lutterworth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Market Bosworth	9.4%	34	3.0%	3	2.4%	1	11.0%	4	8.9%	4	40.3%	20	4.2%	1	1.3%	1
Nailstone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Narborough	0.5%	2	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbold Verdon	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0
Nuneaton	6.3%	23	2.9%	3	2.7%	1	45.3%	18	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Stoke Golding	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Stoney Stanton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Wolvey	1.0%	4	0.0%	0	2.4%	1	0.0%	0	4.5%	2	0.0%	0	0.0%	0	1.3%	1
Other	4.8%	17	1.7%	2	5.1%	2	5.0%	2	5.7%	2	2.0%	1	5.4%	2	12.3%	6
Ashby-de-la-Zouch	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Elmesthorpe	0.7%	3	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Market Harborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Sibson	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.0%	1	0.0%	0	2.4%	1
Thurlaston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Weighted base:	366	104		47	40	43		50		33		50				
Sample:	346	58		49	43	52		63		36		45				

Weighted:

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Q26 Where do you go most often to visit pubs / clubs?								
<i>Those who visit pubs / clubs at Q23 AND Excludes Nulls & SFT</i>								
Atherstone	0.5%	2	1.5%	2	0.0%	0	0.0%	0
Barlestone	1.2%	4	0.0%	0	0.0%	0	0.0%	0
Barton in the Beans	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Barwell	4.3%	13	0.0%	0	2.6%	1	0.0%	0
Bedworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Broughton Astley	6.6%	20	0.0%	0	3.0%	1	0.0%	0
Bulkington	0.2%	1	0.0%	0	0.0%	0	1.6%	1
Burbage	9.6%	30	7.7%	8	54.2%	21	0.0%	0
Coventry	0.2%	1	0.0%	0	0.0%	0	1.6%	1
Dadlington	0.5%	2	0.0%	0	0.0%	0	1.6%	1
Desford	0.9%	3	0.0%	0	0.0%	0	0.0%	0
Earl Shilton	3.2%	10	0.0%	0	0.0%	0	4.6%	1
Hinckley - town centre	24.1%	74	52.8%	53	21.6%	8	0.0%	0
Hinckley - locations not in town centre	11.7%	36	30.4%	31	8.9%	3	1.6%	1
Leicester - city centre	3.6%	11	0.0%	0	1.6%	1	0.0%	0
Leicester - other locations	1.6%	5	0.0%	0	0.0%	0	4.1%	2
Lutterworth	0.5%	2	1.5%	2	0.0%	0	0.0%	0
Market Bosworth	6.6%	20	1.5%	2	0.0%	0	5.1%	2
Nailstone	0.5%	2	1.5%	2	0.0%	0	0.0%	0
Newbold Verdon	1.4%	4	0.0%	0	0.0%	0	0.0%	0
Nuneaton	9.9%	31	0.0%	0	0.0%	0	79.3%	29
Oadby	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Sapcote	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Shackenstone	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Golding	0.6%	2	0.0%	0	0.0%	0	2.6%	1
Stoney Stanton	1.7%	5	0.0%	0	0.0%	0	0.0%	0
Wolvey	1.4%	4	0.0%	0	8.2%	3	0.0%	0
Other	4.3%	13	0.0%	0	0.0%	0	2.6%	1
Ashby-de-la-Zouch	1.8%	6	3.1%	3	0.0%	0	0.0%	0
Elmesthorpe	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Market Harborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Sibson	0.4%	1	0.0%	0	0.0%	0	2.6%	1
Thurlaston	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Weighted base:	309	100	38	36	32	37	21	43
Sample:	278	53	36	38	39	48	27	37

Q27 Where do you go most often to visit the cinema?*Those who visit the cinema at Q23 AND Excludes Nulls & SFT*

Cineworld, The Crescent, Station Road, Hinckley	50.8%	171	83.5%	84	72.2%	32	10.0%	5	50.5%	17	12.7%	4	33.1%	9	37.5%	20
Odeon Cinema, Freemans Park, Aylestone Road, Leicester	1.4%	5	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	3.8%	1	4.0%	2
Odeon, Bolebridge Street, Tamworth	1.4%	5	0.0%	0	0.0%	0	0.0%	0	5.7%	2	8.9%	3	0.0%	0	0.0%	0
Odeon, Skydome, Croft Road, Coventry	3.1%	10	3.1%	3	1.4%	1	6.4%	3	10.6%	4	0.0%	0	0.0%	0	0.0%	0
Odeon, St David's Way, Nuneaton	18.0%	61	8.0%	8	18.6%	8	66.3%	31	15.8%	5	11.5%	3	5.7%	2	5.9%	3
Showcase Cinemas de Luxe, Highcross, Leicester	4.1%	14	0.0%	0	2.6%	1	0.0%	0	6.4%	2	4.8%	1	10.8%	3	11.0%	6
Showcase, Cross Point Business Park, Coventry	3.5%	12	1.5%	2	3.7%	2	17.3%	8	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Vue, Meridian Leisure Park, Lubbethorpe Way, Braunstone, Leicester	16.6%	56	3.9%	4	1.4%	1	0.0%	0	6.8%	2	56.1%	17	46.6%	13	36.3%	19
Other	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	4.2%	2
Weighted base:	336	101	44	46	34	30	28	53								
Sample:	295	56	40	45	43	33	32	46								

Weighted:

July 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q28 Where do you go most often to visit theatres / museums / live music / art galleries?																
<i>Those who visit theatres / museums / live music / art galleries at Q23 AND Excludes Nulls & SFT</i>																
Concordia Theatre, Hinckley	23.9%	61	32.4%	25	34.8%	10	1.8%	1	22.7%	7	7.5%	2	48.6%	9	18.1%	8
Hinckley & District Museum, Hinckley	2.4%	6	6.3%	5	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	1.5%	1
Bosworth Battlefield Heritage Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Kind Richard III Visitor Centre, Leicester	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0
Curve, Leicester	25.3%	65	28.5%	22	17.9%	5	3.9%	1	17.8%	5	41.5%	11	24.1%	5	36.5%	16
De Montfort Hall, Leicester	5.7%	15	6.7%	5	5.8%	2	0.0%	0	2.5%	1	1.9%	1	11.9%	2	9.7%	4
The Little Theatre, Leicester	1.2%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
The Y Theatre, Leicester	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
New Walk Museum & Art Gallery, Leicester	2.9%	7	1.2%	1	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	11.0%	5
Newarke Houses Museum & Gardens	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Birmingham	9.3%	24	7.2%	6	13.8%	4	30.6%	10	9.5%	3	1.9%	1	0.0%	0	2.7%	1
Coventry	2.1%	5	0.0%	0	2.2%	1	8.5%	3	6.7%	2	0.0%	0	0.0%	0	0.0%	0
Leicester (other locations)	5.8%	15	4.2%	3	4.1%	1	0.0%	0	0.0%	0	22.0%	6	7.9%	2	7.4%	3
London	13.0%	33	9.0%	7	19.2%	5	29.6%	10	20.8%	6	13.0%	3	5.0%	1	2.4%	1
Nuneaton	1.8%	5	0.0%	0	0.0%	0	14.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other location, within Hinckley	5.0%	13	3.2%	2	2.2%	1	11.4%	4	5.1%	1	5.1%	1	2.5%	0	6.1%	3
Weighted base:		256		76		28		33		29		26		20		44
Sample:		238		41		29		35		36		33		25		39

Q29 Where do you go most often to visit children's soft play venues?
Those who visit children's soft play venues at Q23 AND Excludes Nulls & SFT

Atherstone	9.3%	8	11.5%	4	0.0%	0	15.6%	1	0.0%	0	16.0%	2	32.6%	1	0.0%	0
Barlestone	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	1	0.0%	0	0.0%	0
Coalville	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	2	0.0%	0	0.0%	0
Hinckley - town centre	26.7%	22	28.0%	9	50.0%	4	0.0%	0	76.6%	5	0.0%	0	21.1%	1	23.6%	4
Hinckley - locations not in town centre	11.8%	10	14.8%	5	0.0%	0	0.0%	0	0.0%	0	18.6%	2	25.2%	1	13.0%	2
Leicester - city centre	3.1%	3	0.0%	0	15.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	1
Leicester - Fosse Park / Meridian	3.2%	3	3.0%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1
Leicester - other locations	2.8%	2	0.0%	0	0.0%	0	8.5%	1	0.0%	0	7.8%	1	21.1%	1	0.0%	0
Loughborough	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	1	0.0%	0	0.0%	0
Lutterworth	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Market Bosworth	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	1	0.0%	0	0.0%	0
Nuneaton	23.9%	20	42.7%	13	18.2%	1	75.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	3
Woodville	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	1
Other	6.4%	5	0.0%	0	8.3%	1	0.0%	0	23.4%	1	10.6%	1	0.0%	0	12.6%	2
Market Harborough	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Weighted base:		83		31		7		7		6		10		4		16
Sample:		67		16		8		8		6		11		5		13

Weighted:

July 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q30 Which entertainment venues do you visit most often (e.g. bowling, ice skating, bingo)?																
<i>Those who visit entertainment venues at Q23 AND Excludes Nulls & SFT</i>																
Bermuda Adventure Soft Play World	3.8%	5	4.3%	2	10.6%	1	13.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry (other venues)	6.7%	9	0.0%	0	16.4%	2	3.6%	1	20.9%	3	4.9%	1	13.1%	2	6.4%	1
Hollywood Bowl, Meridian Leisure Park, Lubbethorpe Way, Braunstone, Leicester	39.6%	56	30.2%	14	0.0%	0	0.0%	0	34.4%	5	68.2%	11	42.0%	5	88.9%	20
Leicester (other venues)	2.7%	4	0.0%	0	0.0%	0	0.0%	0	5.4%	1	4.9%	1	8.3%	1	4.7%	1
London	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0
Market Bosworth Country Park	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
MFA Superbowl, St David's Way, Nuneaton	24.0%	34	24.8%	12	62.4%	7	50.3%	8	23.7%	4	4.9%	1	22.8%	3	0.0%	0
Namco, Castle Grounds, Tamworth	0.9%	1	0.0%	0	0.0%	0	7.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton (other venues)	9.2%	13	18.2%	9	0.0%	0	17.8%	3	9.7%	1	0.0%	0	0.0%	0	0.0%	0
Tamworth Snowdome, River Island, Tamworth	2.4%	3	4.3%	2	0.0%	0	0.0%	0	2.9%	0	4.9%	1	0.0%	0	0.0%	0
Tenpin, Cross Point Business Park, Coventry	7.2%	10	15.0%	7	10.6%	1	6.6%	1	0.0%	0	0.0%	0	6.1%	1	0.0%	0
Other	2.5%	4	3.2%	2	0.0%	0	0.0%	0	2.9%	0	6.6%	1	3.8%	0	0.0%	0
Weighted base:		141		47		11		16		15		17		13		22
Sample:		113		23		10		15		16		16		15		18

Q31 Where do you go most often to visit health & fitness clubs?*Those who visit health & fitness clubs at Q23 AND Excludes Nulls & SFT*

Atherstone	0.3%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barwell	1.9%	4	0.0%	0	0.0%	0	0.0%	0	13.6%	2	5.9%	1	0.0%	0	0.0%	0
Burbage	2.1%	4	3.4%	2	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	1.1%	2	0.0%	0	3.5%	1	2.1%	1	2.5%	0	0.0%	0	0.0%	0	0.0%	0
Earl Shilton	2.6%	5	3.4%	2	3.9%	1	0.0%	0	0.0%	0	0.0%	0	12.0%	2	0.0%	0
Hinckley - town centre	52.4%	96	79.2%	48	73.3%	21	4.6%	1	43.1%	8	14.5%	3	62.6%	8	40.9%	6
Hinckley - other location not in town centre	7.1%	13	6.7%	4	4.7%	1	0.0%	0	12.7%	2	8.5%	2	11.6%	2	13.4%	2
Leicester - city centre	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	3
Leicester - other	1.0%	2	0.0%	0	0.0%	0	0.0%	0	5.5%	1	4.9%	1	0.0%	0	0.0%	0
Market Bosworth	4.2%	8	0.0%	0	0.0%	0	0.0%	0	4.0%	1	37.0%	7	0.0%	0	0.0%	0
Nuneaton	17.3%	32	4.9%	3	0.0%	0	93.3%	26	7.9%	1	8.8%	2	0.0%	0	0.0%	0
Tamworth	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0
Other	8.1%	15	2.5%	2	6.4%	2	0.0%	0	8.2%	1	20.4%	4	13.8%	2	27.9%	4
Weighted base:		184		61		29		27		18		19		13		16
Sample:		159		33		28		27		22		21		15		13

GEN Gender of respondent.

Male	35.2%	247	40.2%	71	38.3%	37	33.0%	31	40.1%	32	30.2%	23	27.5%	19	31.2%	34
Female	64.8%	454	59.8%	106	61.7%	60	67.0%	63	59.9%	47	69.8%	54	72.5%	51	68.8%	74
Weighted base:		701		177		97		94		79		77		70		108
Sample:		701		100		100		100		101		100		100		100

AGE Could I ask how old you are please?

18 to 24	5.1%	36	0.0%	0	2.1%	2	16.2%	15	13.2%	10	2.2%	2	0.0%	0	5.9%	6
25 to 34	13.5%	95	22.6%	40	8.5%	8	4.1%	4	11.3%	9	15.1%	12	13.8%	10	11.7%	13
35 to 44	18.3%	128	29.0%	51	19.7%	19	8.1%	8	18.8%	15	11.5%	9	13.7%	10	15.6%	17
45 to 54	20.5%	144	30.7%	54	16.6%	16	23.8%	22	13.8%	11	18.0%	14	6.7%	5	20.2%	22
55 to 64	18.5%	130	8.7%	15	22.4%	22	21.5%	20	21.0%	17	19.3%	15	21.7%	15	24.0%	26
65 +	22.3%	157	9.0%	16	27.6%	27	23.3%	22	21.1%	17	32.8%	25	41.7%	29	19.6%	21
(Refused)	1.7%	12	0.0%	0	3.2%	3	3.0%	3	0.9%	1	1.1%	1	2.3%	2	2.9%	3
Weighted base:		701		177		97		94		79		77		70		108
Sample:		701		100		100		100		101		100		100		100

Weighted:

July 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
ADU How many adults, including yourself, aged 16 years or over old are there living in your household ?																
One	15.2%	107	13.3%	24	18.0%	17	13.9%	13	15.2%	12	20.3%	16	20.4%	14	10.0%	11
Two	55.9%	392	56.4%	100	54.0%	52	44.9%	42	62.5%	49	45.3%	35	60.6%	42	65.8%	71
Three	16.6%	116	21.1%	37	9.6%	9	20.6%	19	15.2%	12	19.8%	15	7.9%	5	16.5%	18
Four	8.6%	60	8.3%	15	11.7%	11	13.5%	13	5.6%	4	12.2%	9	3.3%	2	5.1%	6
Five	1.1%	8	0.0%	0	1.2%	1	4.1%	4	0.6%	0	0.0%	0	3.4%	2	0.0%	0
Six or more	0.5%	4	0.9%	2	1.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
(Refused)	2.0%	14	0.0%	0	4.0%	4	3.0%	3	0.9%	1	1.3%	1	4.4%	3	2.5%	3
Weighted base:		701		177		97		94		79		77		70		108
Sample:		701		100		100		100		101		100		100		100
CHI How many children aged under 16 are there living in your household?																
None	72.5%	508	55.9%	99	72.2%	70	85.1%	80	80.7%	64	77.0%	59	82.7%	58	73.2%	79
One	11.7%	82	20.7%	37	11.5%	11	5.4%	5	10.9%	9	8.2%	6	5.1%	4	10.1%	11
Two	10.9%	77	17.7%	31	10.9%	11	6.5%	6	6.3%	5	11.7%	9	6.4%	4	9.6%	10
Three	2.2%	16	4.6%	8	1.4%	1	0.0%	0	1.3%	1	1.1%	1	0.0%	0	3.9%	4
Four	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.3%	1
Five	0.3%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.0%	14	0.0%	0	4.0%	4	3.0%	3	0.9%	1	2.0%	2	4.4%	3	1.9%	2
Weighted base:		701		177		97		94		79		77		70		108
Sample:		701		100		100		100		101		100		100		100
CAR How many cars does your household own or have the use of?																
None	5.3%	37	5.7%	10	7.6%	7	1.8%	2	5.7%	5	7.0%	5	7.4%	5	3.0%	3
One	34.4%	241	27.6%	49	38.7%	37	30.5%	29	45.7%	36	29.3%	23	46.9%	33	32.2%	35
Two	42.2%	296	53.7%	95	36.7%	36	41.6%	39	32.5%	26	38.5%	30	29.5%	21	47.0%	51
Three or more	16.1%	113	13.0%	23	13.7%	13	22.1%	21	15.1%	12	24.6%	19	11.8%	8	15.9%	17
(Refused)	1.9%	13	0.0%	0	3.4%	3	4.0%	4	0.9%	1	0.7%	1	4.4%	3	1.9%	2
Weighted base:		701		177		97		94		79		77		70		108
Sample:		701		100		100		100		101		100		100		100
EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]																
Working full time	53.6%	376	73.8%	131	48.2%	47	47.0%	44	42.1%	33	46.1%	35	27.0%	19	62.2%	67
Working part time	7.0%	49	6.1%	11	7.5%	7	6.6%	6	9.8%	8	7.4%	6	9.0%	6	4.7%	5
Unemployed	2.1%	15	0.9%	2	3.4%	3	4.1%	4	3.0%	2	1.1%	1	3.8%	3	0.0%	0
Retired	33.2%	233	17.4%	31	33.3%	32	39.2%	37	35.9%	28	43.5%	33	53.4%	37	31.2%	34
A housewife / househusband	0.6%	4	0.9%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
A student	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sick / disabled	1.4%	10	1.0%	2	2.1%	2	1.0%	1	3.4%	3	0.7%	1	2.4%	2	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.1%	15	0.0%	0	3.4%	3	2.0%	2	4.7%	4	1.3%	1	3.7%	3	1.9%	2
Weighted base:		701		177		97		94		79		77		70		108
Sample:		701		100		100		100		101		100		100		100
PC Postcode Sector:																
CV11 6	13.4%	94	0.0%	0	0.0%	0	100.0%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV13 0	6.6%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	60.5%	47	0.0%	0	0.0%	0
CV13 6	3.6%	25	0.0%	0	0.0%	0	0.0%	0	32.1%	25	0.0%	0	0.0%	0	0.0%	0
LE10 0	18.9%	133	74.9%	133	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE10 1	6.3%	44	25.1%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE10 2	11.4%	80	0.0%	0	82.5%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE10 3	2.4%	17	0.0%	0	17.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE9 3	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	7
LE9 4	6.9%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.6%	48
LE9 6	7.5%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.5%	52
LE9 7	9.9%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	70	0.0%	0
LE9 8	7.6%	54	0.0%	0	0.0%	0	0.0%	0	67.9%	54	0.0%	0	0.0%	0	0.0%	0
LE9 9	4.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.5%	30	0.0%	0	0.0%	0
Weighted base:		701		177		97		94		79		77		70		108
Sample:		701		100		100		100		101		100		100		100

Hinckley & Bosworth for Bilfinger GVA

Weighted:

July 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
QUOTA Zone:															
Zone 1	25.2%	177	100.0%	177	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2	13.8%	97	0.0%	0	100.0%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3	13.4%	94	0.0%	0	0.0%	0	100.0%	94	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4	11.3%	79	0.0%	0	0.0%	0	0.0%	0	100.0%	79	0.0%	0	0.0%	0	0.0%
Zone 5	11.0%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	77	0.0%	0	0.0%
Zone 6	9.9%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	70	0.0%
Zone 7	15.4%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Weighted base:		701		177		97		94		79		77		70	108
Sample:		701		100		100		100		101		100		100	100