

TAMWORTH TOWN CENTRE & RETAIL  
STUDY 2024 (VOLUME 3 — HOUSEHOLD  
SURVEY RESULTS)  
NEMS MARKET RESEARCH ON BEHALF  
OF FIRSTPLAN FOR TAMWORTH  
BOROUGH COUNCIL

04 FEBRUARY 2025

**TAMWORTH TOWN CENTRE & RETAIL STUDY 2024 (VOLUME 3 — HOUSEHOLD SURVEY RESULTS)**

**NEMS MARKET RESEARCH ON BEHALF OF FIRSTPLAN FOR TAMWORTH BOROUGH COUNCIL**

**04 FEBRUARY 2025**

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**FIRSTPLAN**

# DOCUMENT CONTROL

<b>Project Title</b>	Tamworth Town Centre and Retail Study
<b>Client Name</b>	Tamworth Borough Council
<b>Site Address</b>	-
<b>Report Title</b>	Volume 3 — Household Survey Results
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# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
<b>Note whenever we say household on ALL questions we mean you and anyone living in your home. We now have a few questions about where you go Food shopping. In answering these questions the location may be a store, a centre, a specific road or area, or the internet.</b>																		
<b>Q01 Where did your household last undertake a main food and grocery shop?</b>																		
Aldi, Saxon Drive, Tamworth, B79 7HY	2.8%	22	6.7%	4	8.1%	6	5.1%	6	6.7%	2	2.1%	2	0.0%	0	1.3%	3	0.0%	0
Co-Op Food, Church Street, Tamworth, B79 7DH	0.2%	2	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, The Precinct, Fontenaye Road, Coton Lane, Tamworth, B79 8JT	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Middle Entry, Tamworth, B79 7NJ	0.4%	4	2.4%	1	1.4%	1	1.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Ankerside Shopping Centre, George Street, Tamworth, B79 7LG	0.3%	3	0.5%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bolebridge Street, Tamworth, B79 7AG	0.7%	6	3.1%	2	3.5%	3	0.4%	0	0.6%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Upper Gungate, Tamworth, B79 7NU	1.5%	12	13.7%	7	1.6%	1	1.5%	2	2.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre (EXCLUDES CARDINAL AND VENTURE RETAIL PARKS)	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Amington Road, Tamworth, B77 3LN	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, Ellerbeck, Wilnecote, Tamworth, B77 4JA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Aldi, Glascote Road, Glascote, Tamworth, B77 2BS	3.7%	30	2.2%	1	12.1%	9	13.0%	14	1.6%	1	4.3%	5	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Glascote Road, Glascote, Tamworth, B77 2AF	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Tame Valley Industrial Estate, Ninian Way, Wilnecote, Tamworth, B77 5DL	1.6%	13	0.0%	0	6.9%	5	4.5%	5	0.0%	0	0.0%	0	0.5%	0	1.1%	2	0.0%	0
Morrisons Daily, Watling Street, Two Gates, Wilnecote, Tamworth, B77 5AD	0.9%	7	0.0%	0	3.9%	3	3.5%	4	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Marlborough Way, Tamworth, B77 2NY	6.9%	55	1.9%	1	14.6%	11	22.6%	25	7.4%	2	7.2%	8	1.9%	1	3.3%	7	0.0%	0
Aldi, Ventura Park Road, Tamworth, B78 3HL	3.4%	27	6.0%	3	3.0%	2	4.9%	5	17.7%	6	5.2%	6	6.2%	5	0.0%	0	0.0%	0
Asda, Ventura Road, Tamworth, B78 3HB	7.4%	59	19.5%	10	10.3%	8	15.6%	17	17.0%	5	4.7%	5	11.6%	9	1.8%	4	0.9%	1
Iceland, Ventura Retail Park, Tamworth, B78 3JD	0.2%	2	1.9%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Ventura Retail Park, Ventura Park Road, Bitterscote, Tamworth, B78 3JD	1.5%	12	5.4%	3	2.1%	2	0.0%	0	1.6%	1	2.1%	2	0.5%	0	0.0%	0	3.3%	5
Sainsbury's, Ventura Park, Bitterscote Drive, Bonehill, Tamworth B78 3HD	7.9%	63	18.5%	10	13.1%	10	9.6%	11	23.9%	8	5.3%	6	4.4%	3	5.0%	10	4.3%	6
Co-Op Food, Shortheath Road, Moira, DE12 6AL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Whitehouse Road, Dordon, B78 1QE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Measham, Swadlincote DE12 7HR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Station Street, Atherstone, CV9 1BU	3.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	7	27.5%	21	0.0%	0	0.0%	0

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total		Zone 1 - Tamworth West		Zone 2 - Tamworth East		Zone 3 - Tamworth South		Zone 4 - Fazeley		Zone 5 - Rural North		Zone 6 - Atherstone		Zone 7 - Sutton Coldfield		Zone 8 - Lichfield	
Co-Op Food, Long Street, Atherstone, CV9 1AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Street, Atherstone, CV9 1BU	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	13	0.0%	0	0.0%	0
Aldi, The Parade, Sutton Coldfield, B72 1PL	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	7	1.1%	1
Asda, Walmley Ash Road, Sutton Coldfield, B76 1XL	3.2%	25	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	24	0.0%	0
Co-Op Food, Tamworth Road, Kingsbury, B78 2HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Iceland, Birmingham Road, Sutton Coldfield, B72 1QL	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	6	0.0%	0
Lidl, Mere Green Road, Sutton Coldfield, B75 5BN	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	7	0.0%	0
Local shops, Sutton Coldfield Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Marks and Spencer (M&S), Penns Lane, Wyld Green, Birmingham, Sutton Coldfield, B72 1AY	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	5	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield, B75 5BT	3.7%	29	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	29	0.0%	0
Aldi, Church Street, Lichfield, WS13 6EB	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	13
Co-Op Food, Common Lane, Fradley Park, Lichfield, WS13 8NQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Co-Op Food, Ryknild Street, Boley Park, Lichfield, WS14 9XU	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4
Co-Op Food, Yoxall Way, Streethay, Lichfield, WS13 8FT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Iceland, Imperial Retail Park, Eastern Avenue, Lichfield, WS13 6RL	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Iceland, Market Street, Lichfield, WS13 6JX	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Lidl, Eastern Avenue, Lichfield, WS13 6RL	1.5%	12	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.5%	1	0.0%	0	0.0%	0	7.7%	11
Morrisons Superstore, Beacon Street, Lichfield, WS13 7QP	2.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	18
Tesco Express, Birmingham Road, Shenstone, Lichfield, WS14 0JR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Extra, Church Street, Lichfield, WS13 6DZ	4.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.1%	38
Waitrose (Little), London Road, Lichfield, WS14 9EQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Waitrose, Stonnyland Drive, Lichfield, WS13 6RX	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.5%	0	0.0%	0	5.7%	8
Aldi, Adcock Road, Coalville LE67 3NU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Aldi, Belwell Lane, Sutton Coldfield, B74 4AB	0.7%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0
Aldi, Chester Road, Erdington, B24 0QY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Aldi, Chester Road, New Oscott, Sutton Coldfield, B73 5DA	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	6	0.0%	0
Aldi, Dents Road, Ashby de la Zouch, LE65 1JS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Drift Road, Castle Gresley, Swadlincote, DE11 9UT	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	11	0.0%	0	0.0%	0	0.0%	0
Aldi, Station Road, Coleshill, B46 1HU	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.3%	5	0.0%	0
Aldi, Weddington Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
Nuneaton, CV10 0AH																		
Asda, Chelmsley Wood Shopping Centre, Bosworth Drive, Solihull, B37 5EX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Lidl, Hinckley Road, Nuneaton, CV11 6LF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield, B73 5AB	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	7	0.0%	0
Lidl, Kingsbury Road, Erdington, B24 9PJ	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0
Marks and Spencer (M&S), Lichfield Road, Mere Green, Sutton Coldfield, B74 2UG	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Marks and Spencer (M&S), Princess Alice Retail Park, Chester Road North, Sutton Coldfield, B73 6RB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Morrisons Daily, Court Lane, Oscott, Sutton Coldfield, B23 5JX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Morrisons Superstore, Coppice Side, Swadlincote, DE11 8HL	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	11	0.5%	0	0.0%	0	0.0%	0
Morrisons Superstore, High Street, Chasetown, Burntwood, WS7 3XA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Morrisons Superstore, Park Road, Coleshill, Birmingham, B46 1AS	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0
Morrisons Superstore, Wellington Road, Burton upon Trent, Burton-on-Trent, DE14 2AR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Vicarage St, Nuneaton CV11 4XS	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.7%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Civic Way, Swadlincote, DE11 0AD	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	11	2.5%	2	0.0%	0	0.0%	0
Sainsbury's, Castle Vale Retail Park, Chester Rd, Castle Vale, Birmingham B35 6HB	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	6	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield, B73 6RB	1.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	15	0.0%	0
Tesco Extra, Resolution Rd, Ashby-de-la-Zouch LE65 1TE	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	13	0.5%	0	0.0%	0	0.0%	0
Tesco Extra, Swan Shopping Centre, Coventry Road, Yardly, B26 1AD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall, WS8 6DZ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Internet - home delivery	15.1%	121	12.2%	6	12.8%	9	17.2%	19	11.0%	3	13.1%	15	8.7%	6	21.5%	43	12.6%	18
Weighted base:	800		53		74		110		31		116		75		200		140	
Sample:	800		100		100		100		100		100		100		100		100	

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
<b>Q03 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]</b>																		
<i>Not asked to those that said 'Internet' at Q01</i>																		
Yes - Purchasing FOOD shopping (not click & collect, not market)	12.9%	88	20.7%	10	17.8%	12	13.1%	12	24.2%	7	13.3%	13	25.4%	17	7.6%	12	4.2%	5
Yes - Purchasing NON-FOOD shopping (not click & collect, not market)	12.7%	87	23.0%	11	23.4%	15	7.1%	7	23.3%	7	7.9%	8	17.3%	12	9.2%	14	11.0%	14
Yes - Daytime leisure activity e.g. visiting cafes, restaurants	4.1%	28	3.4%	2	5.5%	4	3.8%	4	2.5%	1	2.5%	2	9.8%	7	1.2%	2	5.9%	7
Yes - Buying fuel (visiting petrol station)	2.2%	15	0.6%	0	2.1%	1	1.9%	2	6.7%	2	0.6%	1	4.3%	3	3.9%	6	0.0%	0
Yes - Evening leisure activity e.g. visiting restaurants, pubs, bars	1.4%	10	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.7%	3	3.7%	4
Yes - Travelling to / from work	1.2%	8	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.4%	2	1.9%	2
Yes - Window shopping / browsing (no purchase made)	0.9%	6	0.6%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.5%	0	0.0%	0	0.0%	0
Yes - Visiting health service such as doctor, dentist, hospital	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.2%	1	0.0%	0	3.0%	4
Yes - Using services such as banks or dry cleaners	0.6%	4	3.3%	2	0.0%	0	0.0%	0	0.6%	0	0.6%	1	2.1%	1	0.0%	0	0.0%	0
Yes - Gym / leisure activity	0.6%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.5%	1
Yes - Going for a walk / walk the dog	0.4%	3	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.0%	1
Yes - Visiting friends / relatives who live in the town centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Yes - Visiting library	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Yes - Visiting the market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
No	66.4%	451	59.8%	28	56.3%	36	80.2%	73	55.5%	16	72.9%	74	47.8%	33	71.3%	112	65.1%	80
(Don't know)	2.9%	20	0.0%	0	1.9%	1	0.0%	0	1.2%	0	0.0%	0	3.9%	3	6.5%	10	4.1%	5
Weighted base:		679		47		64		91		28		101		68		157		123
Sample:		696		88		87		85		90		87		89		82		88

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West		Zone 2 - Tamworth East		Zone 3 - Tamworth South		Zone 4 - Fazeley		Zone 5 - Rural North		Zone 6 - Atherstone		Zone 7 - Sutton Coldfield		Zone 8 - Lichfield		
<b>Q04 Where did your household go the time before that for a main food and grocery shop? Was it the same, or different, and if so, please specify</b>																		
Aldi, Saxon Drive, Tamworth, B79 7HY	1.5%	12	5.1%	3	3.9%	3	2.7%	3	8.0%	3	0.5%	1	0.5%	0	0.0%	0	0.0%	0
Co-Op Food, Church Street, Tamworth, B79 7DH	0.5%	4	3.5%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, The Precinct, Fontenaye Road, Coton Lane, Tamworth, B79 8JT	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Middle Entry, Tamworth, B79 7NJ	0.4%	3	2.4%	1	0.5%	0	1.0%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, George Street, Tamworth, B79 7LL	0.3%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Ankerside Shopping Centre, George Street, Tamworth, B79 7LG	0.3%	2	0.0%	0	2.9%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bolebridge Street, Tamworth, B79 7AG	1.3%	10	3.9%	2	7.5%	6	1.6%	2	1.1%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Upper Gungate, Tamworth, B79 7NU	1.2%	9	9.2%	5	2.1%	2	1.5%	2	1.9%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre (EXCLUDES CARDINAL AND VENTURE RETAIL PARKS)	0.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Amington Road, Tamworth, B77 3LN	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, Ellerbeck, Wilnecote, Tamworth, B77 4JA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Aldi, Glascote Road, Glascote, Tamworth, B77 2BS	3.9%	31	2.7%	1	8.8%	7	8.9%	10	1.1%	0	8.6%	10	3.9%	3	0.0%	0	0.0%	0
B&M, Tame Valley Industrial Estate, Ninian Way, Wilnecote, B77 5DL	0.2%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Glascote Road, Glascote, Tamworth, B77 2AF	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Tame Valley Industrial Estate, Ninian Way, Wilnecote, Tamworth, B77 5DL	2.1%	17	0.0%	0	3.7%	3	9.1%	10	1.1%	0	0.5%	1	0.0%	0	1.6%	3	0.0%	0
Morrisons Daily, Watling Street, Two Gates, Wilnecote, Tamworth, B77 5AD	0.3%	3	0.5%	0	0.5%	0	1.4%	2	0.6%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Morrisons Superstore, Marlborough Way, Tamworth, B77 2NY	7.3%	58	1.9%	1	14.3%	11	25.9%	29	9.0%	3	5.1%	6	0.0%	0	3.3%	7	2.2%	3
Aldi, Ventura Park Road, Tamworth, B78 3HL	3.3%	26	6.0%	3	2.5%	2	5.9%	7	16.2%	5	2.7%	3	1.9%	1	2.6%	5	0.0%	0
Asda, Ventura Road, Tamworth, B78 3HB	6.6%	53	14.6%	8	6.5%	5	12.7%	14	18.2%	6	4.1%	5	9.1%	7	2.9%	6	2.4%	3
Bodnetts Farm, Plantation Lane, Tamworth B78 3AU	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Ventura Park Road, Tamworth, B78 3HL	0.3%	2	1.9%	1	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Iceland, Ventura Retail Park, Tamworth, B78 3JD	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Ventura Retail Park, Ventura Park Road, Bitterscote, Tamworth, B78 3JD	1.6%	13	3.1%	2	2.8%	2	2.1%	2	3.2%	1	0.5%	1	1.4%	1	0.5%	1	2.4%	3
Sainsbury's, Ventura Park, Bitterscote Drive, Bonehill, Tamworth B78 3HD	7.8%	62	22.3%	12	17.6%	13	8.8%	10	18.7%	6	6.1%	7	3.0%	2	3.2%	6	4.4%	6

Column %ges.



# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total		Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield								
Co-Op Food, Main Street, Rosliston, Swadlincote, DE12 8JW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Shortheath Road, Moira, DE12 6AL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Whitehouse Road, Dordon, B78 1QE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0	0.0%	0
Aldi, Station Street, Atherstone, CV9 1BU	3.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	28.4%	21	0.0%	0	0.0%	0
Tesco Superstore, Station Street, Atherstone, CV9 1BU	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	10	0.0%	0	0.0%	0
Aldi, The Parade, Sutton Coldfield, B72 1PL	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5	1.1%	1
Asda Express, Churchill Road, Sutton Coldfield, B75 7LA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Asda, Walmley Ash Road, Sutton Coldfield, B76 1XL	4.3%	35	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	16.4%	33	0.0%	0
Co-Op Food, Tamworth Road, Kingsbury, B78 2HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Iceland, Birmingham Road, Sutton Coldfield, B72 1QL	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0
Lidl, Mere Green Road, Sutton Coldfield, B75 5BN	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	6	0.0%	0
Local shops, Sutton Coldfield Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Marks and Spencer (M&S), Penns Lane, Wylde Green, Birmingham, Sutton Coldfield, B72 1AY	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	5	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield, B75 5BT	2.9%	23	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	22	0.0%	0
Aldi, Church Street, Lichfield, WS13 6EB	2.7%	22	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	21
Co-Op Food, Common Lane, Fradley Park, Lichfield, WS13 8NQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Co-Op Food, Main Street, Whittington, Lichfield, WS14 9JR	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Co-Op Food, Ryknild Street, Boley Park, Lichfield, WS14 9XU	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4
Iceland, Imperial Retail Park, Eastern Avenue, Lichfield, WS13 6RL	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Iceland, Market Street, Lichfield, WS13 6JX	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Lidl, Eastern Avenue, Lichfield, WS13 6RL	1.3%	11	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.5%	1	0.0%	0	0.0%	0	6.6%	9
Morrisons Superstore, Beacon Street, Lichfield, WS13 7QP	2.0%	16	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	15
Tesco Express, Birmingham Road, Shenstone, Lichfield, WS14 0JR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Extra, Church Street, Lichfield, WS13 6DZ	3.6%	29	0.5%	0	0.5%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	19.5%	27
Waitrose, Stonnyland Drive, Lichfield, WS13 6RX	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	7
Aldi, Adcock Road, Coalville LE67 3NU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Aldi, Belwell Lane, Sutton Coldfield, B74 4AB	0.7%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0
Aldi, Chester Road, Castle Bromwich, B36 0LB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Aldi, Chester Road, New Oscott, Sutton Coldfield, B73 5DA	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	7	0.0%	0
Aldi, Dents Road, Ashby de	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total		Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield								
la Zouch, LE65 1JS	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	13	0.0%	0	0.0%	0	0.0%	0
Aldi, Drift Road, Castle Gresley, Swadlincote, DE11 9UT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Aldi, Kingswood Road, Nuneaton, CV10 8QY	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.3%	5	0.0%	0
Aldi, Station Road, Coleshill, B46 1HU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Aldi, Weddington Road, Nuneaton, CV10 0AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Home Bargains, Greenwood Way, Chelmsley Wood, B37 5TL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Home Bargains, The Pipe Works, Hepworth Retail Park, Alleyne Close, Swadlincote, DE11 9AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Belmont Street, Swadlincote, DE11 8JU	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0
Lidl, Hinckley Road, Nuneaton, CV11 6LF	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	9	0.0%	0
Lidl, Kings Road, Sutton Coldfield, B73 5AB	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	5	0.0%	0
Lidl, Kingsbury Road, Erdington, B24 9PJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Local shops, Ashby-de-la-Zouch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Nuneaton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Swadlincote Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Lichfield Road, Mere Green, Sutton Coldfield, B74 2UG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Smithy Road, Ashby-de-la-Zouch, LE65 1GW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), The Precinct, St Modwens Walk, Burton-on-Trent, DE14 1HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Morrisons Daily, Court Lane, Oscott, Sutton Coldfield, B23 5JX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Morrisons Superstore, Bitteswell Road, Lutterworth LE17 4EZ	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	10	0.5%	0	0.0%	0	0.0%	0
Morrisons Superstore, Coppice Side, Swadlincote, DE11 8HL	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Morrisons Superstore, High Street, Chasetown, Burntwood, WS7 3XA	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.5%	1	0.0%	0
Morrisons Superstore, Park Road, Coleshill, Birmingham, B46 1AS	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.2%	3
Morrisons Superstore, Wellington Road, Burton upon Trent, Burton-on-Trent, DE14 2AR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Vicarage St, Nuneaton CV11 4XS	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	10	2.5%	2	0.0%	0	0.0%	0
Sainsbury's, Castle Vale Retail Park, Chester Rd, Castle Vale, Birmingham B35 6HB	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	6	0.0%	0

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West		Zone 2 - Tamworth East		Zone 3 - Tamworth South		Zone 4 - Fazeley		Zone 5 - Rural North		Zone 6 - Atherstone		Zone 7 - Sutton Coldfield		Zone 8 - Lichfield		
Tesco Extra, Princess Alice Drive, Sutton Coldfield, B73 6RB	2.0%	16	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	7.9%	16	0.0%	0
Tesco Extra, Resolution Rd, Ashby-de-la-Zouch LE65 1TE	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	6	1.9%	1	0.0%	0	0.0%	0
Tesco Extra, Swan Shopping Centre, Coventry Road, Yardly, B26 1AD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills, Walsall, WS8 6DZ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Internet - home delivery (Don't know / can't remember)	14.2%	114	13.6%	7	12.1%	9	14.7%	16	11.0%	3	14.6%	17	11.2%	8	17.7%	35	12.1%	17
Weighted base:		800		53		74		110		31		116		75		200		140
Sample:		800		100		100		100		100		100		100		100		100

Meanscore: [£]

## Q06 Approximately how much money does your household normally spend on a main food and grocery shop?

£1 - £5	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
£11 - £15	0.3%	2	3.9%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£16 - £20	0.6%	4	2.8%	2	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.9%	1
£21 - £25	0.5%	4	0.0%	0	1.6%	1	1.2%	1	0.6%	0	0.5%	1	0.0%	0	0.0%	0	0.4%	1
£26 - £30	2.3%	19	3.0%	2	0.9%	1	1.5%	2	4.7%	1	3.7%	4	2.2%	2	1.4%	3	3.3%	5
£31 - £35	2.0%	16	6.9%	4	1.8%	1	1.8%	2	3.5%	1	3.1%	4	0.5%	0	0.9%	2	1.5%	2
£36 - £40	3.0%	24	6.2%	3	5.0%	4	4.0%	4	2.7%	1	2.5%	3	3.2%	2	0.0%	0	4.5%	6
£41 - £45	1.8%	15	4.6%	2	0.9%	1	0.0%	0	2.9%	1	2.1%	2	2.0%	1	0.9%	2	3.5%	5
£46 - £50	7.8%	63	3.9%	2	8.5%	6	12.4%	14	9.5%	3	3.4%	4	2.8%	2	8.4%	17	10.6%	15
£51 - £60	10.3%	82	12.3%	7	17.7%	13	6.0%	7	11.2%	4	10.7%	12	12.3%	9	11.6%	23	5.5%	8
£61 - £70	10.6%	85	8.7%	5	4.2%	3	10.4%	11	13.8%	4	10.6%	12	14.6%	11	7.8%	16	15.7%	22
£71 - £80	10.3%	82	8.2%	4	8.3%	6	15.0%	17	7.0%	2	13.7%	16	12.8%	10	8.2%	16	7.7%	11
£81 - £90	6.8%	55	5.3%	3	6.9%	5	11.1%	12	5.4%	2	11.0%	13	2.9%	2	5.0%	10	5.6%	8
£91 - £100	16.6%	132	21.4%	11	9.5%	7	17.3%	19	9.9%	3	14.9%	17	21.7%	16	19.2%	38	14.1%	20
£101 - £110	1.2%	10	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.5%	1	1.7%	1	3.6%	7	0.0%	0
£111 - £120	4.8%	39	1.0%	1	6.0%	4	3.4%	4	3.9%	1	1.6%	2	5.6%	4	9.3%	19	3.0%	4
£121 - £130	2.2%	17	1.2%	1	3.4%	3	2.7%	3	0.0%	0	0.5%	1	1.4%	1	2.3%	5	3.4%	5
£131 - £140	0.9%	7	0.5%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.5%	0	3.0%	6	0.4%	1
£141 - £150	4.5%	36	3.0%	2	4.4%	3	2.7%	3	7.5%	2	5.7%	7	2.4%	2	4.3%	9	6.2%	9
£151 - £175	1.0%	8	0.0%	0	0.0%	0	1.5%	2	0.6%	0	1.6%	2	0.0%	0	2.3%	5	0.0%	0
£176 - £200	2.9%	23	1.2%	1	3.0%	2	3.2%	3	5.5%	2	6.3%	7	1.9%	1	1.1%	2	2.8%	4
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	1.1%	9	0.5%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	3	2.2%	3
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
£301+	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
(Don't know / varies)	6.6%	53	4.1%	2	10.5%	8	2.4%	3	6.8%	2	6.3%	7	9.7%	7	7.3%	15	6.2%	9
(Refused)	1.2%	9	0.0%	0	3.7%	3	2.9%	3	2.1%	1	0.5%	1	0.5%	0	0.0%	0	1.3%	2
Mean:		86.95		70.84		87.17		83.63		83.08		87.28		85.33		93.44		88.02
Weighted base:		800		53		74		110		31		116		75		200		140
Sample:		800		100		100		100		100		100		100		100		100

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West		Zone 2 - Tamworth East		Zone 3 - Tamworth South		Zone 4 - Fazeley		Zone 5 - Rural North		Zone 6 - Atherstone		Zone 7 - Sutton Coldfield		Zone 8 - Lichfield		
<b>Q07 Where did your household last undertake small-scale / top-up food and grocery shopping?</b>																		
Aldi, Saxon Drive, Tamworth, B79 7HY	0.6%	5	1.0%	1	3.6%	3	0.8%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food (Yours), Coton Ln, Tamworth B79 8JT	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Church Street, Tamworth, B79 7DH	0.7%	6	8.1%	4	0.0%	0	0.4%	0	1.1%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, The Precinct, Fontenaye Road, Coton Lane, Tamworth, B79 8JT	0.2%	2	1.5%	1	0.0%	0	0.4%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Middle Entry, Tamworth, B79 7NJ	0.4%	3	3.0%	2	0.0%	0	1.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fontenaye Road local centre, Coton Green, Tamworth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Home Bargains, George Street, Tamworth, B79 7LL	0.5%	4	2.6%	1	0.0%	0	0.8%	1	0.6%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Iceland, Ankerside Shopping Centre, George Street, Tamworth, B79 7LG	0.3%	2	0.5%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bolebridge Street, Tamworth, B79 7AG	1.0%	8	1.2%	1	3.5%	3	3.2%	4	0.6%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Coleshill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Morrisons Superstore, Upper Gungate, Tamworth, B79 7NU	2.0%	16	25.1%	13	1.6%	1	0.0%	0	2.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Premier Dhillons, Orchard Street, Tamworth, B79 7RH	0.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Masefield Drive, Tamworth, B79 8JA	0.5%	4	2.4%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Tamworth Town Centre (EXCLUDES CARDINAL AND VENTURE RETAIL PARKS)	0.6%	5	1.0%	1	3.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amington Road local centre, Bolehall, Tamworth	0.2%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Amington Road, Tamworth, B77 3LN	1.4%	11	0.0%	0	12.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Ellerbeek local centre, Stoneydelph	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, Ellerbeek, Wilnecote, Tamworth, B77 4JA	0.4%	3	2.5%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier Bolehall Food, 137 Amington Road, Tamworth, B77 3LW	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Ellerbeek, Tamworth, B77 4JA	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Kerria Road, Tamworth, B77 4GG	0.4%	3	0.0%	0	2.3%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Tamworth Road, Amington, Tamworth, B77 3DG	0.9%	7	1.4%	1	8.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Glascote Road, Glascote, Tamworth, B77 2BS	1.5%	12	0.0%	0	6.0%	4	4.9%	5	0.6%	0	0.5%	1	1.9%	1	0.0%	0	0.0%	0
Caldeonian Centre local centre, Glascote, Tamworth / Glascote local centre	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Glascote Road, Glascote, Tamworth, B77 2AF	0.6%	5	0.0%	0	5.8%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Dosthill, Tamworth, B77 1LG	1.3%	10	0.0%	0	0.0%	0	9.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettlebrook News & Off Licience, Cross Street, Kettlebrook, Tamworth B77 1AS	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total		Zone 1 - Tamworth West		Zone 2 - Tamworth East		Zone 3 - Tamworth South		Zone 4 - Fazeley		Zone 5 - Rural North		Zone 6 - Atherstone		Zone 7 - Sutton Coldfield		Zone 8 - Lichfield	
Lidl, Tame Valley Industrial Estate, Ninian Way, Wilnecote, Tamworth, B77 5DL	0.4%	4	0.0%	0	0.5%	0	2.6%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hockley Londs, Hockley Road, Tamworth, B77 5EN	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), M42, Tamworth Services, Tamworth, B77 5PS	0.4%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), M42, Tamworth Services, Tamworth, B77 5PS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, Watling Street, Two Gates, Wilnecote, Tamworth, B77 5AD	0.2%	2	0.0%	0	0.5%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Marlborough Way, Tamworth, B77 2NY	0.2%	2	0.0%	0	0.5%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Marlborough Way, Tamworth, B77 2NY	3.3%	27	3.9%	2	3.7%	3	11.9%	13	3.2%	1	0.5%	1	1.9%	1	2.8%	6	0.0%	0
Spar, Caledonian, Glascoate Heath, Tamworth, B77 2ED	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Hanbury Court, Exley, Tamworth, B77 2LA	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Dosthill, B77 1LE	1.1%	9	0.0%	0	0.0%	0	5.2%	6	2.1%	1	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Aldi, Ventura Park Road, Tamworth, B78 3HL	1.0%	8	3.1%	2	2.4%	2	0.0%	0	6.5%	2	0.0%	0	1.9%	1	0.5%	1	0.0%	0
Asda, Ventura Road, Tamworth, B78 3HB	1.3%	10	2.9%	2	1.2%	1	2.2%	2	13.1%	4	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Bodnetts Farm, Plantation Lane, Tamworth B78 3AU	0.1%	1	0.5%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Fazeley Road, Tamworth, B78 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Ventura Retail Park, Tamworth, B78 3JD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Fazeley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Mile Oak, Tamworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Ventura Retail Park, Ventura Park Road, Bitterscote, Tamworth, B78 3JD	2.1%	17	4.9%	3	5.9%	4	1.6%	2	3.2%	1	0.0%	0	2.4%	2	0.5%	1	3.1%	4
Sainsbury's, Ventura Park, Bitterscote Drive, Bonehill, Tamworth B78 3HD	1.8%	15	1.9%	1	5.0%	4	1.2%	1	4.9%	2	5.5%	6	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Coleshill Street, Fazeley, Tamworth, B78 3RB	0.4%	3	0.0%	0	0.0%	0	1.2%	1	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Brooklime Way, Tamworth, B79 0FD	0.5%	4	4.8%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Burton Road, Overseal, Swadlincote, DE12 6JJ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Measham, DE12 7HR	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	1.2%	1	0.0%	0	0.0%	0
Co-Op Food, High Street, Polesworth, B78 1DX	0.3%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Main Street, Rosliston, Swadlincote, DE12 8JW	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Shortheath Road, Moira, DE12 6AL	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	8	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Whitehouse Road, Dordon, B78 1QE	0.8%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.7%	6	0.0%	0	0.0%	0	0.0%	0
Local shops, Measham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Netherseal, Swadlincote	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Polesworth Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Shuttington Monument Foodstore,	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield
Monument View/Park Avenue, Tamworth, B78 1NF									
Spar, Bridge Street, Polesworth, B78 1DT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Browns Lane, Dordon, B78 1TR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, High Street, Measham, Swadlincote DE12 7HR	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Station Street, Atherstone, CV9 1BU	2.0%	16	0.0%	0	0.0%	0	1.0%	1	0.0%
Co-Op Food, Long Street, Atherstone, CV9 1AB	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op Food, Watling Street, Grendon, CV9 2PG	0.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%
Hurley Post Office, Knowle Hill, Hurley, Atherstone, CV9 2JE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Atherstone Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Daily, Long Street, Atherstone, CV9 1AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier, New Street, Baddesley Ensor, Atherstone CV9 2DW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Station Street, Atherstone, CV9 1BU	2.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, The Parade, Sutton Coldfield, B72 1PL	0.7%	5	0.0%	0	0.0%	0	0.0%	0	2.7%
Asda Express, Churchill Road, Sutton Coldfield, B75 7LA	0.7%	6	0.0%	0	0.0%	0	1.0%	1	0.0%
Asda, Walmley Ash Road, Sutton Coldfield, B76 1XL	1.0%	8	0.0%	0	1.2%	1	1.0%	1	0.0%
B&M, Newhall Walk Retail Park, Sutton Coldfield, B72 1RX	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op Food, Birmingham Road, Wylde Green, Sutton Coldfield, B72 1AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%
Co-Op Food, Hollyfield Road South, Sutton Coldfield, B76 1NY	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op Food, Slade Road, Sutton Coldfield, B75 5PF	2.4%	19	0.0%	0	0.0%	0	0.0%	0	9.5%
Co-Op Food, Tamworth Road, Kingsbury, B78 2HH	2.4%	19	0.0%	0	0.0%	0	1.5%	2	0.0%
Co-Op Food, Walmley Close Walmley, Sutton Coldfield, B76 1NQ	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Birmingham Road, Sutton Coldfield, B72 1QL	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingsbury Village Stores, Mill Crescent, Kingbury, Tamworth, B78 2NW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%
Lidl, Mere Green Road, Sutton Coldfield, B75 5BN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Curdworth, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%
Local shops, Sutton Coldfield Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer (M&S), The Parade, Sutton Coldfield, B72 1PH	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Birmingham Road, Wylde Green, Birmingham, Sutton Coldfield, B72	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield							
1YH																
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield, B75 5BT	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	6	0.0%	0
Tesco Express, Maney Court, Birmingham Road, Sutton Coldfield, B72 1QL	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	6	1.1%	1
Tesco Express, Whitehouse Common Road, Sutton Coldfield, B75 6HD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Aldi, Church Street, Lichfield, WS13 6EB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
B&M, Market Street, Lichfield, WS13 6LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Co-Op Food, Birmingham Road, Lichfield, WS14 9BJ	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	9
Co-Op Food, Common Lane, Fradley Park, Lichfield, WS13 8NQ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Co-Op Food, Main Street, Whittington, Lichfield, WS14 9JR	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	13
Co-Op Food, Ryknild Street, Boley Park, Lichfield, WS14 9XU	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	8.8%	12
Co-Op Food, Yoxall Way, Streethay, Lichfield, WS13 8FT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Iceland, Imperial Retail Park, Eastern Avenue, Lichfield, WS13 6RL	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4
Iceland, Market Street, Lichfield, WS13 6JX	0.2%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lidl, Eastern Avenue, Lichfield, WS13 6RL	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4
Local shops, Lichfield City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Morrisons Superstore, Beacon Street, Lichfield, WS13 7QP	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Tesco Express, Birmingham Road, Shenstone, Lichfield, WS14 0JR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Express, Netherstowe, Lichfield, WS13 6TS	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	6
Tesco Express, Three Spires, Baker's Lane, Lichfield, WS13 6NF	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	7
Tesco Extra, Church Street, Lichfield, WS13 6DZ	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	10
Waitrose (Little), London Road, Lichfield, WS14 9EQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Waitrose, Stonnyland Drive, Lichfield, WS13 6RX	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5
Aldi, Belwell Lane, Sutton Coldfield, B74 4AB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Aldi, Chester Road, Erdington, B24 0QY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Aldi, Chester Road, New Oscott, Sutton Coldfield, B73 5DA	1.3%	10	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.5%	9	0.0%	0
Aldi, Drift Road, Castle Gresley, Swadlincote, DE11 9UT	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0	0.0%	0
Aldi, Station Road, Coleshill, B46 1HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall, WS9 9AA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Co-Op Food, Clarence Road, Four Oaks, Sutton Coldfield, B74 4LU	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total		Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield								
Co-Op Food, Crowberry Lane, Barton-Under-Needwood, DE13 8AF	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Derby Rd, Ashby-de-la-Zouch LE65 2HF	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Highfields Road, Chasetown, Burntwood, WS7 4QU	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Co-Op Food, Manor Rd, King's Bromley, Burton-on-Trent DE13 7HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield, B73 5AB	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	6	0.0%	0
Lidl, Kingsbury Road, Erdington, B24 9PJ	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	5	0.0%	0
Local shops, Ashby-de-la-Zouch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Wolverhampton Londis, Rugeley Road, Armitage, Rugeley, WS15 4AR	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Lichfield Road, Mere Green, Sutton Coldfield, B74 2UG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Marks and Spencer (M&S), Lichfield Road, Mere Green, Sutton Coldfield, B74 2UG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Marks and Spencer (M&S), Princess Alice Retail Park, Chester Road North, Sutton Coldfield, B73 6RB	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	5	0.0%	0
Marks and Spencer (M&S), Sheldon Retail Park, Coventry Road, Sheldon, B26 3DE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Morrisons Superstore, Park Road, Coleshill, Birmingham, B46 1AS	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Morrisons Superstore, Wellington Road, Burton upon Trent, Burton-on-Trent, DE14 2AR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Vicarage St, Nuneaton CV11 4XS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Civic Way, Swadlincote, DE11 0AD	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	2.5%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Kingsway Retail Park, Derby, DE22 3FA	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Castle Vale Retail Park, Chester Rd, Castle Vale, Birmingham B35 6HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Express, Walsall Road, Sutton, Birmingham, Coldfield, B74 4QY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield, B73 6RB	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0
Tesco Extra, Resolution Rd, Ashby-de-la-Zouch LE65 1TE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.0%	0
Internet - home delivery	2.0%	16	4.8%	3	2.3%	2	2.5%	3	2.7%	1	0.0%	0	2.4%	2	3.1%	6	0.0%	0
Internet - click and collect	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.1%	33	1.0%	1	1.4%	1	2.5%	3	1.1%	0	10.4%	12	1.5%	1	6.3%	13	1.5%	2
(Don't do this type of shopping)	21.1%	168	18.3%	10	16.4%	12	28.1%	31	40.3%	13	25.9%	30	12.0%	9	10.3%	21	31.0%	43

Column %ges.



# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield
Weighted base:	800	53	74	110	31	116	75	200	140
Sample:	800	100	100	100	100	100	100	100	100

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West		Zone 2 - Tamworth East		Zone 3 - Tamworth South		Zone 4 - Fazeley		Zone 5 - Rural North		Zone 6 - Atherstone		Zone 7 - Sutton Coldfield		Zone 8 - Lichfield	
<b>Q08 Where did your household shop the time before that for small-scale / top-up food and grocery shopping? Was it the same, or different, and if different please specify</b>																	
<i>Asked to those that do top up food shopping at Q07</i>																	
Aldi, Saxon Drive, Tamworth, B79 7HY	1.3%	8	5.3%	2	4.0%	2	3.6%	3	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op Food (Yours), Coton Ln, Tamworth B79 8JT	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op Food, Church Street, Tamworth, B79 7DH	1.0%	6	10.0%	4	0.0%	0	0.6%	0	1.9%	0	0.8%	1	0.0%	0	0.0%	0	0.0%
Co-Op Food, The Precinct, Fontenaye Road, Coton Lane, Tamworth, B79 8JT	0.2%	1	1.8%	1	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Middle Entry, Tamworth, B79 7NJ	0.5%	3	5.4%	2	0.0%	0	0.0%	0	0.9%	0	0.8%	1	0.0%	0	0.0%	0	0.0%
Fontenaye Road local centre, Coton Green, Tamworth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%
Home Bargains, George Street, Tamworth, B79 7LL	1.0%	6	3.6%	2	2.2%	1	1.2%	1	0.9%	0	2.4%	2	0.0%	0	0.0%	0	0.0%
Iceland, Ankerside Shopping Centre, George Street, Tamworth, B79 7LG	0.6%	4	1.2%	1	3.4%	2	0.6%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%
Lidl, Bolebridge Street, Tamworth, B79 7AG	0.9%	5	1.5%	1	6.2%	4	0.0%	0	0.9%	0	0.8%	1	0.0%	0	0.0%	0	0.0%
Local shops, Coleshill	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Morrisons Superstore, Upper Gungate, Tamworth, B79 7NU	2.7%	16	31.6%	14	1.4%	1	1.4%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Masefield Drive, Tamworth, B79 8JA	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.3%	2	0.0%
Tamworth Town Centre (EXCLUDES CARDINAL AND VENTURE RETAIL PARKS)	0.8%	5	1.2%	1	3.9%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Amington Road local centre, Bolehall, Tamworth	0.3%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op Food, Amington Road, Tamworth, B77 3LN	1.9%	12	0.0%	0	19.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ellerbeek local centre, Stoneydelph	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Daily, Ellerbeek, Wilnecote, Tamworth, B77 4JA	1.1%	6	3.1%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%
Premier Bolehall Food, 137 Amington Road, Tamworth, B77 3LW	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Kerria Road, Tamworth, B77 4GG	0.3%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Tamworth Road, Amington, Tamworth, B77 3DG	1.2%	7	0.0%	0	9.5%	6	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Glascote Road, Glascote, Tamworth, B77 2BS	1.7%	10	0.0%	0	3.4%	2	7.6%	6	0.9%	0	0.8%	1	2.1%	1	0.0%	0	0.0%
B&M, Tame Valley Industrial Estate, Ninian Way, Wilnecote, B77 5DL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Caldeonian Centre local centre, Glascote, Tamworth / Glascote local centre	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op Food, Glascote Road, Glascote, Tamworth, B77 2AF	1.8%	11	0.0%	0	10.0%	6	5.7%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%
Co-Op Food, High Street, Dosthill, Tamworth, B77 1LG	1.5%	9	0.0%	0	0.0%	0	7.7%	6	3.5%	1	0.0%	0	0.0%	0	1.3%	2	0.0%
Kettlebrook News & Off Licience, Cross Street, Kettlebrook, Tamworth B77 1AS	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total		Zone 1 - Tamworth West		Zone 2 - Tamworth East		Zone 3 - Tamworth South		Zone 4 - Fazeley		Zone 5 - Rural North		Zone 6 - Atherstone		Zone 7 - Sutton Coldfield		Zone 8 - Lichfield	
Lidl, Tame Valley Industrial Estate, Ninian Way, Wilnecote, Tamworth, B77 5DL	0.7%	4	1.5%	1	2.7%	2	1.8%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hockley	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Hockley Road, Tamworth, B77 5EN	0.4%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, Watling Street, Two Gates, Wilnecote, Tamworth, B77 5AD	0.4%	3	0.0%	0	1.2%	1	2.3%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Marlborough Way, Tamworth, B77 2NY	4.4%	27	4.8%	2	4.3%	3	17.9%	14	4.6%	1	0.8%	1	1.6%	1	3.4%	6	0.0%	0
Spar, Caledonian, Glascoate Heath, Tamworth, B77 2ED	0.1%	1	0.0%	0	0.6%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Hanbury Court, Exley, Tamworth, B77 2LA	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Dosthill, B77 1LE	1.2%	7	0.0%	0	0.0%	0	9.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ventura Park Road, Tamworth, B78 3HL	1.8%	11	4.5%	2	4.6%	3	1.4%	1	3.6%	1	2.4%	2	2.1%	1	0.5%	1	0.0%	0
Asda, Ventura Road, Tamworth, B78 3HB	2.0%	12	3.0%	1	2.8%	2	2.3%	2	17.7%	3	0.0%	0	6.4%	4	0.0%	0	0.0%	0
Bodnetts Farm, Plantation Lane, Tamworth B78 3AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Fazeley Road, Tamworth, B78 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Ventura Retail Park, Tamworth, B78 3JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Fazeley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Mile Oak, Tamworth	0.2%	1	0.6%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Ventura Retail Park, Ventura Park Road, Bitterscote, Tamworth, B78 3JD	1.2%	7	6.7%	3	1.7%	1	1.2%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Sainsbury's, Ventura Park, Bitterscote Drive, Bonehill, Tamworth B78 3HD	2.3%	14	1.2%	1	2.2%	1	2.4%	2	13.1%	2	4.5%	3	0.0%	0	2.1%	4	0.6%	1
Tesco Express, Coleshill Street, Fazeley, Tamworth, B78 3RB	0.8%	4	0.0%	0	0.0%	0	2.2%	2	15.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Brooklime Way, Tamworth, B79 0FD	0.4%	3	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Burton Road, Overseal, Swadlincote, DE12 6JJ	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Measham, DE12 7HR	1.1%	7	0.0%	0	1.4%	1	0.0%	0	0.0%	0	6.6%	5	1.4%	1	0.0%	0	0.0%	0
Co-Op Food, High Street, Polesworth, B78 1DX	0.7%	4	0.0%	0	2.0%	1	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Main Street, Rosliston, Swadlincote, DE12 8JW	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Shortheath Road, Moira, DE12 6AL	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	8	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Whitehouse Road, Dordon, B78 1QE	1.2%	7	0.0%	0	0.0%	0	2.2%	2	0.0%	0	7.4%	6	0.0%	0	0.0%	0	0.0%	0
Local shops, Measham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Netherseal, Swadlincote	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Polesworth Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Seckington, Tamworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Shuttington	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Bridge Street, Polesworth, B78 1DT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total		Zone 1 - Tamworth West		Zone 2 - Tamworth East		Zone 3 - Tamworth South		Zone 4 - Fazeley		Zone 5 - Rural North		Zone 6 - Atherstone		Zone 7 - Sutton Coldfield		Zone 8 - Lichfield	
Tesco Express, High Street, Measham, Swadlincote DE12 7HR	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, Station Street, Atherstone, CV9 1BU	3.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.6%	19	0.0%	0	0.0%	0
Co-Op Food, Long Street, Atherstone, CV9 1AB	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	9.6%	6	0.0%	0	0.0%	0
Co-Op Food, Watling Street, Grendon, CV9 2PG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Hurley Post Office, Knowle Hill, Hurley, Atherstone, CV9 2JE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Local shops, Atherstone Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	2.3%	1	0.0%	0	0.0%	0
Premier, New Street, Baddesley Ensor, Atherstone CV9 2DW	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Tesco Superstore, Station Street, Atherstone, CV9 1BU	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	12.9%	8	0.0%	0	0.0%	0
The Smithy Farm Shop, Warton Lane, Grendon CV9 3DU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
A M Cooper & Sons, Mullensgrove Farm, Kingsbury Road, Curdworth, Sutton Coldfield, B76 0DF	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Aldi, The Parade, Sutton Coldfield, B72 1PL	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.0%	0
Asda Express, Churchill Road, Sutton Coldfield, B75 7LA	0.6%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Asda, Walmley Ash Road, Sutton Coldfield, B76 1XL	0.8%	5	0.6%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0
B&M, Newhall Walk Retail Park, Sutton Coldfield, B72 1RX	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0
Co-Op Food, Hollyfield Road South, Sutton Coldfield, B76 1NY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Co-Op Food, Slade Road, Sutton Coldfield, B75 5PF	1.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	11	0.0%	0
Co-Op Food, Tamworth Road, Kingsbury, B78 2HH	2.4%	14	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	7.9%	5	4.9%	8	0.0%	0
Co-Op Food, Walmley Close Walmley, Sutton Coldfield, B76 1NQ	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	7	0.0%	0
Iceland, Birmingham Road, Sutton Coldfield, B72 1QL	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	8	0.0%	0
Kingsbury Village Stores, Mill Crescent, Kingbury, Tamworth, B78 2NW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Lidl, Mere Green Road, Sutton Coldfield, B75 5BN	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0
Local shops, Curdworth, Sutton Coldfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Local shops, Mere Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sutton Coldfield Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5	0.0%	0
Marks and Spencer (M&S), The Parade, Sutton Coldfield, B72 1PH	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	6	0.0%	0
Sainsbury's Local, Birmingham Road, Wylde Green, Birmingham, Sutton Coldfield, B72 1YH	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield, B75 5BT	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	9	0.0%	0
Tesco Express, Maney	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
Court, Birmingham Road, Sutton Coldfield, B72 1QL																		
Tesco Express, Whitehouse Common Road, Sutton Coldfield, B75 6HD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0		
Aldi, Church Street, Lichfield, WS13 6EB	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4
B&M, Market Street, Lichfield, WS13 6LA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Co-Op Food, Birmingham Road, Lichfield, WS14 9BJ	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	8
Co-Op Food, Common Lane, Fradley Park, Lichfield, WS13 8NQ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Co-Op Food, Curborough Road, Lichfield, WS13 7NR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Co-Op Food, Main Street, Whittington, Lichfield, WS14 9JR	2.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	15
Co-Op Food, Ryknild Street, Boley Park, Lichfield, WS14 9XU	2.6%	15	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.8%	1	0.0%	0	0.0%	0	15.5%	15
Iceland, Imperial Retail Park, Eastern Avenue, Lichfield, WS13 6RL	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6
Iceland, Market Street, Lichfield, WS13 6JX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lidl, Eastern Avenue, Lichfield, WS13 6RL	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Local shops, Lichfield City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Morrisons Superstore, Beacon Street, Lichfield, WS13 7QP	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Tesco Express, Birmingham Road, Shenstone, Lichfield, WS14 0JR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Tesco Express, Netherstowe, Lichfield, WS13 6TS	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	6
Tesco Express, Three Spires, Baker's Lane, Lichfield, WS13 6NF	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	6
Tesco Extra, Church Street, Lichfield, WS13 6DZ	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5
Waitrose (Little), London Road, Lichfield, WS14 9EQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Waitrose, Stonnyland Drive, Lichfield, WS13 6RX	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	7
Aldi, Belwell Lane, Sutton Coldfield, B74 4AB	1.1%	7	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	6	0.0%	0
Aldi, Chester Road, New Oscott, Sutton Coldfield, B73 5DA	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	6	0.0%	0
Aldi, Drift Road, Castle Gresley, Swadlincote, DE11 9UT	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, Station Road, Coleshill, B46 1HU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall Wood, Walsall, WS9 9AA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Co-Op Food, Clarence Road, Four Oaks, Sutton Coldfield, B74 4LU	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Co-Op Food, Crowberry Lane, Barton-Under-Needwood, DE13 8AF	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Derby Rd, Ashby-de-la-Zouch LE65 2HF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West		Zone 2 - Tamworth East		Zone 3 - Tamworth South		Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield		
Co-Op Food, Highfields Road, Chasetown, Burntwood, WS7 4QU	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Co-Op Food, Manor Rd, King's Bromley, Burton-on-Trent DE13 7HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Farmfoods, Chester Road, Castle Bromwich, B36 0LB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield, B73 5AB	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	6
Lidl, Kingsbury Road, Erdington, B24 9PJ	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5
Marks and Spencer (M&S), Lichfield Road, Mere Green, Sutton Coldfield, B74 2UG	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6
Marks and Spencer (M&S), Sheldon Retail Park, Coventry Road, Sheldon, B26 3DE	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Morrisons Superstore, Park Road, Coleshill, Birmingham, B46 1AS	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.5%	1
Morrisons Superstore, Wellington Road, Burton upon Trent, Burton-on-Trent, DE14 2AR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's Superstore, Civic Way, Swadlincote, DE11 0AD	0.7%	4	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.6%	0	0.0%	0
Sainsbury's Superstore, Kingsway Retail Park, Derby, DE22 3FA	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Castle Vale Retail Park, Chester Rd, Castle Vale, Birmingham B35 6HB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sainsbury's, Warwick Rd, Kenilworth CV8 1HH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tesco Express, Walsall Road, Sutton, Birmingham, Coldfield, B74 4QY	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	7
Tesco Extra, Princess Alice Drive, Sutton Coldfield, B73 6RB	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Tesco Extra, Resolution Rd, Ashby-de-la-Zouch LE65 1TE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.9%	2	0.0%	0
Internet - home delivery (Don't know / can't remember)	2.2%	13	2.9%	1	2.8%	2	5.1%	4	4.6%	1	0.0%	0	2.7%	2
	4.1%	25	3.0%	1	2.2%	1	3.1%	2	1.9%	0	7.6%	6	2.0%	1
Weighted base:		599		43		61		76		18		74		65
Sample:		611		75		79		77		68		74		80
														167
														84
														95
														74

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West		Zone 2 - Tamworth East		Zone 3 - Tamworth South		Zone 4 - Fazeley		Zone 5 - Rural North		Zone 6 - Atherstone		Zone 7 - Sutton Coldfield		Zone 8 - Lichfield		
<b>Meanscore: [£]</b>																		
<b>Q09 Approximately how much money does your household normally spend on small-scale / top up food and grocery shop?</b>																		
<i>Asked to those that do top up food shopping at Q07</i>																		
£1 - £5	6.8%	41	9.6%	4	15.1%	9	5.9%	5	13.3%	2	5.0%	4	1.1%	1	5.3%	9	7.4%	7
£6 - £10	20.8%	124	19.9%	9	14.0%	9	18.3%	14	13.7%	3	12.7%	9	9.3%	6	29.6%	49	27.4%	26
£11 - £15	13.6%	82	19.8%	9	19.9%	12	8.6%	7	17.8%	3	14.6%	11	8.5%	6	12.4%	21	14.8%	14
£16 - £20	24.4%	146	16.3%	7	18.9%	11	28.3%	22	10.2%	2	39.7%	29	29.2%	19	23.1%	38	18.4%	17
£21 - £25	10.5%	63	9.7%	4	12.3%	7	12.7%	10	5.5%	1	13.0%	10	16.5%	11	7.0%	12	9.0%	9
£26 - £30	7.3%	44	6.8%	3	5.4%	3	9.7%	7	10.5%	2	4.9%	4	10.7%	7	6.3%	10	7.5%	7
£31 - £35	1.9%	11	3.5%	2	2.6%	2	0.6%	0	2.7%	0	2.5%	2	0.0%	0	3.1%	5	0.0%	0
£36 - £40	1.5%	9	2.1%	1	0.6%	0	0.6%	0	0.9%	0	0.8%	1	2.9%	2	1.1%	2	3.2%	3
£41 - £45	0.6%	3	0.0%	0	0.0%	0	0.0%	0	7.4%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2
£46 - £50	2.9%	17	4.6%	2	0.6%	0	6.3%	5	1.9%	0	1.7%	1	4.4%	3	2.1%	4	2.5%	2
£51 - £60	1.7%	10	1.8%	1	3.8%	2	0.0%	0	6.6%	1	0.0%	0	0.0%	0	3.3%	5	0.6%	1
£61 - £70	0.5%	3	0.6%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
£71 - £80	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.9%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	6.4%	38	5.4%	2	2.2%	1	7.7%	6	7.5%	1	5.0%	4	16.0%	10	6.7%	11	2.5%	2
(Refused)	0.7%	4	0.0%	0	3.4%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
<i>Mean:</i>		<i>19.83</i>		<i>19.47</i>		<i>18.94</i>		<i>21.03</i>		<i>22.98</i>		<i>18.70</i>		<i>23.19</i>		<i>18.75</i>		<i>19.77</i>
Weighted base:		599		43		61		76		18		74		65		167		95
Sample:		611		75		79		77		68		74		80		84		74
<b>Q10 Does your household also spend money on food and groceries in small shops or at local markets?</b>																		
Yes	30.1%	241	35.4%	19	25.1%	19	20.3%	22	39.4%	12	29.3%	34	40.5%	30	26.6%	53	36.2%	51
No	69.9%	559	64.6%	34	74.9%	55	79.7%	88	60.6%	19	70.7%	82	59.5%	45	73.4%	147	63.8%	89
Weighted base:		800		53		74		110		31		116		75		200		140
Sample:		800		100		100		100		100		100		100		100		100

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
<b>Q11 Where are these small shops or local markets located?</b>																		
<i>Asked to those that shop in small shops or local markets at Q10</i>																		
Fontenaye Road local centre, Coton Green, Tamworth	1.8%	4	1.4%	0	0.0%	0	7.6%	2	7.0%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Local shops, Coleshill	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	4.9%	3	0.0%	0
Masefield Drive local centre, Leyfields, Tamworth	0.5%	1	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre (EXCLUDES CARDINAL AND VENTURE RETAIL PARKS)	19.9%	48	78.6%	15	52.3%	10	43.0%	10	27.3%	3	5.5%	2	4.9%	1	1.7%	1	11.9%	6
Amington Road local centre, Bolehall, Tamworth	0.4%	1	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Road local centre, Amington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caldeonian Centre local centre, Glascote, Tamworth / Glascote local centre	0.8%	2	0.0%	0	9.0%	2	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exley local centre, Field Farm Road, Tamworth	0.4%	1	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glascote Road local centre, Tamworth	1.5%	4	1.4%	0	9.0%	2	0.0%	0	5.2%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Local shops, Hockley	0.2%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bodnetts Farm, Plantation Lane, Tamworth B78 3AU	2.5%	6	8.2%	2	0.0%	0	5.8%	1	11.0%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Local shops, Fazeley Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	8.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hopwas Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Mile Oak, Tamworth	0.6%	1	0.0%	0	0.0%	0	0.0%	0	12.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Appleby Magna Village Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Measham Village Centre	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	4	0.0%	0	0.0%	0	0.0%	0
Local shops, Polesworth Village Centre	4.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.5%	10	1.2%	0	0.0%	0	0.0%	0
Local shops, Atherstone Town Centre	8.6%	21	0.0%	0	0.0%	0	12.5%	3	0.0%	0	10.7%	4	46.9%	14	0.0%	0	0.0%	0
Local shops, Grendon	1.2%	3	0.0%	0	1.9%	0	0.0%	0	7.0%	1	3.6%	1	1.2%	0	0.0%	0	0.0%	0
Local shops, Curdworth, Sutton Coldfield	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.2%	1
Local shops, Mere Green	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Local shops, Sutton Coldfield Town Centre	14.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	63.9%	34	0.0%	0
Local shops, Lichfield City Centre	18.0%	43	2.8%	1	5.7%	1	9.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	78.1%	40
Local shops, Ashby-de-la-Zouch Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Birmingham City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Burton-on-Trent Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Erdington Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Local shops, Nuneaton Town Centre	2.7%	6	0.0%	0	0.0%	0	5.8%	1	0.0%	0	1.8%	1	14.9%	5	0.0%	0	0.0%	0
Local shops, Swadlincote Town Centre	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	4	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	14.3%	34	1.4%	0	13.0%	2	15.7%	3	11.0%	1	17.8%	6	24.9%	8	22.6%	12	2.4%	1
Weighted base:	241		19		19		22		12		34		30		53		51	
Sample:	255		34		28		21		32		31		40		27		42	

Column %ges.



Weighted:

July 2024

	Total	Zone 1 - Tamworth West		Zone 2 - Tamworth East		Zone 3 - Tamworth South		Zone 4 - Fazeley		Zone 5 - Rural North		Zone 6 - Atherstone		Zone 7 - Sutton Coldfield		Zone 8 - Lichfield		
<b>Meanscore: [£]</b>																		
<b>Q12 Approximately how much money does your household spend on food and groceries on a typical trip to these small shops or local markets?</b>																		
<i>Asked to those that shop in small shops or local markets at Q10</i>																		
£1 - £5	9.1%	19	16.7%	3	17.8%	3	14.1%	3	7.7%	1	19.4%	5	4.0%	1	4.4%	2	2.5%	1
£6 - £10	27.9%	58	21.3%	4	16.1%	3	25.5%	5	23.2%	3	17.4%	5	21.4%	5	35.0%	14	39.1%	19
£11 - £15	16.5%	34	8.1%	2	9.6%	2	13.8%	3	30.4%	3	30.5%	9	13.0%	3	9.8%	4	18.9%	9
£16 - £20	13.0%	27	16.2%	3	13.7%	2	5.8%	1	12.6%	1	19.6%	6	16.1%	4	7.6%	3	13.7%	7
£21 - £25	12.8%	26	18.3%	3	5.3%	1	31.8%	6	6.1%	1	10.8%	3	3.3%	1	19.1%	8	7.8%	4
£26 - £30	5.6%	12	9.7%	2	2.2%	0	0.0%	0	4.5%	0	0.0%	0	4.7%	1	17.5%	7	1.2%	1
£31 - £35	0.3%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	1.2%	3	0.0%	0	5.3%	1	9.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.7%	1	0.0%	0	8.2%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	1.0%	2	0.0%	0	0.0%	0	0.0%	0	7.9%	1	0.0%	0	1.6%	0	2.2%	1	0.0%	0
£51 - £60	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
£61 - £70	0.3%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	3.6%	2
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.1%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	9.0%	19	1.4%	0	16.6%	3	0.0%	0	6.1%	1	2.2%	1	28.8%	7	4.4%	2	12.1%	6
(Refused)	0.7%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
<b>Mean:</b>		<b>17.34</b>		<b>19.90</b>		<b>17.85</b>		<b>17.44</b>		<b>18.04</b>		<b>13.60</b>		<b>20.70</b>		<b>18.37</b>		<b>16.07</b>
Weighted base:		206		19		16		19		11		28		23		41		50
Sample:		220		33		24		18		26		25		31		23		40

**Meanscore: [Number of visits per week]****Q13 How often do you normally visit these other small shops or local markets for food and groceries shopping?***Asked to those that shop in small shops or local markets at Q10*

Daily	1.7%	4	8.8%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.6%	0	2.2%	1	0.0%	0
At least two times a week	6.2%	13	10.2%	2	15.6%	3	2.4%	0	7.7%	1	10.5%	3	8.8%	2	0.0%	0	4.2%	2
At least once a week	34.8%	72	52.3%	10	32.5%	5	7.2%	1	44.8%	5	23.8%	7	41.5%	9	47.7%	20	29.7%	15
At least once a fortnight	23.8%	49	11.1%	2	18.0%	3	25.2%	5	13.5%	1	17.2%	5	11.2%	3	30.1%	12	36.7%	18
At least once a month	18.0%	37	7.7%	1	27.4%	4	49.3%	9	27.7%	3	22.2%	6	15.9%	4	4.4%	2	14.7%	7
At least every two months	5.2%	11	0.0%	0	0.0%	0	6.9%	1	1.6%	0	8.6%	2	7.2%	2	11.1%	5	1.2%	1
Less often	4.0%	8	2.8%	1	4.3%	1	9.0%	2	1.6%	0	4.4%	1	6.1%	1	4.4%	2	1.2%	1
(Don't know / varies)	6.3%	13	7.1%	1	2.2%	0	0.0%	0	3.1%	0	11.1%	3	7.7%	2	0.0%	0	12.2%	6
<b>Mean:</b>		<b>0.83</b>		<b>1.53</b>		<b>0.83</b>		<b>0.41</b>		<b>0.78</b>		<b>0.87</b>		<b>0.89</b>		<b>0.81</b>		<b>0.70</b>
Weighted base:		206		19		16		19		11		28		23		41		50
Sample:		220		33		24		18		26		25		31		23		40

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
<b>I would now like to ask you some questions about your non-food shopping habits / preferences. In answering these questions the location may be a town centre, a specific road or area, a shopping centre, a retail park, a stand-alone store, or it could be facilities such as the internet, TV shopping or catalogue.</b>																		
<b>Q14 Speaking as an individual, can you please tell me where you last made a purchase of clothes or shoes?</b>																		
Aldi, Saxon Drive, Tamworth, B79 7HY	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Upper Gungate, Tamworth, B79 7NU	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre (EXCLUDES CARDINAL AND VENTURE RETAIL PARKS)	3.7%	29	7.4%	4	9.4%	7	8.4%	9	6.3%	2	4.4%	5	1.0%	1	0.0%	0	1.1%	1
Morrisons Superstore, Marlborough Way, Tamworth, B77 2NY	0.4%	3	0.0%	0	0.5%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ventura Road, Tamworth, B78 3HB	0.8%	7	1.4%	1	4.4%	3	0.4%	0	2.7%	1	0.0%	0	1.2%	1	0.0%	0	0.4%	1
Cardinal Point Retail Park, Tamworth, B78 3HL (Furniture Village, Caroetright, Screwfix)	0.2%	2	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Bitterscote Drive, Bonehill, Tamworth, B78 3HD (Argos, Poundland, TK Maxx)	0.5%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Marks and Spencer (M&S), Ventura Retail Park, Ventura Park Road, Bitterscote, Tamworth, B78 3JD	7.9%	63	12.1%	6	8.0%	6	6.2%	7	13.0%	4	6.8%	8	13.8%	10	4.8%	10	8.7%	12
Sainsbury's, Ventura Park, Bitterscote Drive, Bonehill, Tamworth B78 3HD	1.4%	11	1.0%	1	2.4%	2	3.7%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	5	0.0%	0
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3JD (Primark, Halfords, Next)	21.6%	173	32.8%	17	34.3%	25	21.9%	24	46.5%	15	10.5%	12	23.8%	18	20.8%	42	14.1%	20
Newton Regis Garden Centre, Shuttington Lane, Newton Regis, Tamworth, B79 0HA	0.2%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atherstone Town Centre Dobbies Garden Centre, Cross Lane Farm, Nuneaton Road, Atherstone, CV9 1RF	0.4%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0
Aldi, The Parade, Sutton Coldfield, B72 1PL	0.6%	5	0.0%	0	0.0%	0	1.5%	2	0.0%	0	2.5%	3	0.5%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Sutton Coldfield, B76 1XL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Asda, Walmley Ash Road, Sutton Coldfield, B76 1XL	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5	0.0%	0
Marks and Spencer (M&S), The Parade, Sutton Coldfield, B72 1PH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Planters Garden Centre, Woodlands Farm, Trinity Road, Tamworth, B78 2EY	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.5%	1	0.5%	0	1.3%	3	0.4%	1
Sutton Coldfield Town Centre	3.2%	25	0.0%	0	2.9%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	10.3%	21	1.6%	2
Lichfield City Centre Morrisons Superstore, Beacon Street, Lichfield, WS13 7QP	3.8%	30	3.2%	2	0.0%	0	2.8%	3	5.3%	2	0.0%	0	0.0%	0	1.4%	3	15.2%	21
Morrisons Superstore, Beacon Street, Lichfield, WS13 7QP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Tesco Extra, Church Street, Lichfield, WS13 6DZ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4
Armstrongs Mill, Department Store, Charnwood Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
Shepshe, Loughborough, LE12 9NN																		
Ashby-de-la-Zouch Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Battery Retail Park, Chapel Lane, Selly Oak, Birmingham, B29 6SJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Birmingham City Centre	3.2%	26	0.0%	0	0.0%	0	4.5%	5	0.0%	0	0.5%	1	3.8%	3	6.4%	13	3.2%	4
Boundary Outlet Store, Junction 10 Retail Park, Bentley Mill Lane, Walsall, WS2 0BT	0.6%	5	0.0%	0	2.4%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Burton-on-Trent Town Centre	0.9%	7	0.5%	0	1.6%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	2.8%	4
Centrum East Retail Park, Eighth Avenue, Burton upon Trent, DE14 2WG (Currys, Carpetright)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Chester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Colehill Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Costco, Watson Road, Nechells, Birmingham, B7 5SA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Coventry City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Derby City Centre	0.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.4%	1
Designer Outlet West Midlands, (MacArthurGlen), Eastern Way, Cannock, WS11 7JZ (Tommy Hilfiger, Next, Nike)	2.1%	17	1.4%	1	0.0%	0	1.0%	1	3.3%	1	0.5%	1	0.0%	0	1.1%	2	8.1%	11
Dobbies Garden Centre, Ashby Road, Stapleton, LE9 8JE	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Gallagher Shopping Park, Axletree Way, Wednesbury, WS10 9QY (Currys, TK Maxx, B&M)	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Leominster Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Malvern	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Lichfield Road, Mere Green, Sutton Coldfield, B74 2UG	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Marks and Spencer (M&S), Princess Alice Retail Park, Chester Road North, Sutton Coldfield, B73 6RB	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.1%	1
Marks and Spencer (M&S), Sheldon Retail Park, Coventry Road, Sheldon, B26 3DE	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), The Precinct, St Modwens Walk, Burton-on-Trent, DE14 1HL	0.7%	6	0.0%	0	1.2%	1	1.5%	2	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Mere Green	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Middleway Retail Park Guild Street, Guild St, Burton-on-Trent DE14 1NA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Nuneaton Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.5%	1	0.0%	0	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, Sutton Coldfield, B73 6RG (Next, M&S, Currys)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Rochdale Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Civic Way, Swadlincote, DE11 0AD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total		Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield								
Solihull	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	1.1%	1
Southport	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.3%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Swadlincote Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	5	0.5%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield, B73 6RB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Tesco Extra, Resolution Rd, Ashby-de-la-Zouch LE65 1TE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0
Tesco Superstore, Mill Ln, Welshpool SY21 7BL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Fort Parkway, Birmingham, B24 9FP (Primark, Next, Sports Direct)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0
Weston-super-Mare Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.9%	8	0.0%	0	0.0%	0	0.0%	0	1.6%	0	1.5%	2	2.2%	2	0.9%	2	1.3%	2
Internet / delivery	29.1%	233	24.4%	13	21.7%	16	37.2%	41	12.4%	4	32.0%	37	31.7%	24	29.4%	59	28.3%	40
Internet - Click & Collect	2.2%	18	0.0%	0	3.5%	3	1.0%	1	2.7%	1	4.1%	5	2.5%	2	1.7%	3	2.3%	3
Home catalogue	1.0%	8	2.5%	1	1.9%	1	1.4%	2	1.9%	1	2.4%	3	0.5%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.1%	33	7.1%	4	0.5%	0	3.1%	3	1.1%	0	10.8%	13	2.7%	2	4.6%	9	0.9%	1
(Don't do this type of shopping)	0.9%	7	0.5%	0	0.0%	0	0.4%	0	0.0%	0	3.7%	4	0.5%	0	0.9%	2	0.0%	0
Weighted base:		800		53		74		110		31		116		75		200		140
Sample:		800		100		100		100		100		100		100		100		100

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West		Zone 2 - Tamworth East		Zone 3 - Tamworth South		Zone 4 - Fazeley		Zone 5 - Rural North		Zone 6 - Atherstone		Zone 7 - Sutton Coldfield		Zone 8 - Lichfield		
<b>Q15 And the time before that, where did you as an individual go to make a purchase of clothes or shoes?</b>																		
<i>Asked to those that buy clothing and shoes at Q14</i>																		
Tamworth Town Centre (EXCLUDES CARDINAL AND VENTURE RETAIL PARKS)	3.3%	25	9.2%	5	7.1%	5	8.7%	9	3.3%	1	2.4%	2	1.0%	1	0.0%	0	1.1%	1
Asda, Ventura Road, Tamworth, B78 3HB	0.9%	7	1.5%	1	1.8%	1	2.8%	3	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardinal Point Retail Park, Tamworth, B78 3HL (Furniture Village, Caroetright, Screwfix)	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fazeley Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Ventura Retail Park, Ventura Park Road, Bitterscote, Tamworth, B78 3JD	7.0%	53	12.2%	6	8.5%	6	6.4%	7	8.3%	3	5.5%	5	8.8%	6	6.8%	13	4.9%	7
Sainsbury's, Ventura Park, Bitterscote Drive, Bonehill, Tamworth B78 3HD	0.4%	3	2.4%	1	0.5%	0	0.0%	0	0.6%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3JD (Primark, Halfords, Next)	20.9%	159	32.0%	16	29.9%	22	22.5%	24	38.0%	12	22.1%	22	18.3%	13	16.5%	31	13.9%	19
Newton Regis Garden Centre, Shuttington Lane, Newton Regis, Tamworth, B79 0HA	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atherstone Town Centre	0.3%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Dobbies Garden Centre, Cross Lane Farm, Nuneaton Road, Atherstone, CV9 1RF	0.2%	2	0.5%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	0	0.0%	0	0.0%	0
Aldi, The Parade, Sutton Coldfield, B72 1PL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Asda, Walmley Ash Road, Sutton Coldfield, B76 1XL	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	6	0.0%	0
Planters Garden Centre, Woodlands Farm, Trinity Road, Tamworth, B78 2EY	0.3%	2	0.0%	0	0.5%	0	0.4%	0	0.6%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	4.8%	37	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	17.2%	32	2.7%	4
TK Maxx, Newhall Walk, Queen St, Sutton Coldfield B72 1RX	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0
Lichfield City Centre	3.8%	29	2.5%	1	0.0%	0	1.2%	1	4.8%	1	2.4%	2	2.5%	2	0.5%	1	14.4%	20
Morrisons Superstore, Beacon Street, Lichfield, WS13 7QP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Tesco Extra, Church Street, Lichfield, WS13 6DZ	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	7.1%	10
Aldridge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Armstrongs Mill, Department Store, Charnwood Road, Shepshed, Loughborough, LE12 9NN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Newtown Road, Nuneaton, CV11 4FL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Ashby-de-la-Zouch Town Centre	0.2%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.5%	0	0.0%	0	0.0%	0
Astle Retail Park, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Birmingham City Centre	4.8%	36	3.3%	2	1.2%	1	4.7%	5	1.6%	0	0.0%	0	2.4%	2	9.3%	18	6.4%	9
Boundary Outlet Store, Junction 10 Retail Park, Bentley Mill Lane, Walsall, WS2 0BT	0.2%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Outlet Store,	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
Vivary Way, Colne, Lancashire BB8 9NW																		
Bournemouth Town Centre	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-on-Trent Town Centre	1.3%	10	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.1%	3	2.6%	2	0.0%	0	2.8%	4
Central London/West End	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Coleshill Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Coventry City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Derby City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Designer Outlet West Midlands, (MacArthurGlen), Eastern Way, Cannock, WS11 7JZ (Tommy Hilfiger, Next, Nike)	2.6%	20	0.0%	0	2.7%	2	3.1%	3	0.6%	0	1.8%	2	0.0%	0	3.7%	7	3.8%	5
Fosse Park, Fosse Park Avenue, Leicester, LE19 1HY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Gallagher Shopping Park, Axletree Way, Wednesbury, WS10 9QY (Currys, TK Maxx, B&M)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Garstang Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
John Lewis, Touchwood Shopping Centre, Homer Road, Solihull, B91 3RA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre, W Thurrock Way, West Thurrock, Grays, RM20 2ZP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Leamington Spa Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Manchester	0.2%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Bosworth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), The Merryhill Centre, Pedmore Rd, Brierley Hill DY5 1QS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), The Precinct, St Modwens Walk, Burton-on-Trent, DE14 1HL	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0
Merry Hill Shopping Centre, Brierley Hill DY5 1QX	0.4%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Middleway Retail Park Guild Street, Guild St, Burton-on-Trent DE14 1NA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Normandy Way, Hinckley LE10 1YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Northallerton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	4.6%	3	0.0%	0	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, Sutton Coldfield, B73 6RG (Next, M&S, Currys)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0
Reedwood Retail Park, Reedwood Way, Walsall, WS2 8XA (Dunelm, Matalan, B&M)	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Civic Way, Swadlincote, DE11 0AD	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Castle Vale Retail Park, Chester Rd, Castle Vale, Birmingham B35 6HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skegness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Solihull	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
Stratford-upon-Avon Town Centre	0.1%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swadlincote Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, Sutton Coldfield, B73 6RB	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
Tesco Extra, Resolution Rd, Ashby-de-la-Zouch LE65 1TE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Fort Parkway, Birmingham, B24 9FP (Primark, Next, Sports Direct)	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.9%	5	1.7%	2
Walsall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-super-Mare	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Weymouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Abroad	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.4%	5	0.0%	0
Internet / delivery	27.0%	205	25.9%	13	25.1%	18	35.2%	37	20.2%	6	21.5%	21	29.9%	22	23.9%	45	30.1%	42
Internet - Click & Collect	2.1%	16	0.0%	0	1.6%	1	1.6%	2	2.2%	1	0.0%	0	2.6%	2	3.5%	7	2.8%	4
Home catalogue	1.4%	10	1.1%	1	2.9%	2	1.0%	1	3.8%	1	3.6%	4	0.5%	0	0.0%	0	1.1%	1
TV / Interactive shopping	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.0%	46	6.3%	3	6.6%	5	8.1%	9	3.9%	1	11.7%	12	7.8%	6	3.3%	6	3.3%	5
Weighted base:		760		49		74		106		31		99		73		189		139
Sample:		762		93		99		97		98		89		95		93		98

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
<b>Now thinking about where your household, including yourself, last made other non-food purchases.</b>																		
<b>Q16 Can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?</b>																		
Carpet Centre, Church Street, Tamworth, B79 7DF	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakin Carpet & Flooring Co Ltd, Lichfield Road Industrial Estate, Tamworth, B79 7XF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre (EXCLUDES CARDINAL AND VENTURE RETAIL PARKS)	3.5%	28	13.7%	7	5.3%	4	7.9%	9	6.2%	2	4.1%	5	2.0%	1	0.0%	0	0.0%	0
Amington Road local centre, Bolehall, Tamworth	0.2%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Tame Valley Industrial Estate, Ninian Way, Wilnecote, B77 5DL	0.5%	4	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Marlborough Way, Tamworth, B77 2NY	0.4%	3	0.0%	0	1.6%	1	1.5%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Tame Retail Park, Brent, Wilnecote, Tamworth, B77 5DJ (B&M, Howdens, Lidl)	0.7%	6	0.0%	0	0.0%	0	3.9%	4	1.1%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
The Range, Tame Valley Industrial Estate, Wilnecote, Tamworth B77 5DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Wilnecote	0.3%	3	0.0%	0	1.8%	1	0.4%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ventura Road, Tamworth, B78 3HB	0.7%	6	0.0%	0	3.7%	3	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0
B&Q, Cardinal Point Retail Park, Tamworth, B78 3HL	0.5%	4	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.4%	1
Cardinal Point Retail Park, Tamworth, B78 3HL (Furniture Village, Caroetright, Screwfix)	3.2%	26	8.7%	5	2.3%	2	2.5%	3	7.7%	2	2.0%	2	0.0%	0	3.9%	8	2.7%	4
Fazeley Town Centre	0.1%	1	1.4%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Ventura Park Road, Tamworth, B78 3HL	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Bitterscote Drive, Bonehill, Tamworth, B78 3HD (Argos, Poundland, TK Maxx)	0.7%	6	2.5%	1	0.5%	0	0.0%	0	0.6%	0	1.5%	2	1.9%	1	0.5%	1	0.0%	0
Marks and Spencer (M&S), Ventura Retail Park, Ventura Park Road, Bitterscote, Tamworth, B78 3JD	0.7%	6	0.0%	0	2.1%	2	0.0%	0	2.7%	1	0.5%	1	3.9%	3	0.0%	0	0.0%	0
Riverside Industrial Estate, Atherstone St, Fazeley, Tamworth, B78 3RW	0.3%	2	0.0%	0	0.9%	1	1.0%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Sainsbury's, Ventura Park, Bitterscote Drive, Bonehill, Tamworth B78 3HD	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3JD (Primark, Halfords, Next)	10.1%	81	20.8%	11	13.3%	10	7.1%	8	15.6%	5	6.4%	7	14.5%	11	6.8%	14	10.8%	15
DFS, Tamworth Road, Measham, DE12 7DU	2.3%	18	2.3%	1	3.5%	3	0.4%	0	8.1%	3	6.7%	8	2.4%	2	0.0%	0	1.3%	2
Warton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Atherstone Carpets, Long Street, Atherstone, CV9 1AU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Atherstone Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Asda, Walmley Ash Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0

Column %ges.



# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total		Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield								
Sutton Coldfield, B76 1XL																		
B&M, Newhall Walk Retail Park, Sutton Coldfield, B72 1RX	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Devlin Wholesale, Minworth Industrial Park, Stockton Close, Sutton Coldfield, B76 1DH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Greenwood Country Furniture, Ground Floor, Stirchley House, Reddicap Hill, Sutton Coldfield, B75 7BU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Planters Garden Centre, Woodlands Farm, Trinity Road, Tamworth, B78 2EY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield, B75 5BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Sutton Coldfield Town Centre	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	5.0%	10	0.0%	0
Walmley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Devlin Wholesale, Britannia Enterprise Park, Prospect Drive, Lichfield, WS14 9UX	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4
Half Price Furniture Warehouse, Birmingham Road, Lichfield, WS14 9BW	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial Retail Park, Eastern Avenue, Lichfield, WS13 6RL (Iceland, B&M, Lidl)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Lichfield City Centre	1.8%	14	0.5%	0	4.2%	3	0.4%	0	2.8%	1	0.0%	0	0.5%	0	0.0%	0	6.5%	9
Asda, Loughborough Road, West Bridgford, Nottingham, NG2 7JA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Barton-under-Needwood Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Birmingham City Centre	1.4%	11	0.0%	0	0.9%	1	3.5%	4	0.0%	0	0.5%	1	0.0%	0	2.0%	4	1.5%	2
Boundary Outlet Store, Junction 10 Retail Park, Bentley Mill Lane, Walsall, WS2 0BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Bournemouth Town Centre	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-on-Trent Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	1.3%	2
Castle Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Castle Gresley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Castle Vale Retail Park, Chester Rd, Birmingham B35 6HB	0.4%	3	0.5%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0
Celtic Carpets, Pendre Gdns, Tywyn, LL36 9LW	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	5	0.0%	0
Centrum East Retail Park, Eighth Avenue, Burton upon Trent, DE14 2WG (Currys, Carpetright)	0.9%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.3%	5
Cookes Furniture Goosemoor Lane, Erdington, Birmingham, B23 5PN	1.4%	11	1.0%	1	0.0%	0	0.4%	0	0.6%	0	0.0%	0	0.0%	0	3.7%	7	1.7%	2
Costco, Watson Road, Nechells, Birmingham, B7 5SA	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cousins Furniture, Warwick Road, Tyseley, Birmingham, B11 2EW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Coventry City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Crown Wharf Retail Park,	0.3%	3	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield
Wolverhampton Street, Walsall, WS2 8LL (Argos, Smyths, Aldi)									
Derby City Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.9%
Designer Outlet West Midlands, (MacArthurGlen), Eastern Way, Cannock, WS11 7JZ (Tommy Hilfiger, Next, Nike)	0.3%	2	0.0%	0	1.4%	1	1.0%	1	0.0%
Dunelm, Regent Street, Nuneaton, CV11 4BL	1.4%	11	0.0%	0	1.2%	1	1.0%	1	0.0%
Elliott's Field Retail Park, Leicester Rd, Rugby CV21 1SR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Erdington Town Centre	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%
Gallagher Shopping Park, Axletree Way, Wednesbury, WS10 9QY (Currys, TK Maxx, B&M)	0.8%	7	0.0%	0	0.0%	0	0.0%	0	2.2%
Hinckley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%
Homebase, Chester Road, Sutton Coldfield, B73 5BA	0.2%	2	0.0%	0	0.0%	0	1.5%	2	0.0%
Homebase, The Orbital Retail Centre, Voyager Drive, Norton Canes, Cannock, WS11 8XP	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%
IKEA, Park Lane, Wednesbury, WS10 9SF	1.6%	12	1.9%	1	1.6%	1	1.2%	1	0.6%
John Lewis, Touchwood Shopping Centre, Homer Road, Solihull, B91 3RA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Leekes, Great Bridge Road, Wolverhampton, Bilston, WV14 8LB	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer (M&S), Lichfield Road, Mere Green, Sutton Coldfield, B74 2UG	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer (M&S), Princess Alice Retail Park, Chester Road North, Sutton Coldfield, B73 6RB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.7%
Marks and Spencer (M&S), Sheldon Retail Park, Coventry Road, Sheldon, B26 3DE	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.7%
Morrisons Superstore, High St, Chasetown, Burntwood WS7 3XA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Nuneaton Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.5%
Orbital Retail Park, Voyager Dr, Norton Canes, Cannock WS11 8XP	0.4%	3	0.5%	0	3.6%	3	0.0%	0	0.0%
Princess Alice Retail Park, Princess Alice Drive, Sutton Coldfield, B73 6RG (Next, M&S, Currys)	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%
Ravenside Retail Park, Kingsbury Road, Erdington, B24 9QB (The Range, Halfords, Dunelm)	2.8%	22	0.0%	0	1.8%	1	1.2%	1	1.6%
Reedswood Retail Park, Reedswood Way, Walsall, WS2 8XA (Dunelm, Matalan, B&M)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Roman Way Retail Park, Watling Street, Cannock, WS11 1SP	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Civic Way, Swadlincote, DE11 0AD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
Skipton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
St. Peters Retail Park, Lichfield Street, Burton upon Trent, DE14 3BL (Dunelm, Pets At Home, Halfords)	0.7%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	1.1%	1
Swadlincote Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.4%	1
Tesco Extra, Resolution Rd, Ashby-de-la-Zouch LE65 1TE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Fort Parkway, Birmingham, B24 9FP (Primark, Next, Sports Direct)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Toons Carpet & Furniture, Burton Road, Castle Gresley, Swadlincote, DE11 9HQ	2.3%	18	0.5%	0	2.3%	2	0.4%	0	3.5%	1	12.0%	14	0.5%	0	0.0%	0	0.4%	1
Touchwood Shopping Centre, Homer Rd, Solihull B91 3GJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Walsall Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet / delivery	15.4%	123	13.1%	7	16.5%	12	24.8%	27	14.5%	5	14.2%	16	11.1%	8	10.8%	22	18.2%	25
Internet - Click & Collect	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.7%	3	0.0%	0
Home catalogue	1.1%	9	0.5%	0	0.9%	1	1.0%	1	2.8%	1	3.3%	4	0.5%	0	0.0%	0	1.1%	1
(Don't know / can't remember)	13.6%	109	16.8%	9	11.7%	9	16.3%	18	17.5%	6	9.9%	11	20.6%	15	12.9%	26	10.8%	15
(Don't do this type of shopping)	15.2%	121	12.9%	7	13.0%	10	13.5%	15	6.5%	2	21.5%	25	14.0%	11	13.7%	27	17.8%	25
Weighted base:	800		53		74		110		31		116		75		200		140	
Sample:	800		100		100		100		100		100		100		100		100	

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
<b>Q17 Can you tell me where your household last made a purchase of DIY and decorating goods?</b>																		
Aldi, Saxon Drive, Tamworth, B79 7HY	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dulux Decorator Centre, Mariner, Lichfield Road Industrial Estate, Tamworth, B79 7UL	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre (EXCLUDES CARDINAL AND VENTURE RETAIL PARKS)	2.5%	20	5.5%	3	9.5%	7	4.5%	5	3.2%	1	1.6%	2	0.5%	0	0.0%	0	1.1%	1
B&M, Tame Valley Industrial Estate, Ninian Way, Wilnecote, B77 5DL	0.4%	3	0.0%	0	0.0%	0	2.0%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Decorating Centre, Ninian Park, Ninian Way, Tamworth, B77 5ES	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Johnstones Decorating Centre, Cedar Park, Tame Valley Industrial Estate, Wilnecote, Tamworth, B77 5DE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	0	0.0%	0	0.0%	0
Screwfix, Ninian Park, Ninian Way, Wilnecote, Tamworth, B77 5ES	1.2%	9	0.0%	0	0.5%	0	2.7%	3	3.9%	1	2.1%	2	3.0%	2	0.0%	0	0.0%	0
Tame Retail Park, Brent, Wilnecote, Tamworth, B77 5DJ (B&M, Howdens, Lidl)	1.2%	9	0.5%	0	0.9%	1	3.7%	4	0.0%	0	0.0%	0	1.7%	1	0.0%	0	2.2%	3
The Range, Tame Valley Industrial Estate, Wilnecote, Tamworth B77 5DQ	0.5%	4	2.5%	1	1.2%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Tame Valley Industrial Estate, Wilnecote, Tamworth, B77 5BY	3.3%	27	3.8%	2	3.3%	2	9.7%	11	3.7%	1	4.6%	5	2.7%	2	1.6%	3	0.0%	0
Wilnecote	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ventura Road, Tamworth, B78 3HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
B&Q, Cardinal Point Retail Park, Tamworth, B78 3HL	23.2%	186	44.7%	24	48.7%	36	24.6%	27	42.9%	13	20.4%	24	26.5%	20	9.5%	19	16.2%	23
Cardinal Point Retail Park, Tamworth, B78 3HL (Furniture Village, Caroetright, Screwfix)	2.3%	19	4.2%	2	5.5%	4	2.7%	3	6.0%	2	0.0%	0	0.0%	0	2.3%	5	2.2%	3
Home Bargains, Ventura Park Road, Tamworth, B78 3HL	0.1%	1	0.0%	0	0.0%	0	0.4%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Bitterscote Drive, Bonehill, Tamworth, B78 3HD (Argos, Poundland, TK Maxx)	0.5%	4	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Screwfix, Cardinal Point, Kinson Dr, Tamworth B78 3JF	0.1%	1	0.0%	0	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Cardinal Point, Trade Park, Kinson Drive, Tamworth, B78 3JF	0.3%	2	1.0%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3JD (Primark, Halfords, Next)	7.7%	62	20.0%	11	6.9%	5	10.9%	12	14.8%	5	9.2%	11	7.1%	5	2.9%	6	5.3%	7
Measham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Newton Regis Garden Centre, Shuttington Lane, Newton Regis, Tamworth, B79 0HA	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robins DIY, High Street, Measham, Swadlincote, DE12 7HR	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total		Zone 1 - Tamworth West		Zone 2 - Tamworth East		Zone 3 - Tamworth South		Zone 4 - Fazeley		Zone 5 - Rural North		Zone 6 - Atherstone		Zone 7 - Sutton Coldfield		Zone 8 - Lichfield	
Atherstone Town Centre	0.5%	4	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
B&M, Newhall Walk Retail Park, Sutton Coldfield, B72 1RX	0.5%	4	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0
B&M, Walmley Ash Road, Sutton Coldfield, B76 1FG	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Planters Garden Centre, Woodlands Farm, Trinity Road, Tamworth, B78 2EY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Screwfix, Reddicap Trading Estate, Sutton Coldfield, B75 7BU	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.1%	2	0.0%	0
Sutton Coldfield Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	7	0.0%	0
Wickes, Walmley Ash Road, Sutton Coldfield, B76 1FG	3.6%	29	0.0%	0	1.2%	1	1.5%	2	0.0%	0	0.0%	0	0.5%	0	13.0%	26	0.0%	0
B&M, Imperial Retail Park, Lichfield, WS13 6RL	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Decor Supplies, Britannia Way, Lichfield, WS14 9UY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Imperial Retail Park, Eastern Avenue, Lichfield, WS13 6RL (Iceland, B&M, Lidl)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Lichfield City Centre	1.5%	12	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	12
Screwfix, Prospect Drive, Lichfield, WS14 9UX	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	7
Tesco Extra, Church Street, Lichfield, WS13 6DZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Walter Tipper Ltd, Europa Way, Lichfield, WS14 9TZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Wickes, Vulcan Road, Lichfield, WS13 6GB	2.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	19
B&M, Ferrie Grove, Brownhills, Walsall, WS8 6EB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
B&M, Newton Retail Park, Nuneaton, CV11 4FN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
B&Q, Alvis Retail Park, Coventry, CV5 8BW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
B&Q, Axletree Way, Park Lane, Wednesbury, WS10 9QY	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	7	3.2%	4
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
B&Q, Dunlop Way, Erdington, B35 7RD	3.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	12.5%	25	0.0%	0
B&Q, Wellington Road, Burton upon Trent, DE14 2AP	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0	0.0%	0	4.3%	6
B&Q, Wyrley Brook, Vine Lann, Cannock, WS11 0XF	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Birmingham City Centre	0.6%	4	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.1%	2	1.1%	1
Burton-on-Trent Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Centrum East Retail Park, Eighth Avenue, Burton upon Trent, DE14 2WG (Currys, Carpetright)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Designer Outlet West Midlands, (MacArthurGlen), Eastern Way, Cannock, WS11 7JZ (Tommy Hilfiger, Next, Nike)	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Regent Street, Nuneaton, CV11 4BL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Erdington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Gallagher Shopping Park, Axletree Way,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total		Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
Wednesbury, WS10 9QY (Currys, TK Maxx, B&M)																			
Halfords, Newtown Road, Nuneaton, CV11 5UT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	
Homebase, Chester Road, Sutton Coldfield, B73 5BA	3.1%	25	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	9.5%	19	2.7%	4	
Homebase, The Orbital Retail Centre, Voyager Drive, Norton Canes, Cannock, WS11 8XP	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	
IKEA, Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham, NG16 2RP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	
IKEA, Park Lane, Wednesbury, WS10 9SF	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	
Johnstones Decorating Centre, H C M Industrial Estate, Wetmore Road, Burton-on-Trent, DE14 1QR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	
Kingstanding Hardware & DIY, Kingstanding Road, Kingstanding, Birmingham, B44 9ST	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	
Masseys, Swadlincote Road, Woodville, Swadlincote, DE11 8DA	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	
Northallerton Town Centre Nuneaton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	
Princess Alice Retail Park, Princess Alice Drive, Sutton Coldfield, B73 6RG (Next, M&S, Currys)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	
Reedswood Retail Park, Reedswood Way, Walsall, WS2 8XA (Dunelm, Matalan, B&M)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	
Reedswood Retail Park, Reedswood Way, Walsall, WS2 8XA (Dunelm, Matalan, B&M)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	
Screwfix, Coleshill Industrial Estate, Station Road, Coleshill, B46 1JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	
Screwfix, Ivanhoe Business Park, Tom Bill Way, Ashby-de-la-Zouch, LE65 2UY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	
Screwfix, Kingsbury Trading Estate, Kingsbury Road, Erdington, B24 9PP	0.2%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Screwfix, Tetron Point, Swadlincote, DE11 0WT	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	
St. Peters Retail Park, Lichfield Street, Burton upon Trent, DE14 3BL (Dunelm, Pets At Home, Halfords)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	
Swadlincote Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.5%	2	0.0%	0	0.0%	0	
The Range, Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	
Wickes, Nottingham Road Industrial Estate, Dents Road, Ashby-de-la-Zouch, LE65 1JS	1.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	13	1.2%	1	0.0%	0	0.0%	0	
Wickes, Weddington Road, Nuneaton, CV10 0AD	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	6	0.0%	0	0.0%	0	
Wickes, Wellington Road, Burton upon Trent, DE14 2AP	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	
Internet / delivery	6.4%	51	2.2%	1	2.6%	2	13.1%	14	5.5%	2	2.5%	3	8.9%	7	7.9%	16	4.8%	7	
Internet - Click & Collect	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	
(Don't know / can't remember)	6.4%	51	1.9%	1	3.3%	2	8.5%	9	7.0%	2	13.4%	16	7.6%	6	2.3%	5	7.3%	10	
(Don't do this type of shopping)	10.9%	87	8.9%	5	12.1%	9	8.9%	10	7.1%	2	7.6%	9	8.1%	6	19.6%	39	5.3%	7	

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield
Weighted base:	800	53	74	110	31	116	75	200	140
Sample:	800	100	100	100	100	100	100	100	100

Weighted:

July 2024

	Total	Zone 1 - Tamworth West		Zone 2 - Tamworth East		Zone 3 - Tamworth South		Zone 4 - Fazeley		Zone 5 - Rural North		Zone 6 - Atherstone		Zone 7 - Sutton Coldfield		Zone 8 - Lichfield		
<b>Q18 Can you tell me where you or your household last made a purchase of electrical items such as televisions, washing machines and computers?</b>																		
Aldi, Saxon Drive, Tamworth, B79 7HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre (EXCLUDES CARDINAL AND VENTURE RETAIL PARKS)	0.8%	7	1.0%	1	1.8%	1	1.5%	2	4.9%	2	1.1%	1	0.5%	0	0.0%	0	0.0%	0
Aldi, Glascote Road, Glascote, Tamworth, B77 2BS	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Ninian Park, Ninian Way, Wilnecote, Tamworth, B77 5ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Wilnecote	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ventura Road, Tamworth, B78 3HB	0.6%	4	1.9%	1	2.3%	2	0.4%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.4%	1
B&Q, Cardinal Point Retail Park, Tamworth, B78 3HL	1.0%	8	0.0%	0	1.4%	1	2.1%	2	3.9%	1	0.0%	0	1.9%	1	0.5%	1	1.1%	1
Cardinal Point Retail Park, Tamworth, B78 3HL (Furniture Village, Caroetright, Screwfix)	0.1%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Fazeley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Bitterscote Drive, Bonehill, Tamworth, B78 3HD (Argos, Poundland, TK Maxx)	0.8%	7	1.2%	1	0.9%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.1%	2	0.4%	1
Sainsbury's, Ventura Park, Bitterscote Drive, Bonehill, Tamworth B78 3HD	0.6%	5	2.9%	2	0.5%	0	0.0%	0	0.6%	0	1.8%	2	0.0%	0	0.0%	0	0.4%	1
Screwfix, Cardinal Point, Kinson Dr, Tamworth B78 3JF	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3JD (Primark, Halfords, Next)	25.4%	203	47.1%	25	49.4%	37	33.7%	37	46.2%	15	17.2%	20	26.3%	20	15.8%	32	13.2%	19
Polesworth Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Atherstone Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Sutton Coldfield, B76 1XL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield, B75 5BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Screwfix, Reddicap Trading Estate, Sutton Coldfield, B75 7BU	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Sutton Coldfield Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	5	0.0%	0
Wickes, Walmley Ash Road, Sutton Coldfield, B76 1FG	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	7	0.0%	0
Lichfield City Centre	1.9%	15	0.5%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	2	0.5%	0	0.5%	1	7.4%	10
Lidl, Eastern Avenue, Lichfield, WS13 6RL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Screwfix, Prospect Drive, Lichfield, WS14 9UX	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Tesco Extra, Church Street, Lichfield, WS13 6DZ	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Shopping Park, Classic Drive, Rowley's Green, Coventry, CV6 6LN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda, Newtown Road, Nuneaton, CV11 4FL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
B&Q, Axletree Way, Park Lane, Wednesbury, WS10 9QY	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	10	1.1%	1
Birmingham City Centre	0.9%	7	0.0%	0	0.0%	0	1.5%	2	1.6%	0	0.0%	0	1.4%	1	1.1%	2	1.1%	1
Burton-on-Trent Town	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.2%	3

Column %ges.



# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
Centre																		
Castle Vale Retail Park, Chester Rd, Birmingham B35 6HB	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.5%	9	0.0%	0
Central London/West End	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Centrum East Retail Park, Eighth Avenue, Burton upon Trent, DE14 2WG (Currys, Carpetright)	3.1%	25	0.0%	0	1.2%	1	2.5%	3	0.0%	0	7.1%	8	0.0%	0	0.0%	0	9.4%	13
Costco, Torrington Avenue, Coventry, CV4 9AQ	0.4%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Coventry City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Gallagher Shopping Park, Axletree Way, Wednesbury, WS10 9QY (Currys, TK Maxx, B&M)	1.6%	13	0.0%	0	1.2%	1	3.1%	3	0.0%	0	0.0%	0	0.0%	0	3.4%	7	1.1%	1
Ibstock Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, Touchwood Shopping Centre, Homer Road, Solihull, B91 3RA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.4%	1
Kingsway Retail Park, Derby, DE22 3FA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Leamington Spa Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Lidl, Belmont Street, Swadlincote, DE11 8JU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock, WS11 1TD	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4
Marks and Spencer (M&S), Princess Alice Retail Park, Chester Road North, Sutton Coldfield, B73 6RB	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Parc Y Llyn Retail Park, Llanbadarn Fawr, Aberystwyth, SY23 3TL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, Sutton Coldfield, B73 6RG (Next, M&S, Currys)	3.5%	28	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	13.0%	26	0.0%	0
Ravenside Retail Park, Kingsbury Road, Erdington, B24 9QB (The Range, Halfords, Dunelm)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Civic Way, Swadlincote, DE11 0AD	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5	2.5%	2	0.0%	0	0.0%	0
Sainsbury's, Castle Vale Retail Park, Chester Rd, Castle Vale, Birmingham B35 6HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Screwfix, Coleshill Industrial Estate, Station Road, Coleshill, B46 1JP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Solihull	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.5%	1	0.4%	1
Solihull Retail Park, Shirley, Solihull, B90 4LD	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Peters Retail Park, Lichfield Street, Burton upon Trent, DE14 3BL (Dunelm, Pets At Home, Halfords)	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swadlincote Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Resolution Rd, Ashby-de-la-Zouch LE65 1TE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
The Pipeworks Retail Park, (Hepworth Retail Park), Coppice Side, Swadlincote, DE11 9AA (Home Bargains, Iceland, Aldi)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
The Range, Insley Industrial Estate, Burton On Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
DE14 2AP																		
Touchwood Shopping Centre, Homer Rd, Solihull B91 3GJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Internet / delivery	30.7%	246	31.7%	17	26.3%	19	32.0%	35	26.0%	8	32.4%	38	36.0%	27	24.1%	48	38.0%	53
Internet - Click & Collect	0.5%	4	0.0%	0	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Home catalogue	0.3%	3	0.0%	0	0.5%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
(Don't know / can't remember)	5.6%	44	6.0%	3	4.0%	3	3.9%	4	9.7%	3	3.1%	4	6.9%	5	4.5%	9	9.4%	13
(Don't do this type of shopping)	10.3%	82	6.0%	3	8.4%	6	10.2%	11	4.3%	1	19.2%	22	5.5%	4	13.0%	26	5.6%	8
Weighted base:	800		53		74		110		31		116		75		200		140	
Sample:	800		100		100		100		100		100		100		100		100	

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
<b>Q19 Can you tell me where you or your household last made a purchase of health, beauty or chemist items?</b>																		
Aldi, Saxon Drive, Tamworth, B79 7HY	0.4%	4	1.9%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Home Bargains, George Street, Tamworth, B79 7LL	0.5%	4	4.2%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Lidl, Bolebridge Street, Tamworth, B79 7AG	0.3%	3	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Masefield Drive local centre, Leyfields, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Upper Gungate, Tamworth, B79 7NU	0.5%	4	4.5%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre (EXCLUDES CARDINAL AND VENTURE RETAIL PARKS)	7.0%	56	26.8%	14	23.9%	18	10.3%	11	11.3%	4	4.6%	5	2.9%	2	0.0%	0	1.1%	1
Amington Road local centre, Bolehall, Tamworth	0.3%	3	1.4%	1	2.4%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Road local centre, Amington	0.3%	2	0.0%	0	2.5%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Glascote Road, Glascote, Tamworth, B77 2BS	0.7%	6	0.5%	0	3.5%	3	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
B&M, Tame Valley Industrial Estate, Ninian Way, Wilnecote, B77 5DL	0.2%	2	0.0%	0	0.5%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belgrave Village Centre	0.2%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caldeonian Centre local centre, Glascote, Tamworth / Glascote local centre	0.3%	2	0.0%	0	2.9%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glascote Road local centre, Tamworth	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Street, Dosthill local centre / Dosthill local centre	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Tame Valley Industrial Estate, Ninian Way, Wilnecote, Tamworth, B77 5DL	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Marlborough Way, Tamworth, B77 2NY	2.8%	22	0.0%	0	8.4%	6	7.7%	8	1.6%	0	3.7%	4	3.8%	3	0.0%	0	0.0%	0
Tame Retail Park, Brent, Wilnecote, Tamworth, B77 5DJ (B&M, Howdens, Lidl)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Wilnecote	1.1%	9	0.0%	0	0.5%	0	6.7%	7	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ventura Park Road, Tamworth, B78 3HL	0.7%	5	1.0%	1	0.0%	0	1.0%	1	2.1%	1	0.0%	0	1.9%	1	0.0%	0	1.3%	2
Asda, Ventura Road, Tamworth, B78 3HB	2.6%	21	3.6%	2	6.5%	5	5.3%	6	9.0%	3	2.1%	2	0.5%	0	1.3%	3	0.0%	0
B&Q, Cardinal Point Retail Park, Tamworth, B78 3HL	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardinal Point Retail Park, Tamworth, B78 3HL (Furniture Village, Caroetright, Screwfix)	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fazeley Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	18.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Ventura Park Road, Tamworth, B78 3HL	0.7%	6	1.9%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	2.5%	2	1.3%	3	0.0%	0
Jolly Sailor Retail Park, Bitterscote Drive, Bonehill, Tamworth, B78 3HD (Argos, Poundland, TK Maxx)	0.5%	4	1.7%	1	1.6%	1	1.5%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Ventura Retail Park, Ventura Park Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
Bitterscote, Tamworth, B78 3JD																		
Sainsbury's, Ventura Park, Bitterscote Drive, Bonehill, Tamworth B78 3HD	1.6%	13	5.9%	3	0.0%	0	0.8%	1	1.3%	0	1.6%	2	1.0%	1	2.7%	5	0.0%	0
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3JD (Primark, Halfords, Next)	16.5%	132	29.9%	16	25.1%	19	35.4%	39	35.1%	11	14.6%	17	7.9%	6	6.9%	14	7.8%	11
Dordon Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Measham Village Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6	0.0%	0	0.0%	0	0.0%	0
Polesworth Village Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, Station Street, Atherstone, CV9 1BU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Atherstone Town Centre	2.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	25.9%	19	0.0%	0	0.0%	0
Grendon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Street, Atherstone, CV9 1BU	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5	0.0%	0	0.0%	0
Aldi, The Parade, Sutton Coldfield, B72 1PL	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	5	1.1%	1
Asda, Walmley Ash Road, Sutton Coldfield, B76 1XL	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	8	0.0%	0
B&M, Newhall Walk Retail Park, Sutton Coldfield, B72 1RX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
B&M, Walmley Ash Road, Sutton Coldfield, B76 1FG	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Kingsbury Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield, B75 5BT	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	7	0.0%	0
Sutton Coldfield Town Centre	7.0%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.9%	56	0.0%	0
Walmley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Aldi, Church Street, Lichfield, WS13 6EB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Imperial Retail Park, Eastern Avenue, Lichfield, WS13 6RL (Iceland, B&M, Lidl)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.1%	1
Lichfield City Centre	7.3%	59	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.8%	2	0.0%	0	2.7%	5	36.2%	51
Lidl, Eastern Avenue, Lichfield, WS13 6RL	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Morrisons Superstore, Beacon Street, Lichfield, WS13 7QP	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4
Tesco Extra, Church Street, Lichfield, WS13 6DZ	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	10
Waitrose, Stonnyland Drive, Lichfield, WS13 6RX	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	7
Whittington Village Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	6
Aldi, Dents Road, Ashby-de-la-Zouch, LE65 1JS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Drift Road, Castle Gresley, Swadlincote, DE11 9UT	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, Station Road, Coleshill, B46 1HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch Town Centre	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	9	2.5%	2	0.0%	0	0.0%	0
B&Q, Axletree Way, Park Lane, Wednesbury, WS10 9QY	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Birmingham City Centre	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	6	2.7%	4
Bookers Wholesalers, Bermuda Industrial Estate, St Georges Way, Nuneaton, CV10 7JS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Burton-on-Trent Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Castle Gresley Village	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West		Zone 2 - Tamworth East		Zone 3 - Tamworth South		Zone 4 - Fazeley		Zone 5 - Rural North		Zone 6 - Atherstone		Zone 7 - Sutton Coldfield		Zone 8 - Lichfield		
Centre																		
Central London/West End	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Chesterfield Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Coleshill Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.5%	1	0.0%	0
Costco, Watson Road, Nechells, Birmingham, B7 5SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.2%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Erdington Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5	0.0%	0
Gallagher Shopping Park, Axletree Way, Wednesbury, WS10 9QY (Currys, TK Maxx, B&M)	0.7%	6	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.1%	1
Hurley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Lidl, Hincley Road, Nuneaton, CV11 6LF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Mere Green	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0
Morrisons Superstore, Coppice Side, Swadlincote, DE11 8HL	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	5	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, High St, Chasetown, Burntwood WS7 3XA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Morrisons Superstore, Park Rd, Coleshill, Birmingham B46 1AS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Morrisons Superstore, Wallows Lane, Walsall, WS2 9BZ	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Wellington Rd, Burton upon Trent, Burton-on-Trent DE14 2AR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, Sutton Coldfield, B73 6RG (Next, M&S, Currys)	2.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	20	1.1%	1
Sainsbury's Superstore, Civic Way, Swadlincote, DE11 0AD	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Vicarage St, Nuneaton CV11 4XS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Sainsbury's, Castle Vale Retail Park, Chester Rd, Castle Vale, Birmingham B35 6HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Swadlincote Town Centre	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	11	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Resolution Rd, Ashby-de-la-Zouch LE65 1TE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.5%	0	0.0%	0	0.0%	0
Tesco Superstore, Mill Ln, Welshpool SY21 7BL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Fort Parkway, Birmingham, B24 9FP (Primark, Next, Sports Direct)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
The Pipeworks Retail Park, (Hepworth Retail Park), Coppice Side, Swadlincote, DE11 9AA (Home Bargains, Iceland, Aldi)	0.2%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Water Orton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Internet / delivery	13.7%	109	10.4%	6	8.3%	6	16.5%	18	5.6%	2	13.3%	15	15.3%	11	12.7%	25	18.2%	26
Internet - Click & Collect	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home catalogue	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.5%	20	1.0%	1	1.2%	1	2.2%	2	3.5%	1	5.7%	7	4.0%	3	1.1%	2	2.1%	3
(Don't do this type of	4.0%	32	4.9%	3	0.0%	0	2.0%	2	2.7%	1	3.7%	4	5.9%	4	8.4%	17	0.4%	1

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield
shopping)									
Weighted base:	800	53	74	110	31	116	75	200	140
Sample:	800	100	100	100	100	100	100	100	100

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield	
<b>Q20 Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?</b>										
Aldi, Saxon Drive, Tamworth, B79 7HY	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Fontenaye Road local centre, Coton Green, Tamworth	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Tamworth Town Centre (EXCLUDES CARDINAL AND VENTURE RETAIL PARKS)	0.7%	6	1.0%	1	1.8%	1	1.5%	2	2.7%	1
Aldi, Glascote Road, Glascote, Tamworth, B77 2BS	0.1%	1	0.5%	0	0.0%	0	0.4%	0	0.0%	0
Tame Retail Park, Brent, Wilnecote, Tamworth, B77 5DJ (B&M, Howdens, Lidl)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Aldi, Ventura Park Road, Tamworth, B78 3HL	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Ventura Road, Tamworth, B78 3HB	0.7%	6	0.5%	0	2.9%	2	1.5%	2	4.6%	1
Drayton Park Golf Club, Drayton Manor, Drayton Manor Drive, Fazeley, Drayton Bassett, Tamworth, B78 3TN	0.1%	1	0.5%	0	0.5%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Bitterscote Drive, Bonehill, Tamworth, B78 3HD (Argos, Poundland, TK Maxx)	0.7%	5	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Marks and Spencer (M&S), Ventura Retail Park, Ventura Park Road, Bitterscote, Tamworth, B78 3JD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Riverside Industrial Estate, Atherstone St, Fazeley, Tamworth, B78 3RW	0.2%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Sainsbury's, Ventura Park, Bitterscote Drive, Bonehill, Tamworth B78 3HD	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3JD (Primark, Halfords, Next)	14.6%	117	22.6%	12	18.8%	14	22.9%	25	24.5%	8
Newton Regis Garden Centre, Shuttington Lane, Newton Regis, Tamworth, B79 0HA	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Atherstone Town Centre	0.3%	3	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Aldi, The Parade, Sutton Coldfield, B72 1PL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Sutton Coldfield, B76 1XL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Walmley Ash Road, Sutton Coldfield, B76 1FG	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curdworth Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield, B75 5BT	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashbourne Town Centre	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Birmingham City Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Burton-on-Trent Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Castle Vale Retail Park,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield	
Chester Rd, Birmingham B35 6HB										
Centrum East Retail Park, Eighth Avenue, Burton upon Trent, DE14 2WG (Currys, Carpetright)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Watson Road, Nechells, Birmingham, B7 5SA	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Coventry City Centre	0.2%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Crown Wharf Retail Park, Wolverhampton Street, Walsall, WS2 8LL (Argos, Smyths, Aldi)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Giltbrook Retail Park, Nottingham Road, Giltbrook, Nottingham NG16 2RP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Grasmere Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guitarguitar, Hagley Road, Birmingham, B16 8LT	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Kingsway Retail Park, Derby, DE22 3FA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Newton Abbott	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Nuneaton Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Princess Alice Retail Park, Princess Alice Drive, Sutton Coldfield, B73 6RG (Next, M&S, Currys)	1.0%	8	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Ravenside Retail Park, Kingsbury Road, Erdington, B24 9QB (The Range, Halfords, Dunelm)	1.6%	13	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Sainsbury's Superstore, Civic Way, Swadlincote, DE11 0AD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Southport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
St. Peters Retail Park, Lichfield Street, Burton upon Trent, DE14 3BL (Dunelm, Pets At Home, Halfords)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Resolution Rd, Ashby-de-la-Zouch LE65 1TE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
The Fort Shopping Park, Fort Parkway, Birmingham, B24 9FP (Primark, Next, Sports Direct)	1.2%	10	0.0%	0	1.2%	1	3.5%	4	0.0%	0
The Pipeworks Retail Park, (Hepworth Retail Park), Coppice Side, Swadlincote, DE11 9AA (Home Bargains, Iceland, Aldi)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Welshpool	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Internet / delivery	20.1%	161	17.1%	9	12.2%	9	20.1%	22	9.7%	3
TV / Interactive shopping	0.4%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don't know / can't remember)	6.6%	53	8.2%	4	5.3%	4	9.9%	11	1.6%	1
(Don't do this type of shopping)	42.3%	339	46.8%	25	50.3%	37	31.3%	34	53.5%	17
Weighted base:	800		53		74		110		31	
Sample:	800		100		100		100		100	



# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West		Zone 2 - Tamworth East		Zone 3 - Tamworth South		Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield						
<b>Q21 Can you tell me where you or your household last made a purchase of other non-food items such as books, physical entertainment products e.g. CDs, vinyl or DVD/Blu-Ray, jewellery or china and glass items?</b>																		
Fontenaye Road local centre, Coton Green, Tamworth	0.2%	1	1.7%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre (EXCLUDES CARDINAL AND VENTURE RETAIL PARKS)	5.0%	40	13.7%	7	18.5%	14	11.1%	12	8.0%	3	2.1%	2	0.0%	0	0.0%	0	1.1%	1
Morrisons Superstore, Marlborough Way, Tamworth, B77 2NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Asda, Ventura Road, Tamworth, B78 3HB	0.9%	7	1.9%	1	5.5%	4	1.5%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Ventura Park Road, Tamworth, B78 3HL	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Bitterscote Drive, Bonehill, Tamworth, B78 3HD (Argos, Poundland, TK Maxx)	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.5%	0	0.0%	0	5.4%	8
Marks and Spencer (M&S), Ventura Retail Park, Ventura Park Road, Bitterscote, Tamworth, B78 3JD	0.1%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Sainsbury's, Ventura Park, Bitterscote Drive, Bonehill, Tamworth B78 3HD	0.4%	3	1.9%	1	0.9%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3JD (Primark, Halfords, Next)	4.8%	38	6.7%	4	13.6%	10	6.6%	7	12.6%	4	3.2%	4	2.8%	2	2.7%	5	1.5%	2
Dordon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Atherstone Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Sutton Coldfield, B76 1XL	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0
Sutton Coldfield Town Centre	3.4%	27	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	27	0.0%	0
TK Maxx, Newhall Walk, Queen St, Sutton Coldfield B72 1RX	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Walmley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Dobbies Garden Centre, Birmingham Road, Shenstone, Lichfield, WS14 0QQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Lichfield City Centre	4.1%	33	1.5%	1	1.8%	1	4.4%	5	4.9%	2	0.0%	0	1.9%	1	0.0%	0	16.2%	23
Tesco Extra, Church Street, Lichfield, WS13 6DZ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Aberdeen City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Aberystwyth Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Ashby-de-la-Zouch Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.5%	0	0.0%	0	0.0%	0
Belvoir Retail and Leisure Quarter, Coalville LE67 3XA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	2.2%	17	0.5%	0	1.4%	1	1.5%	2	0.6%	0	0.0%	0	3.8%	3	4.1%	8	2.1%	3
Burton-on-Trent Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	2.8%	1	3.4%	4	0.5%	0	0.0%	0	1.3%	2
Castle Vale Retail Park, Chester Rd, Birmingham B35 6HB	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colehill Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Crown Wharf Retail Park, Wolverhampton Street, Walsall, WS2 8LL (Argos, Smyths, Aldi)	0.2%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Designer Outlet West Midlands,	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West		Zone 2 - Tamworth East		Zone 3 - Tamworth South		Zone 4 - Fazeley		Zone 5 - Rural North		Zone 6 - Atherstone		Zone 7 - Sutton Coldfield		Zone 8 - Lichfield		
(MacArthurGlen), Eastern Way, Cannock, WS11 7JZ (Tommy Hilfiger, Next, Nike)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
IKEA, Park Lane, Wednesbury, WS10 9SF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Touchwood Shopping Centre, Homer Road, Solihull, B91 3RA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Marks and Spencer (M&S), Sheldon Retail Park, Coventry Road, Sheldon, B26 3DE	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Morrisons Superstore, Coppice Side, Swadlincote, DE11 8HL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	6.5%	5	0.0%	0	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, Sutton Coldfield, B73 6RG (Next, M&S, Currys)	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	7	1.1%	1
Ravenside Retail Park, Kingsbury Road, Erdington, B24 9QB (The Range, Halfords, Dunelm)	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	7	0.0%	0
Solihull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Swadlincote Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Resolution Rd, Ashby-de-la-Zouch LE65 1TE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.4%	1	0.0%	0	0.0%	0
The Fort Shopping Park, Fort Parkway, Birmingham, B24 9FP (Primark, Next, Sports Direct)	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Pipeworks Retail Park, (Hepworth Retail Park), Coppice Side, Swadlincote, DE11 9AA (Home Bargains, Iceland, Aldi)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0
Weymouth	0.2%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.3%	2
Internet / delivery	39.8%	319	32.1%	17	24.0%	18	43.3%	48	30.1%	9	41.8%	49	37.9%	28	41.7%	83	47.2%	66
Internet - Click & Collect	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Home catalogue	0.4%	3	0.5%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
(Don't know / can't remember)	4.8%	39	0.5%	0	9.1%	7	3.5%	4	11.2%	4	6.4%	7	5.7%	4	4.8%	10	1.9%	3
(Don't do this type of shopping)	23.2%	186	36.2%	19	22.7%	17	21.7%	24	25.4%	8	32.3%	38	26.2%	20	20.0%	40	14.6%	21
Weighted base:	800		53		74		110		31		116		75		200		140	
Sample:	800		100		100		100		100		100		100		100		100	

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
<b>Meanscore: [Number of visits per month]</b>																		
<b>Q22 When did you last visit Tamworth Town Centre?</b>																		
Within the last week	25.6%	205	63.3%	34	56.9%	42	40.3%	44	46.4%	15	18.6%	22	16.9%	13	10.3%	21	11.0%	15
Within the last 2 weeks	7.7%	61	10.0%	5	8.3%	6	10.5%	12	8.4%	3	6.4%	7	5.5%	4	8.0%	16	5.6%	8
Within the last month	8.2%	66	5.3%	3	6.9%	5	19.6%	22	18.5%	6	7.8%	9	10.7%	8	4.6%	9	3.0%	4
Within the last 2 months	5.7%	46	5.4%	3	4.5%	3	6.6%	7	6.6%	2	3.7%	4	9.6%	7	1.6%	3	11.0%	15
Within the last 3 months	1.5%	12	0.0%	0	4.6%	3	2.5%	3	2.4%	1	0.0%	0	1.2%	1	0.5%	1	2.1%	3
Within the last 4-6 months	7.2%	58	1.7%	1	3.9%	3	6.1%	7	2.7%	1	7.0%	8	7.1%	5	13.7%	27	3.9%	5
Within the last 7-9 months	3.1%	25	3.9%	2	1.4%	1	2.6%	3	0.6%	0	3.2%	4	1.4%	1	3.5%	7	4.9%	7
Within the last 10-12 months	4.1%	33	2.3%	1	0.5%	0	1.0%	1	2.8%	1	4.2%	5	1.5%	1	8.2%	16	4.9%	7
Longer than 12 months ago	25.5%	204	4.8%	3	10.3%	8	7.7%	8	9.0%	3	43.3%	50	39.5%	30	27.9%	56	33.4%	47
(Don't know / can't remember)	3.6%	29	1.5%	1	1.8%	1	1.5%	2	0.6%	0	3.5%	4	1.0%	1	2.7%	5	10.3%	14
(Never visited Tamworth Town Centre)	7.8%	62	1.9%	1	0.9%	1	1.4%	2	2.2%	1	2.1%	2	5.5%	4	19.1%	38	9.8%	14
<i>Mean:</i>		<i>1.39</i>		<i>2.87</i>		<i>2.61</i>		<i>2.12</i>		<i>2.28</i>		<i>1.07</i>		<i>1.01</i>		<i>0.71</i>		<i>0.78</i>
Weighted base:		800		53		74		110		31		116		75		200		140
Sample:		800		100		100		100		100		100		100		100		100

**Meanscore: [Time in minutes]****Q23 How long do you normally spend in Tamworth Town Centre when you visit?***Asked to those tha have visited Tamworth Town Centre within the last year.*

1 - 10 minutes	5.1%	26	11.2%	5	4.7%	3	1.7%	2	3.0%	1	1.0%	1	4.6%	2	7.8%	8	7.0%	5
11 - 20 minutes	4.6%	23	7.6%	4	4.3%	3	9.8%	10	9.3%	3	0.0%	0	2.2%	1	0.0%	0	5.7%	4
21 - 30 minutes	15.3%	77	18.2%	9	19.1%	12	17.7%	17	15.5%	4	17.3%	10	13.1%	5	11.8%	12	10.4%	7
31 - 40 minutes	2.1%	10	1.3%	1	0.5%	0	1.8%	2	0.6%	0	0.0%	0	0.9%	0	7.1%	7	0.0%	0
41 - 50 minutes	1.8%	9	1.3%	1	3.7%	2	1.1%	1	3.3%	1	5.1%	3	2.6%	1	0.0%	0	0.0%	0
51 - 60 minutes	28.6%	144	29.9%	15	27.4%	18	27.0%	27	36.3%	10	33.5%	20	27.2%	11	22.0%	22	34.6%	23
61 to 90 minutes	7.7%	39	9.7%	5	13.8%	9	2.5%	2	9.8%	3	5.2%	3	7.1%	3	9.6%	10	6.9%	4
91 to 120 minutes	19.4%	98	12.1%	6	19.6%	13	24.6%	24	11.8%	3	22.1%	13	24.5%	10	14.9%	15	21.6%	14
More than 120 minutes	11.8%	59	6.8%	3	3.2%	2	11.7%	11	10.3%	3	12.2%	7	16.8%	7	21.4%	22	6.2%	4
(Don't know / varies)	3.6%	18	1.8%	1	3.7%	2	2.0%	2	0.0%	0	3.6%	2	0.9%	0	5.3%	5	7.7%	5
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		<i>84.12</i>		<i>62.86</i>		<i>68.63</i>		<i>83.71</i>		<i>81.55</i>		<i>87.26</i>		<i>90.61</i>		<i>107.47</i>		<i>74.56</i>
Weighted base:		505		49		64		98		28		59		40		101		65
Sample:		548		90		86		89		87		58		49		47		42

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
<b>Q24 What is usually the MAIN purpose of your trip to Tamworth Town Centre?</b>																		
<i>Asked to those tha have visited Tamworth Town Centre within the last year.</i>																		
Purchasing NON-FOOD shopping (not click & collect, not market)	26.2%	132	31.2%	15	22.8%	15	28.8%	28	22.7%	6	13.8%	8	18.2%	7	39.5%	40	18.6%	12
Using services such as banks or dry cleaners	20.6%	104	28.4%	14	22.7%	15	25.2%	25	33.7%	9	22.1%	13	25.9%	10	4.0%	4	21.4%	14
Purchasing FOOD shopping (not click & collect, not market)	8.8%	44	11.7%	6	14.7%	9	8.4%	8	9.4%	3	8.3%	5	11.4%	5	3.5%	4	8.3%	5
Daytime leisure activity e.g. visiting cafes, restaurants	8.5%	43	2.6%	1	8.7%	6	9.8%	10	3.1%	1	4.1%	2	6.9%	3	15.2%	15	8.1%	5
Window shopping / browsing (no purchase made)	7.3%	37	6.9%	3	5.1%	3	6.2%	6	4.0%	1	20.9%	12	13.2%	5	2.7%	3	4.2%	3
Evening leisure activity e.g. visiting restaurants, pubs, bars	5.4%	27	4.0%	2	4.5%	3	2.9%	3	3.7%	1	0.0%	0	3.1%	1	7.6%	8	14.9%	10
Visiting health service such as doctor, dentist, hospital	5.2%	26	3.5%	2	5.6%	4	1.4%	1	8.1%	2	6.2%	4	8.0%	3	7.4%	7	4.7%	3
Visiting friends / relatives who live in the town centre	3.6%	18	0.0%	0	0.5%	0	2.7%	3	2.1%	1	7.2%	4	6.9%	3	4.4%	4	4.7%	3
Going for a walk / walk the dog	3.4%	17	3.6%	2	5.2%	3	2.8%	3	1.2%	0	3.1%	2	0.0%	0	7.1%	7	0.0%	0
Travelling to / from work	2.5%	13	2.1%	1	1.3%	1	3.5%	3	7.1%	2	1.0%	1	0.9%	0	0.0%	0	7.0%	5
Purchasing items from Tamworth market / Visiting the market	2.4%	12	1.3%	1	2.7%	2	1.1%	1	0.0%	0	3.9%	2	4.6%	2	0.0%	0	7.2%	5
Visiting parks / outdoor recreation facilities / Tamworth Castle	2.0%	10	0.0%	0	0.0%	0	3.9%	4	1.8%	0	6.3%	4	0.0%	0	1.8%	2	0.0%	0
Leisure activity - cinema, dance class, etc	0.9%	5	0.0%	0	2.7%	2	0.0%	0	0.6%	0	1.0%	1	0.0%	0	2.2%	2	0.0%	0
Travelling for other reasons / making public transport connections	0.8%	4	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.2%	2	0.9%	1
Visiting library	0.7%	3	4.2%	2	1.9%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collecting a purchase made online / click & collect service	0.6%	3	0.5%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Visiting place of worship (Don't know)	0.5%	3	0.0%	0	0.5%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.5%	2	0.0%	0	0.5%	0	1.1%	1	0.0%	0	1.0%	1	0.9%	0	0.0%	0	0.0%	0
Weighted base:		505		49		64		98		28		59		40		101		65
Sample:		548		90		86		89		87		58		49		47		42

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West		Zone 2 - Tamworth East		Zone 3 - Tamworth South		Zone 4 - Fazeley		Zone 5 - Rural North		Zone 6 - Atherstone		Zone 7 - Sutton Coldfield		Zone 8 - Lichfield		
<b>Q25 When you visit Tamworth Town Centre, what other activities or services do you use? [MR]</b>																		
<i>Asked to those tha have visited Tamworth Town Centre within the last year.</i>																		
Purchasing NON-FOOD shopping (not click & collect, not market)	17.9%	90	18.0%	9	24.8%	16	15.6%	15	31.1%	9	20.8%	12	19.5%	8	2.2%	2	29.1%	19
Daytime leisure activity e.g. visiting cafes, restaurants	16.2%	82	11.9%	6	12.8%	8	11.7%	11	20.6%	6	32.2%	19	17.9%	7	14.6%	15	14.7%	10
Purchasing FOOD shopping (not click & collect, not market)	9.8%	49	17.1%	8	8.3%	5	10.1%	10	18.7%	5	6.3%	4	13.9%	6	8.8%	9	3.5%	2
Evening leisure activity e.g. visiting restaurants, pubs, bars	7.9%	40	14.4%	7	4.7%	3	10.0%	10	3.9%	1	0.0%	0	0.0%	0	14.6%	15	6.2%	4
Visiting health service such as doctor, dentist, hospital	7.2%	36	3.2%	2	12.2%	8	8.3%	8	16.3%	5	1.0%	1	0.0%	0	6.7%	7	10.5%	7
Using services such as banks or dry cleaners	6.8%	34	12.7%	6	12.9%	8	5.3%	5	1.9%	1	7.1%	4	5.5%	2	6.1%	6	2.3%	1
Window shopping / browsing (no purchase made)	6.0%	30	3.1%	2	8.2%	5	7.9%	8	6.3%	2	7.8%	5	4.4%	2	2.2%	2	8.1%	5
Visiting parks / outdoor recreation facilities / Tamworth Castle	4.8%	24	3.1%	2	3.2%	2	4.8%	5	2.5%	1	5.2%	3	4.5%	2	8.3%	8	2.7%	2
Purchasing items from Tamworth market / Visiting the market	2.7%	13	4.2%	2	2.7%	2	2.2%	2	3.6%	1	1.0%	1	3.4%	1	0.0%	0	6.9%	4
Going for a walk / walk the dog	2.2%	11	2.7%	1	4.2%	3	3.0%	3	1.2%	0	2.1%	1	0.9%	0	0.0%	0	3.5%	2
Visiting friends / relatives who live in the town centre	2.2%	11	2.6%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	4.8%	5	7.1%	5
Leisure activity - cinema, dance class, etc	1.9%	10	0.0%	0	0.5%	0	1.7%	2	0.6%	0	0.0%	0	0.9%	0	7.1%	7	0.0%	0
Collecting a purchase made online / click & collect service	0.8%	4	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Visiting library	0.7%	3	0.0%	0	1.6%	1	0.5%	0	0.6%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Travelling to / from work	0.6%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Travelling to / from school / college / university (includes school-run)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Buying fuel (visiting petrol station)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Visiting place of worship (No other activities)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.4%	2	0.0%	0	0.0%	0	1.7%	2	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		505		49		64		98		28		59		40		101		65
Sample:		548		90		86		89		87		58		49		47		42

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
<b>Q25X Any activity or service used in Tamworth (combination of Q24 and Q25): [MR]</b>																		
<i>Asked to those that have visited Tamworth Town Centre within the last year.</i>																		
Purchasing NON-FOOD shopping (not click & collect, not market)	44.0%	222	49.2%	24	47.6%	31	44.4%	44	53.8%	15	34.6%	21	37.7%	15	41.7%	42	47.7%	31
Using services such as banks or dry cleaners	27.4%	138	41.1%	20	35.6%	23	30.4%	30	35.5%	10	29.1%	17	31.4%	13	10.1%	10	23.7%	15
Daytime leisure activity e.g. visiting cafes, restaurants	24.8%	125	14.5%	7	21.5%	14	21.4%	21	23.8%	7	36.2%	21	24.8%	10	29.8%	30	22.8%	15
Purchasing FOOD shopping (not click & collect, not market)	18.6%	94	28.8%	14	22.9%	15	18.4%	18	28.1%	8	14.5%	9	25.3%	10	12.4%	12	11.9%	8
Window shopping / browsing (no purchase made)	13.3%	67	10.0%	5	13.3%	9	14.1%	14	10.3%	3	28.7%	17	17.5%	7	4.9%	5	12.3%	8
Evening leisure activity e.g. visiting restaurants, pubs, bars	13.3%	67	18.4%	9	9.2%	6	12.9%	13	7.7%	2	0.0%	0	3.1%	1	22.2%	22	21.1%	14
Visiting health service such as doctor, dentist, hospital	12.4%	63	6.6%	3	17.8%	11	9.7%	10	24.5%	7	7.2%	4	8.0%	3	14.2%	14	15.2%	10
Visiting parks / outdoor recreation facilities / Tamworth Castle	6.7%	34	3.1%	2	3.2%	2	8.7%	9	4.3%	1	11.5%	7	4.5%	2	10.1%	10	2.7%	2
Visiting friends / relatives who live in the town centre	5.7%	29	2.6%	1	0.5%	0	2.7%	3	2.8%	1	7.2%	4	6.9%	3	9.2%	9	11.8%	8
Going for a walk / walk the dog	5.7%	29	6.3%	3	9.4%	6	5.9%	6	2.5%	1	5.2%	3	0.9%	0	7.1%	7	3.5%	2
Purchasing items from Tamworth market / Visiting the market	5.1%	26	5.5%	3	5.3%	3	3.4%	3	3.6%	1	5.0%	3	8.0%	3	0.0%	0	14.0%	9
Travelling to / from work	3.1%	16	3.4%	2	1.3%	1	3.5%	3	7.1%	2	1.0%	1	0.9%	0	0.0%	0	10.5%	7
Leisure activity - cinema, dance class, etc	2.9%	15	0.0%	0	3.3%	2	1.7%	2	1.2%	0	1.0%	1	0.9%	0	9.3%	9	0.0%	0
Collecting a purchase made online / click & collect service	1.4%	7	0.5%	0	1.3%	1	1.1%	1	1.8%	0	0.0%	0	0.0%	0	2.2%	2	3.5%	2
Visiting library	1.4%	7	4.2%	2	3.5%	2	0.5%	0	1.2%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Travelling for other reasons / making public transport connections	0.8%	4	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.2%	2	0.9%	1
Visiting place of worship	0.6%	3	0.0%	0	0.5%	0	2.3%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travelling to / from school / college / university (includes school-run)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Buying fuel (visiting petrol station)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
(Don't know)	0.5%	2	0.0%	0	0.5%	0	1.1%	1	0.0%	0	1.0%	1	0.9%	0	0.0%	0	0.0%	0
Weighted base:		505		49		64		98		28		59		40		101		65
Sample:		548		90		86		89		87		58		49		47		42

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
<b>Q26 Which of the following statements most closely reflects your use of the market in Tamworth Town Centre?</b>																		
<i>Asked to those tha have visited Tamworth Town Centre within the last year.</i>																		
I visit the market every Tuesday (but not Saturday)	2.9%	15	8.4%	4	3.4%	2	5.9%	6	4.6%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
I visit the market every Saturday (but not Tuesday)	2.3%	12	5.2%	3	3.8%	2	0.5%	0	1.9%	1	1.0%	1	0.0%	0	2.6%	3	3.6%	2
I visit the market every Tuesday and Saturday	1.8%	9	9.6%	5	3.2%	2	0.5%	0	3.0%	1	1.0%	1	0.9%	0	0.0%	0	0.0%	0
I visit the market once or twice a fortnight	3.3%	17	3.6%	2	6.7%	4	3.6%	3	7.4%	2	0.0%	0	6.9%	3	0.0%	0	3.5%	2
I visit the market once or twice a month	9.5%	48	17.9%	9	10.9%	7	5.6%	5	16.3%	5	6.2%	4	10.7%	4	2.6%	3	18.1%	12
I visit the market but less often than once or twice a month	15.1%	76	11.7%	6	17.5%	11	21.1%	21	11.0%	3	17.4%	10	16.7%	7	9.5%	10	13.3%	9
I visit the market for specialist markets only (e.g. art markets, young trader markets, festive markets)	2.9%	15	1.3%	1	1.9%	1	0.0%	0	3.0%	1	5.0%	3	0.9%	0	4.4%	4	6.9%	4
I never visit the market (Don't know / can't say)	60.7%	306	42.4%	21	52.6%	34	61.8%	61	48.6%	13	62.0%	37	59.1%	24	80.9%	81	54.6%	36
	1.5%	7	0.0%	0	0.0%	0	1.1%	1	4.2%	1	5.3%	3	4.9%	2	0.0%	0	0.0%	0
Weighted base:		505		49		64		98		28		59		40		101		65
Sample:		548		90		86		89		87		58		49		47		42

Weighted:

July 2024

	Total	Zone 1 - Tamworth West		Zone 2 - Tamworth East		Zone 3 - Tamworth South		Zone 4 - Fazeley		Zone 5 - Rural North		Zone 6 - Atherstone		Zone 7 - Sutton Coldfield		Zone 8 - Lichfield		
<b>Q27 What do you like about Tamworth Town Centre? [MR]</b>																		
<i>Asked to those tha have visited Tamworth Town Centre within the last year.</i>																		
Attractive environment / nice place	10.3%	52	7.7%	4	8.9%	6	7.3%	7	9.5%	3	19.5%	12	1.8%	1	17.0%	17	4.7%	3
Familiar / know where everything is	10.1%	51	8.4%	4	4.8%	3	15.4%	15	5.0%	1	3.9%	2	8.0%	3	6.6%	7	23.2%	15
Castle grounds / historic qualities	7.7%	39	7.3%	4	5.6%	4	4.7%	5	6.7%	2	7.7%	5	19.1%	8	9.5%	10	5.4%	4
Nice atmosphere / friendly people	7.3%	37	4.5%	2	6.0%	4	7.5%	7	6.4%	2	7.1%	4	10.3%	4	9.2%	9	6.4%	4
Close to home	6.7%	34	10.3%	5	10.3%	7	8.6%	8	9.1%	3	3.1%	2	9.0%	4	5.4%	5	0.0%	0
Open / green spaces / parks	4.7%	24	5.7%	3	6.9%	4	3.4%	3	0.6%	0	11.3%	7	13.4%	5	0.9%	1	0.0%	0
Good cafés / restaurants	4.6%	23	4.5%	2	11.1%	7	4.1%	4	1.2%	0	2.1%	1	0.0%	0	7.4%	7	0.9%	1
Shops - good range of non-food shops generally	3.8%	19	0.5%	0	0.0%	0	2.2%	2	6.9%	2	0.0%	0	2.2%	1	7.0%	7	10.2%	7
Good layout / shops close together	3.7%	19	2.1%	1	3.8%	2	4.0%	4	9.8%	3	2.1%	1	3.4%	1	4.5%	5	2.3%	1
You can get everything you need there	3.6%	18	0.0%	0	0.0%	0	3.3%	3	3.0%	1	6.9%	4	5.3%	2	7.4%	7	0.9%	1
Quiet / not too busy	3.6%	18	4.8%	2	2.7%	2	3.3%	3	4.4%	1	1.0%	1	1.8%	1	8.2%	8	0.0%	0
Parking - it's easy to find a space	3.1%	16	2.6%	1	2.7%	2	0.0%	0	5.6%	2	3.1%	2	3.6%	1	4.8%	5	4.7%	3
Traditional / quaint	2.8%	14	0.5%	0	3.7%	2	4.0%	4	2.4%	1	0.0%	0	3.6%	1	5.6%	6	0.0%	0
Pedestrianised areas	2.6%	13	0.5%	0	5.1%	3	0.5%	0	0.0%	0	1.0%	1	2.2%	1	6.0%	6	2.3%	1
Good market	2.4%	12	1.6%	1	4.6%	3	4.5%	4	0.0%	0	6.0%	4	0.9%	0	0.0%	0	0.0%	0
Shops - good range of independent shops	2.2%	11	1.3%	1	1.3%	1	1.1%	1	0.6%	0	5.0%	3	0.9%	0	5.2%	5	0.0%	0
Good pubs / bars	2.1%	10	1.1%	1	7.5%	5	0.5%	0	1.8%	0	0.0%	0	0.0%	0	2.6%	3	2.3%	1
Close to friends / relatives	2.0%	10	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	7.1%	5
Clean streets / well maintained	1.9%	10	0.0%	0	1.3%	1	1.7%	2	0.0%	0	6.0%	4	3.4%	1	0.0%	0	3.5%	2
Shops - good range of affordable shops	1.9%	10	0.0%	0	2.7%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	4	3.5%	2
Like to support local businesses	1.8%	9	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	2	3.5%	2
Easy to get there by car	1.7%	8	0.5%	0	0.0%	0	1.7%	2	0.0%	0	2.1%	1	0.0%	0	2.2%	2	4.7%	3
Diverse / multi-cultural	1.4%	7	1.3%	1	1.3%	1	1.1%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	4.6%	3
Good for financial services (e.g. banks / building societies)	1.3%	7	1.6%	1	2.7%	2	0.0%	0	1.8%	0	4.6%	3	2.6%	1	0.0%	0	0.0%	0
Good range of other services (e.g. library, hairdresser, vets etc.)	1.3%	6	0.0%	0	2.9%	2	1.7%	2	0.0%	0	0.0%	0	6.8%	3	0.0%	0	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	1.1%	6	3.2%	2	1.6%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Shops - good range of clothes shops	0.9%	5	0.0%	0	0.5%	0	0.5%	0	0.0%	0	1.0%	1	0.0%	0	2.6%	3	0.9%	1
Good for a day out	0.9%	4	0.0%	0	1.6%	1	1.6%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Parking - it's free	0.8%	4	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	3.4%	3	0.0%	0
Shops - good range of 'high street' retailers	0.8%	4	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Good toilet facilities	0.7%	4	0.0%	0	1.3%	1	0.0%	0	1.8%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Shops - good range of supermarkets	0.7%	3	0.0%	0	0.5%	0	0.5%	0	3.7%	1	0.0%	0	0.0%	0	0.9%	1	0.9%	1
Shops - good range of charity shops	0.6%	3	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work / en route to work	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Good seating areas	0.3%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - it's cheap	0.3%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Shops - good opening hours / open on Sundays	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Easy to get there on foot	0.3%	1	0.0%	0	1.3%	1	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific retailer - Pandora	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of bakers / butchers / greengrocers	0.2%	1	0.0%	0	1.1%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of health services (e.g. doctors, dentists, opticians etc.)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Good bus service	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Shops - good range of	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.



# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield
quality shops (Nothing)	34.8% 176	45.4% 22	34.3% 22	36.5% 36	50.8% 14	38.5% 23	25.1% 10	22.6% 23	39.6% 26
(Don't know)	2.7% 13	6.0% 3	3.3% 2	3.5% 3	2.4% 1	0.0% 0	5.4% 2	2.2% 2	0.0% 0
Weighted base:	505	49	64	98	28	59	40	101	65
Sample:	548	90	86	89	87	58	49	47	42

Weighted:

July 2024

	Total		Zone 1 - Tamworth West		Zone 2 - Tamworth East		Zone 3 - Tamworth South		Zone 4 - Fazeley		Zone 5 - Rural North		Zone 6 - Atherstone		Zone 7 - Sutton Coldfield		Zone 8 - Lichfield	
<b>Q28 What do you dislike about Tamworth Town Centre? [MR]</b>																		
<i>Asked to those tha have visited Tamworth Town Centre within the last year.</i>																		
Too many empty shops	24.6%	124	26.1%	13	34.1%	22	31.4%	31	36.7%	10	35.0%	21	15.5%	6	9.9%	10	17.8%	12
Shops - need more / better clothes shops	8.4%	42	8.2%	4	7.6%	5	13.2%	13	5.7%	2	5.1%	3	0.0%	0	7.5%	8	12.7%	8
Shops - need more 'high street' retailers	7.2%	37	10.7%	5	7.3%	5	9.8%	10	2.1%	1	15.5%	9	6.4%	3	0.0%	0	7.1%	5
Shops - need more / better range of non-food shops generally	7.2%	36	11.9%	6	11.3%	7	5.3%	5	12.6%	3	6.0%	4	9.5%	4	4.0%	4	4.7%	3
Too many charity shops	7.0%	35	7.6%	4	9.5%	6	6.2%	6	4.8%	1	9.6%	6	3.1%	1	2.6%	3	12.9%	8
Not attractive / poor environment	6.0%	30	8.5%	4	10.4%	7	8.3%	8	8.9%	2	0.0%	0	1.8%	1	5.6%	6	3.6%	2
Needs an update / revamp	5.7%	29	1.6%	1	6.5%	4	4.0%	4	2.3%	1	6.3%	4	1.8%	1	8.1%	8	10.6%	7
Shops - need more quality shops	4.4%	22	2.1%	1	6.4%	4	4.9%	5	3.6%	1	11.9%	7	0.9%	0	0.0%	0	5.8%	4
Parking - no free parking	4.2%	21	0.5%	0	5.2%	3	4.4%	4	1.8%	0	6.0%	4	16.9%	7	0.0%	0	3.6%	2
Dirty streets / poorly maintained	3.9%	20	4.7%	2	6.3%	4	4.4%	4	1.9%	1	8.4%	5	0.9%	0	0.0%	0	4.7%	3
Shops - need more independent shops	3.7%	19	7.6%	4	6.5%	4	4.4%	4	6.1%	2	1.0%	1	4.6%	2	0.0%	0	3.2%	2
Parking - not enough spaces available	2.9%	15	2.7%	1	1.1%	1	0.9%	1	0.0%	0	5.1%	3	4.6%	2	6.8%	7	0.0%	0
Lack of security / don't feel safe	2.7%	14	8.4%	4	2.9%	2	6.6%	6	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - expensive parking	2.3%	12	1.6%	1	2.4%	2	2.5%	2	3.3%	1	4.1%	2	1.8%	1	2.2%	2	0.9%	1
Shops - need more / better range of supermarkets	2.2%	11	3.8%	2	3.3%	2	2.7%	3	5.7%	2	0.0%	0	3.6%	1	0.0%	0	2.3%	1
Too many vape shops	2.0%	10	2.6%	1	1.6%	1	2.2%	2	4.4%	1	1.0%	1	9.5%	4	0.0%	0	0.0%	0
Not enough / poor quality cafés / restaurants	1.8%	9	1.1%	1	1.6%	1	1.6%	2	2.1%	1	0.0%	0	0.0%	0	3.1%	3	3.5%	2
Too many phone shops	1.7%	8	4.0%	2	1.1%	1	1.3%	1	1.2%	0	4.1%	2	4.1%	2	0.0%	0	0.0%	0
Not enough / poor quality pubs / bars	1.5%	8	0.5%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	2.2%	2	7.1%	5
Not enough financial services (e.g. banks / building societies)	1.5%	7	0.0%	0	2.4%	2	4.5%	4	0.6%	0	0.0%	0	0.9%	0	0.9%	1	0.0%	0
Too much construction / road works ongoing	1.4%	7	1.1%	1	1.6%	1	0.0%	0	1.9%	1	1.0%	1	0.0%	0	4.5%	5	0.0%	0
Poor market	1.4%	7	2.9%	1	6.0%	4	1.1%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - need more affordable shops	1.3%	7	0.5%	0	1.6%	1	2.7%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.9%	1
Too many barbers	1.3%	7	5.8%	3	2.6%	2	0.0%	0	0.6%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0
Traffic congestion	1.3%	7	0.0%	0	0.5%	0	1.1%	1	0.0%	0	2.1%	1	0.9%	0	1.8%	2	2.7%	2
Poor atmosphere / unfriendly people	1.3%	7	3.1%	2	0.0%	0	2.9%	3	4.4%	1	1.0%	1	0.9%	0	0.0%	0	0.0%	0
Too many beggars	1.1%	6	0.0%	0	0.0%	0	4.0%	4	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Too much homelessness	1.1%	5	0.0%	0	0.5%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	5.0%	3
Poor nightlife	1.0%	5	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0
Too many card shops	1.0%	5	6.0%	3	0.5%	0	0.0%	0	0.6%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Hard to get to by bus	0.9%	5	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.9%	0	2.6%	3	0.0%	0
Lack of pedestrianised areas	0.9%	5	1.1%	1	0.5%	0	1.6%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.3%	1
Changing the Co-Op to a college	0.6%	3	0.5%	0	1.1%	1	1.7%	2	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hard to get to by train	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Too busy / crowded	0.5%	3	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Shops - need more bakers / butchers / greengrocers	0.5%	2	0.5%	0	1.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough other services (e.g. library, hairdresser, vets etc.)	0.4%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many takeaways	0.4%	2	2.7%	1	0.0%	0	0.5%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor disabled access	0.4%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Parking - not enough disabled parking	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hard to get to on foot	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away from home	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Poorly maintained roads	0.2%	1	0.0%	0	0.5%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - need longer opening hours / more open on Sundays	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - cashless payment	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Not enough leisure facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield
(e.g. leisure centres, cinema, health and fitness clubs, etc)									
Not enough health facilities (e.g. doctors, dentists, opticians, etc)	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.0% 1	0.0% 0	0.0% 0	0.0% 0
Too many betting shops	0.1% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.9% 0	0.0% 0	0.0% 0
Lack of undercover shopping	0.1% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.9% 0	0.0% 0	0.0% 0
Too many disability scooters	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.6% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
(Nothing)	27.2% 137	12.6% 6	25.2% 16	11.8% 12	16.9% 5	25.2% 15	35.9% 15	44.7% 45	37.4% 24
(Don't know)	3.7% 19	3.6% 2	2.9% 2	5.4% 5	0.6% 0	2.1% 1	1.8% 1	7.8% 8	0.0% 0
Weighted base:	505	49	64	98	28	59	40	101	65
Sample:	548	90	86	89	87	58	49	47	42

Weighted:

July 2024

	Total	Zone 1 - Tamworth West		Zone 2 - Tamworth East		Zone 3 - Tamworth South		Zone 4 - Fazeley		Zone 5 - Rural North		Zone 6 - Atherstone		Zone 7 - Sutton Coldfield		Zone 8 - Lichfield		
<b>Q29 Thinking about how Tamworth Town Centre may look in the future, how do you think it may need to change so that it's successful?</b> <b>[MR]</b> <i>Asked to those tha have visited Tamworth Town Centre within the last year.</i>																		
Shops - more 'high street' retailers	17.4%	88	25.7%	13	17.3%	11	15.0%	15	11.1%	3	22.3%	13	20.0%	8	12.3%	12	18.9%	12
Shops - more / better range of non-food shops generally	16.7%	85	27.2%	13	21.1%	14	9.8%	10	27.2%	8	16.2%	10	17.8%	7	18.0%	18	8.2%	5
Shops - more independent shops	12.4%	63	11.3%	6	15.5%	10	13.2%	13	14.7%	4	11.3%	7	25.2%	10	6.6%	7	10.3%	7
Shops - more / better clothes shops	11.4%	58	21.4%	10	9.5%	6	23.0%	23	4.2%	1	6.2%	4	9.6%	4	6.6%	7	4.5%	3
Less empty shops	9.7%	49	10.7%	5	14.4%	9	16.0%	16	5.7%	2	12.4%	7	3.4%	1	0.0%	0	12.8%	8
Parking - make it free	8.1%	41	7.6%	4	10.5%	7	11.7%	12	9.6%	3	7.1%	4	19.6%	8	4.3%	4	0.0%	0
Shops - more high quality shops	7.6%	38	4.1%	2	12.6%	8	11.1%	11	7.8%	2	9.2%	5	4.4%	2	3.4%	3	6.9%	4
More / better cafés / restaurants	5.7%	29	5.2%	3	9.3%	6	8.2%	8	6.6%	2	8.3%	5	1.8%	1	0.0%	0	7.0%	5
Parking - make it cheaper	5.1%	26	6.6%	3	9.8%	6	3.8%	4	3.7%	1	12.0%	7	0.9%	0	0.0%	0	5.9%	4
Parking - make more spaces available	4.9%	25	7.4%	4	4.3%	3	2.2%	2	1.2%	0	6.2%	4	4.6%	2	9.6%	10	0.9%	1
Less charity shops	4.4%	22	2.1%	1	0.5%	0	3.9%	4	3.0%	1	0.0%	0	7.0%	3	4.8%	5	12.9%	8
Shops - more bakers / butchers / greengrocers	3.8%	19	0.5%	0	3.2%	2	5.6%	6	5.5%	2	3.9%	2	11.2%	5	0.0%	0	4.7%	3
Make it more attractive / nicer environment	3.5%	18	7.0%	3	3.1%	2	2.2%	2	4.4%	1	5.1%	3	12.4%	5	0.9%	1	0.0%	0
Less traffic congestion / improved access	2.8%	14	0.5%	0	3.3%	2	0.0%	0	0.6%	0	9.0%	5	0.9%	0	0.9%	1	7.9%	5
Update / refurbish the shopping area	2.8%	14	4.9%	2	5.9%	4	3.4%	3	1.2%	0	6.1%	4	0.0%	0	0.0%	0	0.9%	1
More for children / families	2.8%	14	2.6%	1	3.4%	2	4.4%	4	2.4%	1	6.3%	4	0.0%	0	0.0%	0	2.7%	2
Better security / safety	2.7%	13	6.9%	3	0.0%	0	5.9%	6	1.2%	0	5.1%	3	0.0%	0	0.9%	1	0.0%	0
Shops - more / better range of supermarkets	2.4%	12	7.0%	3	2.9%	2	1.1%	1	8.9%	2	1.0%	1	0.9%	0	2.2%	2	0.0%	0
More / better pubs / bars	2.2%	11	2.0%	1	1.3%	1	3.3%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	5.8%	4
Parking - make more disabled spaces available	2.1%	10	0.5%	0	1.3%	1	2.2%	2	0.0%	0	1.0%	1	2.2%	1	5.6%	6	0.0%	0
Cleaner streets / better maintained	1.9%	10	4.9%	2	4.2%	3	1.3%	1	1.9%	1	1.0%	1	0.0%	0	0.0%	0	3.5%	2
Better market	1.9%	10	0.5%	0	7.1%	5	3.9%	4	3.0%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Attract more businesses / fewer vacant units / lower rates	1.6%	8	7.6%	4	2.7%	2	1.3%	1	3.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better range of other services (e.g. library, hairdresser, vets etc.)	1.5%	8	2.7%	1	2.7%	2	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - more affordable shops	1.3%	6	0.0%	0	1.1%	1	5.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to by bus	1.2%	6	0.0%	0	0.0%	0	1.8%	2	0.6%	0	0.0%	0	2.2%	1	2.6%	3	0.9%	1
More pedestrianised areas	1.1%	6	1.1%	1	0.0%	0	4.5%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Improve the nightlife	1.1%	6	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
More / better financial services (e.g. banks / building societies)	1.0%	5	2.7%	1	0.0%	0	1.7%	2	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0
Less cheap shops	1.0%	5	0.0%	0	0.5%	0	1.7%	2	1.8%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Nicer atmosphere / friendlier people	0.8%	4	0.5%	0	0.5%	0	2.2%	2	1.8%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better health facilities (e.g. doctors, dentists, opticians, etc)	0.7%	4	0.0%	0	0.0%	0	3.5%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better layout / shops closer together	0.6%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
More rubbish bins	0.6%	3	0.0%	0	2.0%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better connections with tourism assets such as Tamworth Castle	0.6%	3	0.0%	0	0.0%	0	1.8%	2	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to by train	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Easier to get to by car	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Get rid of the college	0.5%	2	0.0%	0	2.7%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less barbers	0.5%	2	1.1%	1	1.1%	1	0.9%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities in the town centre should stay open longer / be open after work	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
More / better seating areas	0.4%	2	1.6%	1	0.5%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
More / better public toilets	0.4%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Quieter / less busy	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.3%	1
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.3%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.3%	2	0.5%	0	0.5%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to on foot	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less phone shops	0.1%	1	0.5%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Less betting shops	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
(Don't know)	13.6%	69	4.7%	2	10.3%	7	5.0%	5	11.7%	3	7.1%	4	16.2%	7	33.0%	33	11.6%	8
(Nothing)	12.2%	62	7.3%	4	12.1%	8	7.9%	8	8.8%	2	7.8%	5	12.3%	5	14.5%	15	24.6%	16
Weighted base:	505		49		64		98		28		59		40		101		65	
Sample:	548		90		86		89		87		58		49		47		42	

**Q30 Which of the following local centres do you visit the most? [PR]**

Fontenaye Road local centre, Coton Green, Tamworth	3.3%	26	15.8%	8	3.5%	3	0.8%	1	14.4%	5	2.5%	3	0.0%	0	1.1%	2	3.3%	5
Masefield Drive local centre, Leyfields, Tamworth	1.9%	15	21.6%	12	0.0%	0	1.0%	1	6.5%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Amington Road local centre, Bolehall, Tamworth	3.9%	31	3.3%	2	23.7%	18	5.3%	6	0.0%	0	3.6%	4	1.0%	1	0.5%	1	0.0%	0
Caldeonian Centre local centre, Glascote, Tamworth / Glascote local centre	4.4%	35	0.0%	0	5.3%	4	15.7%	17	1.6%	1	3.2%	4	0.0%	0	5.0%	10	0.0%	0
High Street, Dosthill local centre / Dosthill local centre	2.7%	22	0.5%	0	1.2%	1	12.4%	14	7.2%	2	0.0%	0	3.0%	2	0.9%	2	0.4%	1
Ellerbeek local centre, Stoneydelph	2.2%	18	0.0%	0	14.0%	10	6.7%	7	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glascote Road local centre, Tamworth	6.7%	53	0.5%	0	11.5%	9	12.4%	14	8.1%	3	9.7%	11	5.6%	4	1.7%	3	6.8%	10
Tamworth Road local centre, Amington	3.5%	28	1.4%	1	10.0%	7	4.9%	5	1.1%	0	2.0%	2	0.0%	0	1.1%	2	6.9%	10
Exley local centre, Field Farm Road, Tamworth	1.5%	12	1.9%	1	4.6%	3	6.6%	7	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't visit any of these centres)	69.8%	559	55.0%	29	26.2%	19	34.1%	37	58.7%	18	78.4%	91	90.4%	68	89.7%	179	82.5%	116
Weighted base:	800		53		74		110		31		116		75		200		140	
Sample:	800		100		100		100		100		100		100		100		100	

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
<b>Q31 What is usually the main purpose of your trip to CENTRE MENTIONED AT Q30?</b>																		
<i>Not asked to those that don't visit any of the centres mentioned at Q30</i>																		
Purchasing FOOD shopping (not click & collect)	36.7%	89	37.9%	9	39.5%	22	36.8%	27	36.8%	5	52.3%	13	60.0%	4	13.2%	3	26.1%	6
Purchasing NON-FOOD shopping (not click & collect)	16.3%	39	18.6%	4	21.8%	12	14.1%	10	13.5%	2	9.3%	2	0.0%	0	16.6%	3	21.5%	5
Visiting friends / relatives who live in the town centre	10.5%	25	0.0%	0	4.0%	2	10.0%	7	11.5%	1	9.6%	2	24.5%	2	27.3%	6	18.6%	5
Daytime leisure activity e.g. visiting cafes, restaurants	10.3%	25	4.3%	1	3.8%	2	6.3%	5	8.0%	1	11.8%	3	0.0%	0	42.9%	9	18.2%	4
Visiting health service such as doctor, dentist, hospital	7.9%	19	7.5%	2	7.8%	4	12.9%	9	9.1%	1	9.6%	2	0.0%	0	0.0%	0	0.0%	0
Using services such as banks or dry cleaners	7.1%	17	15.0%	4	6.1%	3	7.7%	6	13.2%	2	2.5%	1	0.0%	0	0.0%	0	9.4%	2
Travelling to / from work	1.9%	5	5.5%	1	4.0%	2	0.0%	0	1.3%	0	2.5%	1	5.2%	0	0.0%	0	0.0%	0
Window shopping / browsing (no purchase made)	1.9%	5	5.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	5.2%	0	0.0%	0	6.1%	1
Take-away	1.5%	4	4.3%	1	3.4%	2	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evening leisure activity e.g. visiting restaurants, pubs, bars	1.1%	3	0.0%	0	3.1%	2	0.0%	0	0.0%	0	2.5%	1	5.2%	0	0.0%	0	0.0%	0
Collecting a purchase made online / click & collect service	1.0%	2	1.1%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting library	0.9%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travelling to / from school / college / university (includes school-run)	0.9%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting place of worship	0.8%	2	0.0%	0	0.6%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting parks / outdoor recreation facilities	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other leisure activity e.g. visiting cinema, gym, leisure centre	0.3%	1	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Going for a walk / walk the dog	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buying fuel (visiting petrol station)	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting the market	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		241		24		55		73		13		25		7		21		25
Sample:		273		43		74		62		41		20		8		10		15

**Meanscore: [Number of visits per month]**

### Q32 How often do you visit CENTRE MENTIONED AT Q30?

*Not asked to those that don't visit any of the centres mentioned at Q30*

Within the last week	37.7%	91	48.8%	12	60.9%	33	38.7%	28	31.9%	4	38.8%	10	34.2%	2	8.8%	2	0.0%	0
Within the last 2 weeks	11.9%	29	15.7%	4	11.1%	6	9.3%	7	27.1%	4	19.9%	5	5.2%	0	16.6%	3	0.0%	0
Within the last month	22.2%	54	15.4%	4	17.1%	9	20.1%	15	14.1%	2	29.6%	7	15.5%	1	36.6%	8	33.3%	8
Within the last 2 months	13.1%	32	2.2%	1	7.5%	4	15.4%	11	12.2%	2	11.8%	3	45.2%	3	21.5%	4	14.7%	4
Within the last 3 months	6.3%	15	6.3%	2	1.6%	1	9.4%	7	1.3%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	6
Within the last 4-6 months	3.0%	7	5.2%	1	1.9%	1	2.3%	2	1.3%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	3
Within the last 7-9 months	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	2
Within the last 10-12 months	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer than 12 months ago (Don't know / can't remember)	3.9%	9	6.3%	2	0.0%	0	2.3%	2	9.3%	1	0.0%	0	0.0%	0	16.6%	3	6.1%	1
Mean:		2.08		2.47		2.87		2.10		2.06		2.30		1.85		1.17		0.52
Weighted base:		241		24		55		73		13		25		7		21		25
Sample:		273		43		74		62		41		20		8		10		15

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield
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We now have a few questions about a range of different social and leisure activities.

**Q33 Do you or your household take part in any of the following leisure / cultural activities? [MR/PR]**

Visiting cafes	63.7%	509	63.6%	34	56.7%	42	63.5%	70	67.4%	21	57.9%	67	64.2%	48	66.2%	132	67.6%	95
Visiting restaurants / dining out	68.1%	545	63.8%	34	56.2%	42	70.2%	77	69.7%	22	60.5%	70	62.7%	47	74.1%	148	74.7%	105
Pubs / bars	56.1%	449	50.0%	27	51.3%	38	56.6%	62	44.8%	14	43.5%	50	47.3%	35	65.6%	131	64.8%	91
Cinema	33.8%	270	16.6%	9	28.6%	21	39.2%	43	33.4%	10	24.6%	29	30.1%	23	37.1%	74	43.5%	61
Arts & cultural venues - e.g. theatre, live music, art galleries, museums, etc.	36.3%	290	36.4%	19	36.8%	27	30.8%	34	33.8%	11	33.9%	39	38.2%	29	30.8%	62	49.7%	70
Entertainment venues - e.g. ten-pin bowling, soft play, ice skating, escape rooms, bingo, indoor golf, etc.	25.0%	200	18.9%	10	20.4%	15	27.1%	30	19.8%	6	16.8%	19	27.0%	20	32.4%	65	24.3%	34
Health & fitness clubs / gyms / leisure centres	21.3%	170	11.0%	6	21.4%	16	22.6%	25	23.0%	7	15.4%	18	20.3%	15	20.4%	41	30.4%	43
(None of the above)	12.8%	102	6.9%	4	17.7%	13	11.2%	12	9.4%	3	12.7%	15	11.1%	8	16.9%	34	9.4%	13
Weighted base:		800		53		74		110		31		116		75		200		140
Sample:		800		100		100		100		100		100		100		100		100

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
<b>Q34 Where do you go most often to visit cafes?</b>																		
<i>Asked to those that visit cafes at Q33</i>																		
Ashby-de-la-Zouch Town Centre	2.6%	13	0.0%	0	0.0%	0	0.0%	0	4.1%	1	12.6%	8	3.9%	2	0.0%	0	2.4%	2
Atherstone Town Centre	3.4%	17	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	34.3%	16	0.0%	0	0.0%	0
Barton-under-Needwood Village Centre	0.6%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Birmingham City Centre	2.9%	15	1.9%	1	2.0%	1	4.7%	3	2.0%	0	3.5%	2	3.9%	2	2.4%	3	2.4%	2
Burton-on-Trent Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	0	5.0%	3	1.5%	1	0.0%	0	0.0%	0
Central London / West End	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Dordon Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Erdington Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0
Fazeley Town Centre	0.6%	3	0.0%	0	0.0%	0	2.4%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Hopwas Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury Village Centre	1.9%	10	0.8%	0	2.4%	1	0.0%	0	1.6%	0	0.9%	1	4.5%	2	4.0%	5	0.0%	0
Leicester City Centre	1.2%	6	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	4.7%	4
Lichfield City Centre	17.6%	89	13.6%	5	11.9%	5	6.2%	4	10.9%	2	3.6%	2	0.0%	0	0.7%	1	73.7%	70
Mancetter Village Centre	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Measham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Polesworth Village Centre	2.1%	11	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.8%	1	0.0%	0	5.9%	8	0.0%	0
Sutton Coldfield Town Centre	14.0%	71	6.1%	2	2.9%	1	5.6%	4	4.8%	1	2.7%	2	3.8%	2	44.9%	59	0.0%	0
Swadlincote Town Centre	1.6%	8	0.0%	0	3.1%	1	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.7%	1	2.4%	2
Tamworth Town Centre (EXCLUDES CARDINAL AND VENTURE RETAIL PARKS)	23.9%	122	49.7%	17	43.4%	18	46.5%	32	39.6%	8	22.5%	15	23.5%	11	11.2%	15	4.8%	5
Whittington Village Centre	1.0%	5	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	3.1%	3
Abroad	0.8%	4	0.0%	0	2.4%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3JD (Primark, Halfords, Next)	8.3%	42	19.6%	7	4.9%	2	21.6%	15	12.9%	3	9.8%	7	4.4%	2	5.4%	7	0.0%	0
Bicester	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldmere B73 5	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Coleshill B46 3	0.8%	4	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0
Crawley	0.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Glascote Heath B77 2	0.1%	1	0.8%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hints, Tamworth B78 3	0.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Norton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Meir Green ST3 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Mere Green, Sutton Coldfield B74 2	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6	0.0%	0
Merry Hill Centre, Brierley Hill DY5 1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Moira DE12 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Newton Regis B79 0	0.7%	3	2.3%	1	0.0%	0	0.0%	0	4.0%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Redditch B97 4	0.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone WS14 0	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	0.6%	1
Shuttington B79 0	0.4%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Solihull B91 9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Stratford upon Avon CV37 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Streetly B74 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Swansea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Water Ordton B46 1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Weymouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Wilnecote B77 5	0.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Wylde Green B72 1 (Don't know / varies)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Weighted base:		509		34		42		70		21		67		48		132		95
Sample:		514		66		57		61		63		63		63		69		72



# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West		Zone 2 - Tamworth East		Zone 3 - Tamworth South		Zone 4 - Fazeley		Zone 5 - Rural North		Zone 6 - Atherstone		Zone 7 - Sutton Coldfield		Zone 8 - Lichfield		
<b>Q35 Where do you go most often to visit restaurants / dine out?</b>																		
<i>Asked to those that visit restaurants at Q33</i>																		
Aldridge Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Appleby Magna Village Centre	2.7%	15	0.8%	0	2.5%	1	3.5%	3	4.5%	1	13.5%	10	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch Town Centre	1.3%	7	0.0%	0	0.8%	0	0.0%	0	0.0%	0	3.9%	3	7.9%	4	0.0%	0	0.0%	0
Atherstone Town Centre	2.4%	13	0.0%	0	0.8%	0	0.0%	0	0.0%	0	8.4%	6	14.5%	7	0.0%	0	0.0%	0
Barton-under-Needwood Village Centre	0.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	6.3%	34	6.1%	2	9.7%	4	1.4%	1	1.9%	0	6.6%	5	9.2%	4	9.0%	13	4.2%	4
Burton-on-Trent Town Centre	1.8%	10	2.2%	1	0.0%	0	2.8%	2	0.8%	0	4.3%	3	0.0%	0	0.0%	0	3.5%	4
Central London / West End	1.3%	7	2.2%	1	0.0%	0	0.0%	0	0.8%	0	4.4%	3	0.8%	0	1.5%	2	0.6%	1
Coventry City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
Elford Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Erdington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fazeley Town Centre	0.9%	5	0.0%	0	0.0%	0	5.8%	4	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Hopwas Village Centre	1.5%	8	3.1%	1	9.2%	4	2.9%	2	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury Village Centre	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Leicester City Centre	1.1%	6	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	4.3%	4
Lichfield City Centre	20.5%	112	20.6%	7	13.6%	6	15.7%	12	9.4%	2	10.5%	7	4.0%	2	6.0%	9	63.8%	67
Mancetter Village Centre	0.3%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Market Bosworth Town Centre	0.8%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.5%	2	2.7%	1	0.0%	0	0.0%	0
Measham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	0	0.0%	0	0.0%	0
Nuneaton Town 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	0.0%	0
Polesworth Village Centre	1.3%	7	0.0%	0	0.0%	0	2.2%	2	0.8%	0	2.6%	2	2.0%	0	2.3%	3	0.0%	0
Sutton Coldfield Town Centre	13.0%	71	5.2%	2	2.5%	1	7.8%	6	15.8%	3	0.9%	1	3.9%	2	35.9%	53	2.9%	3
Swadlincote Town Centre	1.6%	9	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.5%	2	0.0%	0	2.3%	3	2.2%	2
Tamworth Town Centre (EXCLUDES CARDINAL AND VENTURE RETAIL PARKS)	14.9%	81	36.8%	13	29.3%	12	30.8%	24	25.8%	6	4.4%	3	8.0%	4	7.7%	11	8.7%	9
Walton-on-Trent Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Centre	0.8%	4	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
Abroad	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3JD (Primark, Halfords, Next)	1.4%	7	7.0%	2	0.0%	0	1.7%	1	1.6%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Amington B77 3	0.6%	4	0.0%	0	4.0%	2	2.2%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Austrey CV9 3	0.3%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Barston B92 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Baxterley CV9 2	0.6%	3	3.9%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.8%	0	0.0%	0	0.0%	0
Boldmere B73 5	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	7	0.0%	0
Brownhills WS8 7	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Castle Gresley DE11 9	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Coleshill B46 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Donisthorpe DE12 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Harlaston B79 9	0.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddlesford WS13 8	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Hurley CV9 2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Kings Norton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Knowle B93 0	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0
Leamington Spa	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longdon WS15 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Mansfield	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meir Green ST3 7	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0
Mere Green, Sutton Coldfield B74 2	1.2%	7	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	4.2%	6	0.0%	0
Moirra DE12 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
No Man's Heath B79 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Orton-on-the-Hill CV9 3	0.3%	2	0.8%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Oxford	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone WS14 0	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.6%	1
Sheppy Magna CV9 3	1.3%	7	0.0%	0	0.0%	0	1.7%	1	0.0%	0	3.3%	2	6.8%	3	0.0%	0	0.0%	0
Shustoke B46 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	1	0.0%	0
Shuttington B79 0	0.7%	4	0.0%	0	2.1%	1	2.2%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
Solihull B91 9	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Twycross CV9 3	0.3%	2	0.0%	0	0.0%	0	1.7%	1	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weeford WS14 0	0.2%	1	0.0%	0	0.0%	0	0.6%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich B70 7	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
Whitacre Heath B46 2	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.5%	2	0.0%	0	0.0%	0
Wigginton B79 9	0.2%	1	2.3%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilnecote B77 5	0.6%	3	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wishaw B76 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witherley CV9 3	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.0%	2	0.0%	0	0.0%	0
Wylde Green B72 1	0.7%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0
(Don't know / varies)	8.5%	46	4.5%	2	16.2%	7	6.0%	5	18.3%	4	15.5%	11	14.3%	7	4.7%	7	4.7%	5
Weighted base:	545		34		42		77		22		70		47		148		105	
Sample:	531		63		60		69		70		62		59		71		77	

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West		Zone 2 - Tamworth East		Zone 3 - Tamworth South		Zone 4 - Fazeley		Zone 5 - Rural North		Zone 6 - Atherstone		Zone 7 - Sutton Coldfield		Zone 8 - Lichfield		
<b>Q36 Where do you go most often to visit pubs and bars?</b>																		
<i>Asked to those that visit pubs and bars at Q33</i>																		
Aldridge Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Appleby Magna Village Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch Town Centre	0.4%	2	1.0%	0	0.9%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Atherstone Town Centre	2.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	32.2%	11	0.0%	0	0.0%	0
Baddesley Ensor Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	6.1%	27	0.0%	0	6.7%	3	8.0%	5	0.0%	0	9.2%	5	9.3%	3	8.0%	10	1.6%	1
Burton-on-Trent Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dordon Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Elford Village Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	1.9%	2
Erdington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fazeley Town Centre	0.8%	3	0.0%	0	0.0%	0	2.7%	2	12.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hopwas Village Centre	1.7%	8	9.9%	3	4.5%	2	2.1%	1	15.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury Village Centre	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4
Lichfield City Centre	15.7%	70	14.3%	4	3.6%	1	11.4%	7	0.0%	0	6.2%	3	1.0%	0	2.4%	3	56.6%	51
Mancetter Village Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	4	0.0%	0	0.0%	0
Measham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Polesworth Village Centre	3.0%	13	0.0%	0	0.0%	0	2.7%	2	1.2%	0	11.7%	6	0.0%	0	4.3%	6	0.0%	0
Sutton Coldfield Town Centre	13.6%	61	5.0%	1	0.9%	0	6.2%	4	3.0%	0	1.2%	1	0.0%	0	41.7%	55	0.0%	0
Swadincote Town Centre	1.2%	6	0.0%	0	0.0%	0	1.8%	1	0.0%	0	3.5%	2	1.0%	0	0.0%	0	2.5%	2
Tamworth Town Centre (EXCLUDES CARDINAL AND VENTURE RETAIL PARKS)	19.4%	87	56.5%	15	39.7%	15	36.4%	23	33.5%	5	13.2%	7	6.5%	2	12.7%	17	4.2%	4
Whittington Village Centre	1.8%	8	0.0%	0	2.2%	1	0.0%	0	3.5%	0	1.2%	1	0.0%	0	0.0%	0	6.7%	6
Amington B77 3	2.2%	10	0.0%	0	21.0%	8	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashbourne DE6 1	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Austrey CV9 3	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Barston B92 0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Baxterley CV9 2	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	2.1%	1	0.0%	0	0.0%	0
Boldmere B73 5	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Brownhills WS8 7	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Coleshill B46 3	0.6%	3	0.0%	0	0.9%	0	2.7%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Coton in the Elms DE12 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Donisthorpe DE12 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Doshill B77 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton Bassett B78 3	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glascote Heath B77 2	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlaston B79 9	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Hurley CV9 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Kings Norton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Leeds	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Longdon WS15 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Meir Green ST3 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Mere Green, Sutton Coldfield B74 2	3.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	15	0.0%	0
Merry Hill Centre, Brierley Hill DY5 1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Newton Regis B79 0	0.7%	3	0.0%	0	3.5%	1	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Orton-on-the-Hill CV9 3	0.9%	4	0.0%	0	1.8%	1	2.1%	1	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0
Overseal DE12 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Rosliston DE12 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Shenstone WS14 0	0.4%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Sheppy Magna CV9 3	0.6%	3	0.0%	0	0.9%	0	2.1%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Shustoke B46 2	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.7%	1	0.0%	0
Shuttington B79 0	1.0%	4	1.0%	0	3.2%	1	2.1%	1	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Weeford WS14 0	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitacre Heath B46 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Wigginton B79 9	0.4%	2	1.0%	0	0.9%	0	0.0%	0	3.5%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Wilnecote B77 5	0.3%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylde Green B72 1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
York City Centre	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
(Don't know / varies)	12.4%	56	11.3%	3	5.0%	2	11.2%	7	20.4%	3	19.8%	10	13.3%	5	10.6%	14	13.6%	12
Weighted base:		449		27		38		62		14		50		35		131		91
Sample:		416		45		51		55		44		46		49		65		61

**Q37 Which cinema do you visit most often?***Asked to those that visit the cinema at Q33*

Cineworld, Middle Way Park, Guild Street, Burton upon Trent, DE14 1NQ	3.3%	9	11.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	4.6%	3	6.2%	4
Odeon, Bolebridge Street, Tamworth, B79 7PB	53.3%	144	61.9%	5	70.9%	15	75.2%	32	84.3%	9	49.9%	14	45.4%	10	35.3%	26	51.6%	32
Odeon, The Pipeworks, Coppice Side, Swadlincote, DE11 9AA	3.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.2%	10	0.0%	0	0.0%	0	0.0%	0
Showcase, Gielgud Way, Walsgrave on Sowe, Coventry, CV2 2SZ	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	2.4%	1
The Red Carpet Cinema, Barton Marina, Barton-under-Needwood, DE13 8AS	6.9%	19	19.7%	2	1.7%	0	3.1%	1	1.6%	0	6.5%	2	0.0%	0	0.0%	0	21.5%	13
Vue, Star City, Nechells, Birmingham, B7 5SA	8.4%	23	0.0%	0	8.3%	2	10.8%	5	6.2%	1	0.0%	0	0.0%	0	17.0%	13	4.9%	3
Barton-under-Needwood Village Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	2.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	6.7%	5	0.0%	0
Nuneaton Town Centre	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	3	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	4.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	12	0.0%	0
Tamworth Town Centre (EXCLUDES CARDINAL AND VENTURE RETAIL PARKS)	2.1%	6	0.0%	0	4.8%	1	10.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0
Whittington Village Centre	0.6%	2	0.0%	0	8.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ODEON Luxe Nuneaton, Bermuda Park, Nuneaton, CV10 7	2.5%	7	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0	24.6%	6	0.0%	0	0.0%	0
Cineworld Birmingham - NEC, Birmingham, B40 1	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	3.5%	3	0.0%	0
Bermuda Park, Nuneaton, CV10 7	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Garrick Theatre, Lichfield, WS13 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Star City, Birmingham, B7 5	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Tamworth Assembly Rooms, Corporation Street, Tamworth, B79 7	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Empire Cinema, Sutton Coldfield, B72 1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.6%	15	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	7	12.3%	8
Weighted base:		270		9		21		43		10		29		23		74		61
Sample:		226		14		27		37		27		26		22		34		39

Weighted:

July 2024

	Total	Zone 1 - Tamworth West		Zone 2 - Tamworth East		Zone 3 - Tamworth South		Zone 4 - Fazeley		Zone 5 - Rural North		Zone 6 - Atherstone		Zone 7 - Sutton Coldfield		Zone 8 - Lichfield		
<b>Q38 Where do you go most often to visit arts and cultural venues? (e.g. theatre, watching live music or visiting art galleries / exhibitions / museums)</b>																		
<i>Asked to those that visit the cultural facilities at Q33</i>																		
Birmingham Repertory Theatre, Centenary Square, Birmingham, B1 2EP	1.3%	4	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	3.7%	1	1.5%	1	0.0%	0
Concordia Theatre, Stockwell Head, Hinckley, LE10 1RE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Highbury Theatre, Sheffield Road, Wylde Green, Sutton Coldfield, B73 5HD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hippodrome Theatre, Hurst Street, Birmingham, B5 4TB	9.4%	27	1.4%	0	14.6%	4	10.3%	4	25.7%	3	10.7%	4	3.9%	1	15.8%	10	2.5%	2
Lichfield Garrick Theatre, Castle Dyke, Lichfield, WS13 6HR	10.3%	30	19.7%	4	16.1%	4	2.7%	1	18.9%	2	1.6%	1	0.0%	0	5.7%	4	20.9%	15
Sutton Arts Theatre, South Parade, Sutton Coldfield, B72 1QU	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0
Tamworth Assembly Rooms, Corporation Street, Tamworth, B79 7DN	6.4%	19	21.8%	4	15.0%	4	10.7%	4	11.4%	1	6.1%	2	8.6%	2	0.0%	0	0.9%	1
The Alexandra Theatre, Queensway, Birmingham, B5 4DS	2.9%	9	0.0%	0	0.0%	0	3.8%	1	0.0%	0	1.6%	1	4.4%	1	8.7%	5	0.0%	0
Birmingham Museum & Art Gallery, Chamberlain Square, Birmingham, B3 3DH	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Statfold Country Park, Ashby Road, Tamworth, B79 0BU	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0
Lichfield Cathedral, The Close, Lichfield, WS13 7LD	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Tamworth Castle, Holloway, Tamworth, B79 7NA	0.9%	3	5.3%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0
Birmingham City Centre	20.1%	58	6.6%	1	22.2%	6	24.2%	8	15.7%	2	21.5%	8	32.4%	9	16.1%	10	19.3%	13
Burton-on-Trent Town Centre	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3	0.0%	0	0.0%	0	0.0%	0
Central London / West End	4.7%	14	3.9%	1	4.8%	1	12.1%	4	3.3%	0	1.6%	1	15.4%	4	3.6%	2	0.0%	0
Coventry City Centre	1.4%	4	0.0%	0	0.0%	0	3.2%	1	0.0%	0	4.5%	2	4.4%	1	0.0%	0	0.0%	0
Leicester City Centre	2.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	5	7.8%	2	0.0%	0	0.0%	0
Lichfield City Centre	4.7%	14	4.7%	1	1.3%	0	3.8%	1	0.0%	0	7.7%	3	0.0%	0	3.0%	2	9.1%	6
Nuneaton Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Tamworth Town Centre	2.6%	7	16.6%	3	3.7%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3
(EXCLUDES CARDINAL AND VENTURE RETAIL PARKS)																		
Whittington Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	7.1%	21	0.0%	0	1.3%	0	3.2%	1	0.0%	0	4.5%	2	1.3%	0	18.6%	11	8.2%	6
Stratford-upon-Avon Town Centre, CV37 6	0.9%	3	1.4%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0
Llandudno Town Centre, LL30 1	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.5%	1	0.0%	0
Manchester City Centre, M1 1	0.8%	2	0.0%	0	6.5%	2	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NEC, Birmingham, B40 1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Garrick Theatre, Lichfield, WS13 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tamworth Assembly Rooms, Corporation Street, Tamworth, B79 7	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billesley Rock Club, King's Heath, B13 0	0.3%	1	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bolehall Manor Club, Bolehall, Tamworth, B77 3	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
Exeter City Centre, EX4 3	0.1%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre, LS1 1	0.2%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Theatre, Torquay, TQ1 2	0.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littledean, GL14 3	0.1%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre, L1 1	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0
Malvern Town Centre, WR14 1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	8.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Trust - Baddesley Clinton, Knowle, Solihull, B93 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Nottingham City Centre, NG1 1	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0
O2 Academy, Birmingham B1 1	0.6%	2	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Padstow Town Centre, PL28 8	0.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavilion Club, Stockingford, Nuneaton, CV10 8	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Rotherham Town Centre, S60 1	0.2%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield City Centre, S1 1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
The Hammond School, Chester, CH2 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Twycross Village Centre, Atherstone, CV9 3	0.6%	2	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Villa Park, Birmingham, B6 6	0.6%	2	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	12.1%	35	8.2%	2	5.7%	2	4.6%	2	7.2%	1	3.2%	1	9.3%	3	8.5%	5	29.5%	21
Weighted base:	290		19		27		34		11		39		29		62		70	
Sample:	288		38		38		34		27		32		35		36		48	

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West		Zone 2 - Tamworth East		Zone 3 - Tamworth South		Zone 4 - Fazeley		Zone 5 - Rural North		Zone 6 - Atherstone		Zone 7 - Sutton Coldfield		Zone 8 - Lichfield		
<b>Q39 Which entertainment venues / facilities do you visit most often? (e.g. ten-pin bowling, children's soft play, ice skating, escape rooms, bingo, indoor golf)</b>																		
<i>Asked to those that visit the entertainment venues at Q33</i>																		
Acocks Green Bowl, Westley Road, Acocks Green, Birmingham, B27 7UH	0.6%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Meridian Park, Lubbesthorpe Way, Leicester, LE19 1JZ	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Hollywood Bowl, Resort World, Marston Green, Birmingham, B40 1PU	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0
Namco Funscape, Riverdrive, Castle Grounds, Tamworth, B79 7ND	24.9%	50	2.6%	0	57.5%	9	45.6%	14	51.9%	3	19.1%	4	40.1%	8	15.6%	10	6.2%	2
Nuneaton Bowl, The Bermuda Park, St Davids Way, Nuneaton, CV10 7SD	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	13.2%	3	0.0%	0	0.0%	0
Tenpin, Crown Wharf Retail Park, Wolverhampton Street, Walsall, WS2 8LL	2.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	6.7%	2
Tenpin, Star City, Watson Road, Nechells, Birmingham, B7 5SB	1.1%	2	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo, Jerome Retail Park, Midland Road, Walsall, WS1 3QB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Buzz Bingo, Kingsbury Road, Birmingham, B24 9QB	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0
Beacon Park Mini Golf, Lichfield, WS13 7AN	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Drayton Manor Resort, Drayton Manor Drive, Fazeley, Mile Oak, Tamworth, B78 3TW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice Skating, Leisure Island, Riverdrive, Tamworth, B79 7ND	1.8%	4	0.0%	0	14.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Jungle Rumble Adventure Golf, Star City Centre, Watson Road, Birmingham, B7 5SA	0.6%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kids Kingdom Soft Play, Riverdrive, Castle Grounds, Tamworth, B79 7ND	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Snow Dome, Leisure Island, Riverdrive, Tamworth, B79 7ND	7.7%	15	12.4%	1	0.0%	0	15.1%	4	13.2%	1	15.1%	3	6.9%	1	0.0%	0	13.4%	5
The Big Play Barn, Middleton Lane, Tamworth, B78 2BL	0.8%	2	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toby's Barn: Play & Climb, Statfold Country Park, Ashby Road, Tamworth, B79 0BU	0.9%	2	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Atherstone Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Birmingham City Centre	7.5%	15	23.3%	2	5.7%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	14.5%	9	5.2%	2
Burton-on-Trent Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Hopwas Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	2	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Polesworth Village Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	2	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	2	0.0%	0	1.4%	1	0.0%	0
Tamworth Town Centre (EXCLUDES CARDINAL AND	11.4%	23	36.9%	4	15.4%	2	3.7%	1	24.0%	1	0.0%	0	13.8%	3	17.6%	11	0.0%	0

Column %ges.

# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield									
VENTURE RETAIL PARKS)																		
Glascote, Tamworth, B77 2	0.4%	1	0.0%	0	2.3%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Assembly Rooms, Corporation Street, Tamworth, B79 7	0.1%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Calke Abbey, Ticknall, Derby, DE73 7	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Church Tavern & Fuzzy Ed'S, Perry Barr, Birmingham, B42 2	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0
CineBowl, Town Meadows Way, Uttoxeter, ST14 8	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	3	0.0%	0	0.0%	0	0.0%	0
No Man's Heath Village Centre, B79 0PB	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Teamworks Karting, Halesowen, B63 3	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	2	0.0%	0	0.0%	0
Weston-super-Mare Town Centre, BS23 1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Whitacre Village Centre, B46 2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Wilnecote, Tamworth, B77 5	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Ventura Park Road, Tamworth, B78 3JD (Primark, Halfords, Next)	0.7%	1	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	20.8%	42	22.1%	2	2.3%	0	9.4%	3	0.0%	0	3.2%	1	1.8%	0	31.7%	21	43.1%	15
Weighted base:		200		10		15		30		6		19		20		65		34
Sample:		148		14		15		23		13		19		18		26		20



# Tamworth Household Survey for Firstplan

Weighted:

July 2024

	Total	Zone 1 - Tamworth West		Zone 2 - Tamworth East		Zone 3 - Tamworth South		Zone 4 - Fazeley		Zone 5 - Rural North		Zone 6 - Atherstone		Zone 7 - Sutton Coldfield		Zone 8 - Lichfield		
<b>Q40 Where do you go most often to visit health &amp; fitness facilities?</b> <i>Asked to those that visit the health and fitness facilities at Q33</i>																		
Atherstone Leisure Complex, Long Street, Atherstone, CV9 1AX	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.9%	5	0.0%	0	0.0%	0
Friary Grange Leisure Centre, Eastern Avenue, Lichfield, WS13 7SQ	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
King Edward VI Sports Centre, King's Hill Road, Lichfield, WS14 9DE	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Kingsbury Sports Centre, Pear Tree Avenue, Kingsbury, B78 2LG	0.6%	1	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Landau Forte Sports Centre, Ashby Road, Tamworth, B79 8AH	0.6%	1	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snow Dome Fitness, Gym & Spa, Leisure Island, Riverdrive, Tamworth, B79 7ND	9.0%	15	15.4%	1	35.0%	6	21.9%	5	11.4%	1	10.4%	2	4.9%	1	0.0%	0	0.0%	0
Wyndley Leisure Centre, Clifton Road, Sutton Coldfield, B73 6EB	5.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.8%	9	0.0%	0
Bannatyne Health Club and Spa, Welford Rd, Leicester , LE2 7AA	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Bannatyne Health Club, Bonehill Road, Bitterscote, Tamworth, B78 3HN	13.0%	22	32.3%	2	24.6%	4	36.9%	9	44.7%	3	21.9%	4	0.0%	0	0.0%	0	0.0%	0
Bannatyne Health Club, Princess Alice Retail Park, Princess Alice Drive, Sutton Coldfield, B73 6RB	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	6.4%	3	0.0%	0
David Lloyd, Birmingham Road, Shenstone, Lichfield, WS14 0QP	3.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	7
David Lloyds, Wall Island, Birmingham Rd, Shenstone, Lichfield , WS14 0QP	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Lea Marston Health Club, Haunch Lane, Lea Marston, Sutton Coldfield, B76 0BY	0.9%	1	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0
Moor Hall Hotel & Spa, Moor Hall Drive, Sutton Coldfield, B75 6LN	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0
Nuffield Health, Broadway Plaza, 220 Ladywood Middleway, Birmingham , B16 8LP	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Pure Gym, Birmingham Beaufort Park, Coleshill Road, Birmingham, B36 8DT	0.5%	1	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pure Gym, Imperial Retail Park, Lichfield, WS13 6AY	9.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	3	0.0%	0	0.0%	0	29.5%	13
Pure Gym, Jolly Sailor Retail Park, Bitterscote Drive, Tamworth, B78 3HD	0.9%	2	0.0%	0	0.0%	0	4.4%	1	6.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snap Fitness, The Pipeworks, Coppice Side, Swadlincote, DE11 9AA	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	2	0.0%	0	0.0%	0	0.0%	0
The Gym Group, Castle Grounds, Riverdrive, Tamworth, B79 7ND	2.6%	4	0.0%	0	8.3%	1	4.4%	1	2.4%	0	0.0%	0	12.2%	2	0.0%	0	0.0%	0
The Gym Group, The Gracechurch Centre, The Parade, Birmingham, B72 1PA	0.5%	1	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Aldridge	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1

Column %ges.

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July 2024

	Total	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield
Shopping Centre, Rookery Lane, Aldridge, WS9 8NN									
Ashby-de-la-Zouch Town Centre	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Atherstone Town Centre	2.1%	4	0.0%	0	0.0%	0	5.2%	1	0.0%
Lichfield City Centre	3.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Market Bosworth Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Polesworth Village Centre	0.7%	1	0.0%	0	5.4%	1	0.0%	0	0.0%
Sutton Coldfield Town Centre	4.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Swadlincote Town Centre	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Tamworth Town Centre (EXCLUDES CARDINAL AND VENTURE RETAIL PARKS)	3.0%	5	25.9%	2	8.3%	1	0.0%	0	12.0%
Gym Unity, Riverside Industrial Estate, Fazeley, Tamworth, B78 3	1.8%	3	0.0%	0	0.0%	0	6.8%	2	17.8%
Lichfield Golf and Country Club, Lichfield, WS13 8	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
The Belfry, Sutton Coldfield, B76 9	0.3%	1	0.0%	0	2.2%	0	0.0%	0	2.4%
The Rawlett School, Tamworth, B79 9	0.6%	1	17.4%	1	0.0%	0	0.0%	0	0.0%
Glascote, Tamworth, B77 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Wilnecote, Tamworth, B77 5	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coleshill Village Centre, B46 1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dosthill Village Centre, B77 1	0.2%	0	4.5%	0	0.0%	0	0.0%	0	0.0%
Ezee Gym, Fradley, Lichfield, WS13 8	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Four Oaks, Belwell Lane, Sutton Coldfield B74 4	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Green Bank Leisure Centre, Swadlincote, DE11 0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	10.0%
Hood Park, Ashby-de-la-Zouch, LE65 2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.5%
Kingstanding Leisure Centre, B44 0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
London South Bank University, Borough Road, London, SE1 0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Manor Farm Community Association, Rushall, Walsall, WS4 1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Shannons Mill, Tamworth, B79 7	0.2%	0	4.5%	0	0.0%	0	0.0%	0	0.0%
Shustoke Village Centre, B46 2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ventura Park Road, Tamworth, B78 3JD (Primark, Halfords, Next)	0.5%	1	0.0%	0	5.4%	1	0.0%	0	0.0%
(Don't know / varies)	8.9%	15	0.0%	0	0.0%	0	7.0%	2	0.0%
Weighted base:	170		6	16	25	7	18	15	41
Sample:	147		11	19	21	15	15	20	17

**GEN Gender of respondent:**

Male	34.9%	279	33.6%	18	37.8%	28	28.1%	31	31.4%	10	37.8%	44	35.1%	26	33.6%	67	39.2%	55
Female	65.1%	521	66.4%	35	62.2%	46	71.9%	79	68.6%	22	62.2%	72	64.9%	49	66.4%	133	60.8%	85
Weighted base:		800		53		74		110		31		116		75		200		140
Sample:		800		100		100		100		100		100		100		100		100

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Weighted:

July 2024

	Total	Zone 1 - Tamworth West		Zone 2 - Tamworth East		Zone 3 - Tamworth South		Zone 4 - Fazeley		Zone 5 - Rural North		Zone 6 - Atherstone		Zone 7 - Sutton Coldfield		Zone 8 - Lichfield		
<b>AGE Could I ask how old you are please?</b>																		
18 – 24 years	8.6%	69	6.0%	3	10.4%	8	5.0%	5	6.7%	2	5.2%	6	10.8%	8	12.2%	24	8.5%	12
25 – 34 years	12.0%	96	8.4%	4	15.0%	11	21.0%	23	5.3%	2	3.9%	5	7.2%	5	11.1%	22	17.0%	24
35 – 44 years	18.5%	148	13.0%	7	16.0%	12	32.4%	36	12.4%	4	14.0%	16	18.6%	14	20.5%	41	13.1%	18
45 – 54 years	18.6%	149	19.8%	11	19.0%	14	12.4%	14	19.3%	6	16.1%	19	22.3%	17	16.0%	32	26.3%	37
55 – 64 years	19.2%	153	25.6%	14	16.4%	12	15.4%	17	20.6%	6	27.7%	32	12.8%	10	19.7%	39	16.4%	23
65+ years	23.1%	185	27.2%	14	23.2%	17	14.0%	15	35.7%	11	33.1%	38	28.2%	21	20.5%	41	18.8%	26
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		800		53		74		110		31		116		75		200		140
Sample:		800		100		100		100		100		100		100		100		100

**PC Postcode Sector:**

B46 2	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	8	0.0%	0	0.0%	0
B72 1	7.8%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.2%	62	0.0%	0
B75 5	3.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	30	0.0%	0
B75 6	2.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	19	0.0%	0
B75 7	2.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	17	0.0%	0
B76 0	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	8	0.0%	0
B76 1	2.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	16	0.0%	0
B76 2	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	15	0.0%	0
B76 9	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	7	0.0%	0
B77 1	4.9%	39	0.0%	0	0.0%	0	35.5%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B77 2	5.8%	46	0.0%	0	0.0%	0	42.2%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B77 3	5.2%	42	0.0%	0	56.2%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B77 4	4.1%	32	0.0%	0	43.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B77 5	3.1%	25	0.0%	0	0.0%	0	22.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B78 1	4.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.7%	37	0.0%	0	0.0%	0	0.0%	0
B78 2	3.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	26	0.0%	0
B78 3	3.9%	31	0.0%	0	0.0%	0	0.0%	0	100.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B79 0	2.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	16	0.0%	0	0.0%	0	0.0%	0
B79 7	2.8%	22	42.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B79 8	3.9%	31	57.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B79 9	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6	0.0%	0	0.0%	0	0.0%	0
CV9 1	2.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	20	0.0%	0	0.0%	0
CV9 2	3.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.0%	31	0.0%	0	0.0%	0
CV9 3	2.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	16	0.0%	0	0.0%	0
DE12 6	3.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	27	0.0%	0	0.0%	0	0.0%	0
DE12 7	2.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	21	0.0%	0	0.0%	0	0.0%	0
DE12 8	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	9	0.0%	0	0.0%	0	0.0%	0
WS13 6	4.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.4%	33
WS13 7	4.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	32
WS13 8	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	12
WS14 0	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6
WS14 9	7.1%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.3%	57
Weighted base:		800		53		74		110		31		116		75		200		140
Sample:		800		100		100		100		100		100		100		100		100

**QUOTA Zone:**

Zone 1 - Tamworth West	6.7%	53	100.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2 - Tamworth East	9.2%	74	0.0%	0	100.0%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3 - Tamworth South	13.8%	110	0.0%	0	0.0%	0	100.0%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 - Fazeley	3.9%	31	0.0%	0	0.0%	0	0.0%	0	100.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5 - Rural North	14.5%	116	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	116	0.0%	0	0.0%	0	0.0%	0
Zone 6 - Atherstone	9.4%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	75	0.0%	0	0.0%	0
Zone 7 - Sutton Coldfield	25.0%	200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	200	0.0%	0
Zone 8 - Lichfield	17.5%	140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	140
Weighted base:		800		53		74		110		31		116		75		200		140
Sample:		800		100		100		100		100		100		100		100		100

