

JOINT TOWN CENTRES & RETAIL STUDY – 2017

APPENDICES – VOLUME II

For North Dorset District Council, West Dorset District Council, and Weymouth & Portland Borough Council

APPENDIX 25: NEMS HOUSEHOLD SURVEY RESULTS



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**Dorset Household Survey
for
Carter Jonas**

July 2017

Job Ref: 040717

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Introduction

1.1 Research Background & Objectives

To conduct a survey amongst residents in the Dorset area to assess shopping habits for main food and grocery, top-up, non-food shopping and leisure activities.

1.2 Research Methodology

A total of 1,204 telephone interviews were conducted between Tuesday 4th July 2017 and Wednesday 26th July 2017. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

1.3 Sampling

1.3.1 Survey Area

The survey area was segmented into 12 zones, defined using wards (see map in Appendix 6). The zone details were:

Zone	Wards	Number of Interviews
1	Tophill East, Tophill West, Underhill	100
2	Littlemoor, Melcombe Regis, Preston, Radipole, Westham East, Westham North, Westham West, Wey Valley, Weymouth East, Weymouth West, Wyke Regis	101
3	Chickerell & Chesil Bank, Upwey & Broadwey, Winterborne St. Martin	102
4	Bridport North, Bridport South, Broadwindsor, Burton Bradstock, Chideock & Symondsburry, Lyme Regis & Charmouth, Netherbury, Trinity	100
5	Dorchester East, Dorchester North, Dorchester South, Dorchester West	100
6	Broadmayne & Crossways, Lulworth & Winfrith, Wool	100
7	Cerne Valley, Piddle Valley, Puddletown	100
8	Beaminster, Frome Valley, Maiden Newton	100
9	Blackmoor Vale, Blackmore, Lydden Vale, Milborne Port, Queen Thorne, Sherborne East, Sherborne West, Yetminster & Cam Vale	100
10	Gillingham Rural, Gillingham Town, Mere, Motcombe & Bourton, Sturminster Newton, The Stours & Marnhull	100
11	Nadder & East Knoyle, Shaftesbury East, Shaftesbury West, The Beacon, Tisbury	101
12	Abbey, Blandford Central, Blandford Hilltop, Blandford Langton St. Leonards, Blandford Old Town, Bulbarrow, Hill Forts, Lower Tarrants, Riversdale & Portman	100
Total		1,204

1.3.2 Telephone Numbers

All available telephone numbers are used to obtain the sample of interviews. This includes published telephone numbers (land-lines and some mobile numbers) but is supplemented with ex-directory numbers as the demographic profile of this sub-set is different to the demographics of the published numbers sample. Ex-directory numbers are randomly generated using the published numbers as a 'seed'. Business numbers are de-duped and excluded.

We don't screen against the TPS (Telephone Preference Service) database, again because the demographic profile of TPS registered numbers is slightly different to the rest of the population. In addition, there is no legal requirement to screen against TPS registered numbers; market research is not classified as unsolicited sales and marketing.

1.3.3 Sample Profile

It should be noted that as per the survey's requirements, the profile of respondents is that of the main shopper / person responsible for most of the food shopping in the household. As such it will always differ from the demographic profile of all adults within the survey area. With any survey among the main shopper / person responsible for most of the food shopping in the household the profile is typically biased more towards females and older people. The age of the main shopper / person responsible for most of the food shopping in the household is becoming older due to the financial constraints on young people setting up home.

A number of measures are put in place to ensure the sample is representative of the profile of the person responsible for most of the food / shopping in the household.

First of all, interviewing is normally spread over a relatively long period of time, certainly longer than the theoretical minimum time it would take. This allows us time to call back people who weren't in when we made the first phone call. If we only interview people who are at home the first time we call, we over-represent people who stay at home the most; these people tend to be older / less economically active.

We also control the age profile of respondents; this is a two-stage process. First of all, we look at the age profile of the survey area according to the latest Census figures. Using a by-product from additional data we collect from a weekly telephone survey of a representative sample of all adults across the country we know the age profile of the main-shopper in any given area. This information is from data based on in excess of 100,000 interviews and is regularly

updated and is therefore probably the most accurate and up to date information of its kind.

Stratified random sampling helps ensure that the sample is as representative as possible. While the system dials the next random selected number for interviewers, all calls are made by interviewers; no automated call handling systems are used.

1.3.4 Time of Interviewing

Approximately two-thirds of all calls are made outside normal working hours.

1.3.5 Monitoring of Calls

At least 5% of telephone interviews are randomly and remotely monitored by Team Leaders to ensure the interviewing is conducted to the requisite standard. Both the dialogue and on-screen entries are monitored and evaluated. Interviewers are offered re-training should these standards not be met.

1.4 Weightings

To correct the small differences between the sample profile and population profile, the data was weighted. The population is of the main shopper in the household. Weightings have been applied to age bands based on an estimated age profile of main shoppers (see section 1.3.3 for details). The weighted totals differ occasionally from the adjusted population due to rounding error. Details of the age weightings are given in the table below:

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-34	15.8%	38	4.7711
35-44	14.4%	75	2.2050
45-54	18.4%	251	0.8406
55-64	20.0%	206	1.1097
65+	31.3%	576	0.6242
(Refused)	n/a	58	1.0000
Total		1,204	

Further weightings were then applied to adjust zone samples to be representative by population. Details of those weightings are given in the table below:

Zone	Population *	Interviews Achieved	Interviews Achieved (Weighted by Age)	Zone Weightings
1	12,501	100	109	0.5121
2	49,078	101	107	2.0542
3	13,028	102	105	0.5521
4	31,775	100	93	1.5237
5	19,634	100	101	0.8653
6	14,056	100	100	0.6259
7	10,328	100	105	0.4378
8	10,164	100	91	0.4977
9	30,673	100	94	1.4562
10	28,180	100	105	1.2013
11	19,284	101	100	0.8589
12	30,552	100	91	1.5001
Total	269,253	1,204		

* Source: Census 2011

1.5 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

For example, if 50% of a sample of 1,204 answers “Yes” to a question, we can be 95% sure that between 47.2% and 52.8% of the population holds the same opinion (i.e. +/- 2.8%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

%ge Response	95% confidence interval
10%	±1.7%
20%	±2.3%
30%	±2.6%
40%	±2.8%
50%	±2.8%

1.6 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

Appendix 1:

Data Tabulations

By Zone – Filtered (Weighted)

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q01 In which store or shopping centre do you NORMALLY shop at for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?													
<i>Excl. Nulls</i>													
Aldi, Pitwinnes West, Poole	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, High Street, Shepton Mallet	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Jubilee Sidings, Weymouth	2.8%	33	7.5%	4	10.5%	23	4.6%	3	1.6%	2	0.0%	0	2.2%
Asda, Station Road, Gillingham, SP8 4QA	1.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Culliford Crescent, Canford Heath, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, West Quay Road, Poole, BH15 1JQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%
Asda, Newstead Road, Weymouth, DT4 8JQ	7.3%	87	10.6%	6	30.4%	67	23.2%	13	0.0%	0	1.1%	1	0.0%
Asda, Preston Road, Yeovil, BA20 2HB	0.8%	10	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%
Co-op, The Square, Beaminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Co-op, Salisbury Road, Blandford Forum	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%
Co-op, Sea Road North, Bridport	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%
Co-op, Warmwell Road, Crossways	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%
Co-op, The Forum Centre, Trinity Square, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%
Co-op, Broad Street, Lyme Regis	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%
Co-op, Easton Square, Portland	0.1%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Fortuneswell, Portland	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Beaufoy Close, The Sycamores, Shaftesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Co-op, Lower Market Way, Station Road, Sturminster Newton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Co-op, Preston Road, Preston, Weymouth	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Portland Road, Wyke Regis, Weymouth	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Dike & Son Delicatessen, Ring Street, Stalbridge	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%
Iceland, Salisbury Street, Blandford Forum	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Iceland, Trinity Street, Dorchester	0.5%	6	0.0%	0	0.0%	0	2.1%	1	0.0%	0	4.3%	4	0.6%	0	0.6%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Thomas Street, Weymouth	0.1%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Andrews Road, Bridport	2.1%	25	0.0%	0	0.0%	0	0.0%	0	14.8%	21	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Lidl, The George Shopping Centre, Crewkerne	0.6%	8	0.0%	0	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Grove, Dorchester	3.2%	39	0.0%	0	1.0%	2	1.4%	1	0.0%	0	11.8%	10	7.0%	4	23.4%	11	4.5%	2	0.7%	1	0.0%	0	0.0%	0	5.5%	7
Lidl, Newbury, Gillingham	3.6%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	11	20.1%	25	5.1%	4	2.4%	3
Lidl, Dorchester Road, Weymouth	1.3%	15	1.6%	1	5.1%	11	4.2%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Southgate Road, Wincanton	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	9	1.6%	2	0.6%	1	0.0%	0
Lidl, Lyde Road, Yeovil	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Langton Road, Blandford Forum	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	3.9%	5
Marks & Spencer, South Street, Dorchester	0.4%	5	0.0%	0	0.6%	1	0.6%	0	0.9%	1	1.0%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St Mary Street, Weymouth	0.3%	4	0.0%	0	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Middle Street, Yeovil	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, West Street, Blandford Forum	1.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	21
Morrisons, West Bay Road, Bridport	3.8%	46	0.0%	0	0.0%	0	0.0%	0	28.0%	40	0.0%	0	0.0%	0	0.0%	0	13.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dorchester Road, Weymouth	6.0%	72	5.6%	3	23.6%	52	18.4%	11	0.0%	0	4.1%	4	1.5%	1	1.8%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Southgate Road, Wincanton	2.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	21	4.6%	6	2.2%	2	0.0%	0
Morrisons, Lysander Road, Yeovil	0.7%	9	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	2	3.6%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ringwood Road, Ferndown	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Sainsbury's Superstore, Wessex Fields, Frome	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0
Sainsbury's Superstore, Pitwines Close, Poole	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ludbourne Road, Sherborne	2.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.7%	0	21.5%	29	1.4%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, South Street, Wareham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mercery Road, Weymouth	4.8%	57	3.7%	2	15.5%	34	15.9%	9	0.0%	0	6.2%	5	2.7%	2	8.6%	4	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Sainsbury's Local, St Martins Place, Bridport Road, Dorchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Fleets Corner, Waterloo Road, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Yarrow Road, Mannings Heath, Poole	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bourne Centre, Southampton Road, Salisbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Tesco Extra, Queensway, Huish, Yeovil	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	7.7%	10	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Shand Park, West Street, Axminster	1.1%	14	0.0%	0	0.0%	0	0.0%	0	8.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Stour Park, Blandford St Mary, Blandford Forum	8.4%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	2.2%	3	17.9%	23	0.0%	0	53.6%	72
Tesco Superstore, Weymouth Avenue, Dorchester	6.7%	81	0.0%	0	0.0%	0	8.5%	5	0.0%	0	43.7%	38	31.3%	19	28.7%	13	7.9%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Superstore, Shudrick Lane, Ilminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Easton, Portland	3.2%	39	56.2%	31	3.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Christy's Lane, Shaftesbury	4.8%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	5.0%	6	52.9%	46	0.7%	1
Tesco Metro, St Thomas Street, Weymouth	0.2%	3	4.4%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Broad Street, Lyme Regis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Lanehouse Rocks Road, Weymouth	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dorchester Road, Weymouth	0.6%	8	0.6%	0	3.1%	7	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ilchester Road, Yeovil	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, West Street, Bridport	1.2%	15	0.0%	0	0.0%	0	0.0%	0	10.1%	14	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, South Street, Crewkerne	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tudor Arcade, South Street, Dorchester	2.9%	35	0.0%	0	0.0%	0	4.5%	3	0.0%	0	13.2%	12	10.7%	7	23.7%	11	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chantry Fields (off Le Neubourg Way), Gillingham	3.5%	43	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	20.3%	26	14.5%	13	1.2%	2

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Waitrose, Ashley Road, Parkstone, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Queen Mother Square, Poundbury	0.3%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.9%	3	0.6%
Waitrose, Churchill Way West, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Cheap Street, Sherborne	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Rowlands Hill, Wimborne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Axminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%
Beaminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blandford Forum (or Blandford)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Bridport	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%
Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.2%
Gillingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
New Milton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Shaftesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Sherborne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Stalbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Sturminster Newton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Trowbridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
Wareham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
Weymouth areas: Weymouth Town Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.6%
Yeovil	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Internet / collection (click and collect)	0.8%	9	0.0%	0	0.8%	2	0.0%	0	1.2%	2	0.0%	0	1.1%
Internet / delivered	6.7%	81	3.6%	2	2.9%	6	13.6%	8	6.7%	10	4.8%	4	10.8%
Co-op, High Street, Tisbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, North Street, Wareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Feed The Soul Food Store, Longmeadow, Godmanstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
Lidl, Boden Street, Chard	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%
Lidl, Hatches Lane, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Market, Dorchester Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Local Shops, Corfe Mullen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Maiden Newton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Londis, Clay lane, Beaminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Morrisons, Weymouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Street, Warminster													
Sainsbury's Superstore, The Maltings, Salisbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Spar, High Street, Wool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Lulworth Road, Wool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Harbour Road, Seaton	1.1%	13	0.0%	0	0.0%	0	0.0%	0	9.0%	13	0.0%	0	0.0%
Tesco Superstore, Wirral Park Road, Glastonbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Waitrose, Station Road, Warminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Waitrose, Stowford Rise, Sidmouth	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%
Weighted base:	1200	56	219	58	142	88	62	46	45	136	126	86	135
Sample:	1201	100	101	102	100	100	99	100	100	99	100	101	99

Dorset Household Survey For Carter Jonas

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q02 What do you like about (STORE OR CENTRE MENTIONED AT Q01)? [MR]																										
<i>Not those who said Internet at Q01</i>																										
Clean store	1.8%	20	1.5%	1	4.0%	8	1.9%	1	0.0%	0	0.6%	1	0.7%	0	0.0%	0	2.2%	1	3.3%	4	0.6%	1	1.3%	1	2.0%	2
Close to family / friends	0.4%	5	0.0%	0	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient to home	38.0%	423	41.0%	22	46.0%	97	26.3%	13	19.4%	25	53.0%	44	35.2%	19	39.6%	17	18.2%	7	35.4%	44	34.0%	39	52.7%	42	41.2%	51
Convenient to work	1.8%	21	0.6%	0	3.8%	8	5.2%	3	0.0%	0	0.9%	1	0.0%	0	0.6%	0	4.9%	2	3.1%	4	0.9%	1	0.0%	0	1.3%	2
Delivery service	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	2.9%	33	0.6%	0	2.6%	6	7.4%	4	3.5%	5	1.8%	2	11.8%	7	3.1%	1	2.6%	1	1.5%	2	0.0%	0	1.2%	1	4.1%	5
Easy to get to by foot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by public transport	0.4%	5	0.0%	0	0.6%	1	0.7%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.7%	1	0.8%	1
Ethical policy	0.3%	3	0.0%	0	0.0%	0	1.2%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	1	0.0%	0	0.0%	0
Friendly / helpful staff	5.3%	59	4.1%	2	1.7%	4	4.0%	2	10.8%	14	3.2%	3	2.1%	1	11.4%	5	9.1%	4	4.5%	6	5.5%	6	6.1%	5	6.6%	8
Good layout / easy to get around	1.9%	22	2.2%	1	3.2%	7	6.4%	3	2.2%	3	3.1%	3	2.9%	2	2.7%	1	3.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Good offers	1.9%	21	0.0%	0	2.5%	5	2.4%	1	1.0%	1	0.6%	1	1.7%	1	1.5%	1	2.8%	1	2.2%	3	0.6%	1	1.2%	1	4.8%	6
Habit / always used it	3.3%	37	4.8%	3	1.7%	4	3.1%	2	1.5%	2	7.1%	6	4.0%	2	4.2%	2	3.1%	1	4.2%	5	2.8%	3	4.3%	4	3.5%	4
Has a cafe	0.5%	6	0.0%	0	1.4%	3	0.9%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Has a petrol station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Large store	2.1%	23	3.6%	2	1.1%	2	2.6%	1	8.2%	11	1.5%	1	0.9%	1	0.6%	0	2.5%	1	0.0%	0	0.6%	1	2.5%	2	1.0%	1
Long opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low prices / value for money	17.6%	196	13.3%	7	17.1%	36	20.1%	10	21.3%	28	15.2%	13	18.7%	10	15.3%	7	19.8%	8	23.4%	29	21.9%	25	10.1%	8	11.7%	14
Loyalty scheme / reward points	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online shopping is convenient	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Only one in the area	0.9%	10	1.1%	1	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.3%	1	0.0%	0	1.5%	2	1.3%	2	4.4%	4	0.0%	0
Parking is free	1.8%	21	1.6%	1	0.0%	0	0.0%	0	2.2%	3	1.9%	2	0.9%	1	0.6%	0	3.2%	1	0.7%	1	0.0%	0	1.1%	1	9.2%	11
Parking prices are low	1.5%	16	0.0%	0	1.1%	2	0.7%	0	0.0%	0	2.7%	2	0.0%	0	1.1%	0	0.0%	0	0.0%	0	8.0%	9	0.0%	0	1.5%	2
Parking provision is good	3.3%	37	2.8%	2	2.8%	6	5.6%	3	5.5%	7	3.3%	3	2.4%	1	10.4%	5	3.9%	2	2.6%	3	0.9%	1	0.7%	1	3.9%	5
Pleasant shopping environment	1.5%	16	0.0%	0	1.9%	4	2.6%	1	0.7%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	0	4.0%	5	1.3%	2	0.7%	1	1.5%	2
Preference for retailer	2.3%	26	0.6%	0	0.0%	0	0.0%	0	1.3%	2	3.8%	3	2.8%	2	0.6%	0	0.0%	0	4.1%	5	6.4%	7	0.7%	1	4.5%	6
Quality of food goods available	11.3%	126	1.2%	1	12.2%	26	13.5%	7	11.2%	15	10.1%	8	9.0%	5	16.7%	7	11.5%	5	8.9%	11	16.1%	19	11.7%	9	11.0%	14
Self-service checkouts	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	0.6%	1	0.0%	1	0.0%	0	0.0%	0
Quality of non-food goods available	1.4%	16	1.1%	1	1.9%	4	3.4%	2	0.7%	1	0.0%	0	1.4%	1	5.8%	3	0.8%	0	0.0%	0	2.8%	3	0.9%	1	0.8%	1
Range of food goods available	14.1%	157	9.8%	5	4.6%	10	16.4%	8	23.2%	30	19.3%	16	19.9%	11	24.4%	11	19.5%	8	13.1%	16	14.8%	17	8.8%	7	14.0%	17
Range of non-food goods available	1.1%	12	0.6%	0	0.0%	0	1.9%	1	0.0%	0	3.8%	3	0.0%	0	0.0%	0	2.4%	1	2.6%	3	0.6%	1	1.2%	1	1.3%	2
Safe shopping environment	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.8%	0	0.0%	0	1.3%	2	0.7%	1	0.0%	0
Small / quiet store	4.3%	48	3.3%	2	11.4%	24	1.6%	1	5.5%	7	2.3%	2	3.5%	2	6.6%	3	7.7%	3	2.3%	3	0.0%	0	0.0%	0	1.0%	1
Staff discount / work there	1.8%	20	8.0%	4	0.0%	0	3.1%	2	3.4%	4	0.6%	1	0.7%	0	0.0%	0	8.1%	3	0.0%	0	1.5%	2	2.3%	2	1.5%	2
Supporting local business	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I need there	1.1%	12	7.2%	4	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Familiar / know where everything is	0.8%	9	0.6%	0	0.6%	1	1.9%	1	0.0%	0	0.0%	0	0.7%	0
Has a good market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a Post Office inside the store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Has an ATM	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Offers scan-as-you-shop	0.4%	5	0.0%	0	0.0%	0	0.7%	0	0.7%	1	0.9%	1	2.5%	1
On school run	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services nearby (Don't know / nothing)	0.8%	9	0.0%	0	0.0%	0	0.0%	0	1.9%	2	1.1%	1	0.0%	0
	6.9%	77	9.1%	5	12.1%	26	7.2%	4	4.2%	5	1.3%	1	8.5%	5
Weighted base:	1114	54	211	50	131	84	55	44	39	125	115	81	124	
Sample:	1127	97	98	96	96	94	89	94	91	93	90	95	94	

Q03 How do you normally travel to (STORE OR CENTRE MENTIONED AT Q01)?

Not those who said Internet at Q01

Car / van (as driver)	75.0%	836	61.9%	33	67.3%	142	79.9%	40	68.0%	89	63.1%	53	88.5%	49	87.5%	39	83.1%	33	79.1%	99	83.5%	96	77.9%	63	80.6%	100
Car / van (as passenger)	7.6%	85	5.2%	3	7.5%	16	4.0%	2	12.0%	16	9.1%	8	5.5%	3	7.6%	3	9.0%	4	8.9%	11	5.3%	6	7.2%	6	6.3%	8
Bus, minibus or coach	3.2%	36	8.9%	5	1.2%	3	14.1%	7	2.9%	4	3.1%	3	4.1%	2	0.0%	0	1.6%	1	3.7%	5	0.6%	1	1.3%	1	4.4%	5
Using park & ride facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.4%	5	0.0%	0	1.7%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	9.4%	105	20.1%	11	14.4%	30	0.7%	0	7.8%	10	17.1%	14	1.3%	1	2.8%	1	3.1%	1	5.8%	7	7.7%	9	12.3%	10	7.9%	10
Taxi	1.4%	15	1.1%	1	5.2%	11	0.0%	0	1.2%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0
Train	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.0%	11	1.1%	1	0.0%	0	0.7%	0	3.3%	4	4.9%	4	0.0%	0	1.1%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.5%	6	1.2%	1	0.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.7%	1	0.8%	1
Other (Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.6%	6	0.6%	0	2.1%	5	0.7%	0	0.0%	0	0.6%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.8%	9	0.0%	0	0.0%	0	0.0%	0	3.3%	4	2.0%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Weighted base:	1114	54	211	50	131	84	55	44	39	125	115	81	124													
Sample:	1127	97	98	96	96	94	89	94	91	93	90	95	94													

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q04 When you visit (STORE OR CENTRE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]																										
<i>Not those who said Internet at Q01</i>																										
Yes - non-food shopping	10.6%	118	1.4%	1	6.5%	14	9.2%	5	10.1%	13	5.8%	5	32.7%	18	16.7%	7	10.5%	4	8.7%	11	8.1%	9	12.0%	10	17.1%	21
Yes - other food shopping	7.4%	83	5.3%	3	8.0%	17	6.2%	3	7.2%	9	4.5%	4	15.7%	9	12.6%	6	5.6%	2	9.6%	12	1.9%	2	9.0%	7	7.2%	9
Yes - bars / pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - cafés	2.5%	27	1.2%	1	2.4%	5	1.2%	1	3.5%	5	0.6%	1	3.4%	2	3.2%	1	1.6%	1	2.9%	4	2.2%	3	1.2%	1	4.1%	5
Yes - cinemas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - get petrol	1.6%	18	0.0%	0	2.0%	4	1.9%	1	0.7%	1	3.8%	3	0.0%	0	0.6%	0	1.4%	1	0.0%	0	0.9%	1	1.1%	1	5.1%	6
Yes - go to park	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - gyms / health and fitness	1.4%	15	0.0%	0	0.8%	2	0.0%	0	1.7%	2	0.0%	0	4.1%	2	2.6%	1	10.2%	4	0.0%	0	2.2%	3	1.8%	1	0.0%	0
Yes - library	0.2%	2	0.6%	0	0.0%	0	0.7%	0	0.7%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - markets	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	5.1%	4	0.0%	4	0.0%	0
Yes - meeting family	1.3%	14	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.7%	1	0.0%	0	3.8%	1	1.9%	2	0.6%	1	0.0%	0	5.2%	6
Yes - meeting friends	1.1%	13	0.6%	0	1.2%	3	0.0%	0	2.0%	3	0.9%	1	3.4%	2	0.0%	0	0.8%	0	0.0%	0	1.5%	2	3.0%	2	0.0%	0
Yes - museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - other service (e.g. travel agent, estate agent etc.)	0.9%	10	0.0%	0	1.9%	4	0.0%	0	1.0%	1	0.0%	0	0.7%	0	0.6%	0	0.0%	0	0.7%	1	0.9%	1	1.3%	1	0.8%	1
Yes - personal service (e.g. hairdressers, beauty salon etc.)	0.4%	4	0.0%	0	0.0%	0	1.2%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Yes - restaurants	0.3%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Yes - swimming	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	1	0.0%	0
Yes - theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting services such as banks and other financial institutions	3.9%	44	1.2%	1	7.9%	17	0.7%	0	5.5%	7	0.6%	1	2.4%	1	4.6%	2	4.8%	2	3.7%	5	2.2%	3	2.0%	2	3.5%	4
Yes - work	2.5%	27	3.2%	2	0.0%	0	3.3%	2	10.3%	13	1.7%	1	0.0%	0	1.5%	1	3.9%	2	2.9%	4	0.9%	1	0.7%	1	1.3%	2
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - general walk about / dog walking	0.9%	10	0.6%	0	1.1%	2	0.0%	0	0.7%	1	0.0%	0	0.9%	1	1.1%	0	1.6%	1	2.6%	3	0.6%	1	0.0%	0	0.8%	1
Yes - leisure activity	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	6	0.0%	0	0.0%	0
Yes - school run	0.5%	6	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	1.3%	2
Yes - visiting church	0.1%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting health services (doctors, dentist, hospital etc.)	0.6%	6	0.0%	0	0.0%	0	7.1%	4	0.7%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
No - do NOT do ANY other activities	67.9%	756	81.7%	44	75.5%	160	73.6%	37	57.9%	76	78.6%	66	50.3%	28	61.9%	27	52.5%	21	68.7%	86	69.4%	80	64.2%	52	65.0%	80
(Don't know)	1.8%	20	0.8%	0	0.6%	1	1.6%	1	1.2%	2	2.7%	2	3.6%	2	1.2%	1	2.7%	1	2.6%	3	3.1%	4	1.6%	1	1.3%	2
Weighted base:		1114		54		211		50		131		84		55		44		39		125		115		81		124
Sample:		1127		97		98		96		96		94		89		94		91		93		90		95		94

Dorset Household Survey For Carter Jonas

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q05 When you combine your trip with other activities, where do you normally go?																										
<i>Those who combine their main food shopping with other activities at Q04 AND Excl. Nulls</i>																										
Axminster	3.2%	10	0.0%	0	0.0%	0	0.0%	0	19.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Beaminster	0.9%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Blandford Forum (or Blandford)	9.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	4.6%	1	0.0%	0	67.6%	26		
Bridport	9.3%	28	0.0%	0	0.0%	0	0.0%	0	48.4%	25	0.0%	0	0.0%	0	20.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Chard	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Crewkerne	1.7%	5	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	10.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Dorchester	16.7%	51	0.0%	0	2.9%	1	49.3%	5	2.5%	1	51.5%	7	57.5%	14	83.2%	13	39.6%	6	2.8%	1	0.0%	0	0.0%	0	4.3%	2
Ferndown	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Gillingham	8.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2	56.0%	12	26.8%	7	8.5%	3	0.0%	
Iminster	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Poole	1.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	5	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Isle of Portland areas: Easton	3.6%	11	37.6%	3	17.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Poundbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Salisbury	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	
Shaftesbury	6.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	64.2%	17	2.4%	1	0.0%	
Sherborne	4.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	3.1%	0	33.5%	11	4.6%	1	0.0%	0	0.0%	0	0.0%	
Stalbridge	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	
Sturminster Newton	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	3	0.0%	0	0.0%	0	0.0%	
Wareham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Weymouth areas: Littlemoor	0.3%	1	3.6%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Weymouth areas: Westham	0.6%	2	6.5%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Weymouth areas: Weymouth Town Centre	14.4%	44	43.8%	4	63.9%	28	47.0%	4	0.0%	0	24.1%	3	12.0%	3	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Weymouth areas: Wyke Regis	0.6%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Wincanton	2.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	5	15.3%	3	0.0%	0	0.0%	0	0.0%	
Yeovil	5.0%	15	0.0%	0	0.0%	0	0.0%	0	6.5%	3	10.3%	1	0.0%	0	0.0%	0	17.7%	3	23.5%	8	0.0%	0	0.0%	0	0.0%	
Broadway Village Centre	0.1%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Lidl, Dorchester Road, Weymouth	0.1%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Morrisons, Dorchester Road, Weymouth	0.1%	0	4.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Mosterton Village Centre	1.1%	3	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Puddletown Village Centre	0.5%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	
Sainsbury's Superstore, Mercery Road, Weymouth	0.9%	3	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Seaton areas: Seaton Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Sidmouth Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Stour Retail Park, Blandford St. Mary, Blandford Forum	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Tesco Express (Esso),	0.6%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	

Dorset Household Survey For Carter Jonas

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	
Lanehouse Rocks Road, Weymouth														
Tesco Superstore, Stour Park, Blandford St Mary, Blandford Forum	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	3
Tesco Superstore, Weymouth Avenue, Dorchester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warminster Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Wool Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	304	9	44	9	52	14	25	16	16	33	22	26	39	
Sample:	341	21	19	19	36	20	38	41	33	27	25	31	31	

Dorset Household Survey For Carter Jonas

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12											
Q06 In addition to (STORE OR CENTRE MENTIONED AT Q01), is there any other store that you regularly use for your main-food shopping?																								
<i>Excl. Nulls</i>																								
Aldi, Pitwines West, Poole	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Aldi, Jubilee Sidings, Weymouth	4.5%	29	17.0%	4	17.1%	21	7.4%	3	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Station Road, Gillingham, SP8 4QA	6.4%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.0%	20	22.6%	18	8.8%	3	0.0%	0
Asda, West Quay Road, Poole, BH15 1JQ	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	6
Asda, Newstead Road, Weymouth, DT4 8JQ	3.5%	23	12.9%	3	10.5%	13	7.5%	3	2.1%	1	3.4%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Preston Road, Yeovil, BA20 2HB	0.6%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	2.4%	2	0.0%	0	0.0%	0
Co-op, The Square, Beaminster	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Salisbury Road, Blandford Forum	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Co-op, Sea Road North, Bridport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Warmwell Road, Crossways	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Forum Centre, Trinity Square, Dorchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trinity Square, Wadham, Dorchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Broad Street, Lyme Regis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Easton Square, Portland	0.8%	5	19.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Fortuneswell, Portland	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Lower Market Way, Station Road, Sturminster Newton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Dike & Son Delicatessen, Ring Street, Stalbridge	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.9%	1	0.0%	0	0.0%	0
Iceland, Salisbury Street, Blandford Forum	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4
Iceland, Trinity Street, Dorchester	0.5%	3	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.9%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Iceland, Harwood Retail Centre, Station Road, Gillingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Iceland, St Thomas Street, Weymouth	0.2%	1	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Ivel Square,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0

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July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Quedam Shopping Centre, Yeovil																										
Lidl, Shaftesbury Lane, Blandford Forum	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3												
Lidl, St Andrews Road, Bridport	2.5%	16	0.0%	0	0.0%	0	0.0%	0	24.5%	15	0.0%	0	0.0%	0												
Lidl, The George Shopping Centre, Crewkerne	0.7%	5	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.0%	0												
Lidl, The Grove, Dorchester	3.7%	24	0.0%	0	0.0%	0	3.2%	1	0.0%	0	20.1%	10	9.1%	3	21.6%	6	13.7%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Lidl, Newbury, Gillingham	5.3%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	25.9%	21	21.8%	8	2.9%	2		
Lidl, Dorchester Road, Weymouth	2.0%	13	2.9%	1	7.1%	9	8.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Lidl, Southgate Road, Wincanton	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.9%	1	5.3%	2	0.0%	0		
Lidl, Lyde Road, Yeovil	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, West Hendford, Yeovil	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Langton Road, Blandford Forum	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	6	0.0%	0	1.2%	1
Marks & Spencer, South Street, Dorchester	1.2%	8	0.0%	0	1.0%	1	1.5%	1	0.0%	0	10.0%	5	1.2%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St Mary Street, Weymouth	0.3%	2	2.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Middle Street, Yeovil	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, West Street, Blandford Forum	2.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	14
Morrisons, West Bay Road, Bridport	0.8%	5	0.0%	0	0.0%	0	0.9%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	8.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dorchester Road, Weymouth	6.5%	42	6.7%	2	23.5%	29	19.2%	8	0.0%	0	1.9%	1	4.6%	2	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Southgate Road, Wincanton	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	6	2.2%	2	1.5%	1	0.0%	0
Morrisons, Lysander Road, Yeovil	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	2	9.2%	6	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pitwines Close, Poole	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ludbourne Road, Sherborne	1.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	1.4%	0	9.1%	6	1.2%	1	4.7%	2	2.2%	2
Sainsbury's Superstore, South Street, Wareham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mercery Road, Weymouth	8.7%	56	11.3%	3	27.9%	34	12.7%	5	0.0%	0	12.5%	6	13.4%	5	8.5%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, St Martins Place, Bridport Road, Dorchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Orchard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1

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Plaza, High Street, Poole													
Tesco Extra, Fleets Corner, Waterloo Road, Poole	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Yarrow Road, Mannings Heath, Poole	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Tesco Extra, Bourne Centre, Southampton Road, Salisbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%
Tesco Extra, Queensway, Huish, Yeovil	0.7%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	8.7%
Tesco Superstore, Shand Park, West Street, Axminster	0.9%	6	0.0%	0	0.0%	0	0.0%	0	9.8%	6	0.0%	0	0.0%
Tesco Superstore, Stour Park, Blandford St Mary, Blandford Forum	2.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%
Tesco Superstore, Weymouth Avenue, Dorchester	6.0%	38	0.0%	0	4.3%	5	13.1%	5	0.0%	0	23.2%	12	15.0%
Tesco Superstore, Park Road, Easton, Portland	0.9%	6	19.7%	5	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Christy's Lane, Shaftesbury	2.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%
Tesco Metro, St Thomas Street, Weymouth	1.1%	7	0.0%	0	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Dorchester Road, Weymouth	0.6%	4	0.0%	0	0.0%	0	9.6%	4	0.0%	0	0.0%	0	0.0%
Waitrose, West Street, Bridport	1.5%	10	0.0%	0	0.0%	0	0.0%	0	15.6%	9	0.0%	0	0.0%
Waitrose, South Street, Crewkerne	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%
Waitrose, Tudor Arcade, South Street, Dorchester	3.3%	21	0.0%	0	1.0%	1	3.5%	1	0.0%	0	25.5%	13	2.7%
Waitrose, Chantry Fields (off Le Neubourg Way), Gillingham	2.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Queen Mother Square, Poundbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	4.7%
Waitrose, Churchill Way West, Salisbury	0.3%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%
Waitrose, Cheap Street, Sherborne	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%
Waitrose, Rowlands Hill, Wimborne	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Washingpool Farm Shop, Dottery Road, North Allington, Bridport	0.5%	3	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%

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Beaminster	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blandford Forum (or Blandford)	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	6.7%	5
Bridport	0.5%	3	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Portland areas: Weston	0.1%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Stalbridge	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4	0.9%	1	0.0%	0	0.0%	0
Sturminster Newton	1.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	11	0.0%	0	0.0%	0
Wareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimborne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Yeovil	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Internet / collection (click and collect)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	1.4%	9	0.0%	0	1.9%	2	5.0%	2	0.0%	0	0.0%	0	12.9%	4	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Underfleet Way, Seaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Horseshoes Mall, Warminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Lidl, Blandford Road, Hamworthy, Poole	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Lidl, Christchurch Road, Ringwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Lidl, Hatch Pond Road, Poole	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Lidl, Woolbrook Road, Sidmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Abbotsbury	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Mere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Local Shops, Wilton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Marks & Spencer, Old George Mall, New Canal, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Morrisons, Spruce Drive, Totton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
One Stop, Station Road, Sturminster Newton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Tesco Superstore, Harbour Road, Seaton	0.9%	5	0.0%	0	0.0%	0	0.0%	0	9.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Tapstone Road, Chard	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	642	26		122	40	60	50	34	26	22	67	81	36	77										
Sample:	634	50		56	65	50	52	53	57	50	41	59	46	55										

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12											
Q07 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?																								
<i>Excl. Nulls</i>																								
Asda, Station Road, Gillingham, SP8 4QA	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	5	0.0%	0	0.0%	0
Asda, West Quay Road, Poole, BH15 1JQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Newstead Road, Weymouth, DT4 8JQ	4.6%	28	0.0%	0	24.5%	26	1.6%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Preston Road, Yeovil, BA20 2HB	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Beaminster	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	6	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Co-op, Salisbury Road, Blandford Forum	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	6
Co-op, Sea Road North, Bridport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Warmwell Road, Crossways	1.0%	6	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	16.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Forum Centre, Trinity Square, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lodbourne Green Parade, Gillingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0
Co-op, Broad Street, Lyme Regis	0.7%	4	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Easton Square, Portland	1.0%	6	19.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Fortuneswell, Portland	0.5%	3	10.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Texaco), Sherborne Road, Yeovil	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Beaufoy Close, The Sycamores, Shaftesbury	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	7	0.0%	0
Co-op, Westbridge Park, Sherborne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Lower Market Way, Station Road, Sturminster Newton	3.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	39.4%	21	0.0%	0	0.0%	0
Co-op, Preston Road, Preston, Weymouth	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Portland Road, Wyke Regis, Weymouth	0.7%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Camelot Shopping Centre, Wincanton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.3%	1	0.0%	0
Dike & Son Delicatessen, Ring Street, Stalbridge	1.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	10	1.9%	1	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	
Iceland, Salisbury Street, Blandford Forum	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Iceland, Harwood Retail Centre, Station Road, Gillingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Andrews Road, Bridport	1.0%	6	0.0%	0	0.0%	0	0.0%	0	5.6%	5	0.0%	0	0.0%	0
Lidl, The George Shopping Centre, Crewkerne	1.8%	11	0.0%	0	0.0%	0	0.0%	0	11.5%	11	0.0%	0	0.0%	0
Lidl, The Grove, Dorchester	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	4	10.6%	2
Lidl, Newbury, Gillingham	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dorchester Road, Weymouth	0.6%	4	0.0%	0	3.3%	4	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Southgate Road, Wincanton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lyde Road, Yeovil	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Lidl, West Hendford, Yeovil	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Langton Road, Blandford Forum	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, South Street, Dorchester	1.4%	8	0.0%	0	1.2%	1	2.2%	0	1.4%	1	8.7%	4	1.1%	0
Marks & Spencer, St Mary Street, Weymouth	0.6%	3	0.0%	0	1.2%	1	4.9%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, West Street, Blandford Forum	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, West Bay Road, Bridport	2.7%	16	0.0%	0	0.0%	0	2.2%	0	17.2%	16	0.0%	0	0.0%	0
Morrisons, Dorchester Road, Weymouth	1.2%	7	1.1%	0	5.7%	6	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Southgate Road, Wincanton	2.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ludbourne Road, Sherborne	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, South Street, Wareham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0
Sainsbury's Superstore, Mercery Road, Weymouth	2.6%	16	0.0%	0	13.7%	15	6.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, St Martins Place, Bridport Road, Dorchester	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	5	0.0%	0
Sainsbury's Local, Orchard Plaza, High Street, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Tesco Extra, Yarrow Road, Mannings Heath, Poole	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0
Tesco Extra, Queensway, Huish, Yeovil	0.5%	3	1.9%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

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July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Tesco Superstore, Shand Park, West Street, Axminster	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Stour Park, Blandford St Mary, Blandford Forum	3.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.2%	21
Tesco Superstore, Weymouth Avenue, Dorchester	2.1%	13	0.0%	0	1.6%	2	3.8%	1	0.0%	0	8.4%	4	8.8%	3	12.8%	3	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Easton, Portland	2.9%	18	58.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Christy's Lane, Shaftesbury	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	19.7%	8	0.0%	0
Tesco Metro, St Thomas Street, Weymouth	1.2%	7	0.0%	0	6.4%	7	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Broad Street, Lyme Regis	2.1%	13	0.0%	0	0.0%	0	0.0%	0	13.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lower Blandford Road, Broadstone, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Lanehouse Rocks Road, Weymouth	1.2%	7	0.0%	0	3.2%	3	16.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dorchester Road, Weymouth	0.3%	2	0.0%	0	1.2%	1	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, West Street, Bridport	1.0%	6	0.0%	0	0.0%	0	0.0%	0	6.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, South Street, Crewkerne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tudor Arcade, South Street, Dorchester	2.8%	17	0.0%	0	0.0%	0	12.1%	3	0.0%	0	21.6%	10	0.0%	0	20.4%	4	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chantry Fields (off Le Neubourg Way), Gillingham	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	5	2.6%	1	2.6%	2
Waitrose, Queen Mother Square, Poundbury	1.7%	11	0.0%	0	1.2%	1	5.7%	1	0.0%	0	10.3%	5	1.5%	1	11.7%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Cheap Street, Sherborne	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	1.8%	1	8.0%	5	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rowlands Hill, Wimborne	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3
Washingpool Farm Shop, Dottery Road, North Allington, Bridport	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Axminster	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaminstor	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blandford Forum (or Blandford)	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	9

Dorset Household Survey For Carter Jonas

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Bridport	1.8%	11	0.0%	0	0.0%	0	0.0%	0	10.7%	10	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chickerell	0.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossways	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	1.7%	10	0.0%	0	0.0%	0	1.6%	0	0.0%	0	14.8%	7	3.1%	1	9.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
Lyme Regis	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Milton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Shaftesbury	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0
Sherborne	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalbridge	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.4%	1	2.3%	1	2.6%	2	0.0%	2
Trowbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Weymouth areas: Southill	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth areas: Weymouth Town Centre	2.3%	14	1.7%	1	9.0%	10	16.2%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth areas: Wyke Regis	1.0%	6	0.0%	0	5.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeovil	0.6%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.4%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	1.0%	6	0.0%	0	1.6%	2	0.0%	0	1.0%	1	1.2%	1	1.5%	1	2.4%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	2
Asda, Creechbarrow Road, Taunton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buxton Stores (Central Store), Buxton Road, Weymouth	0.4%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Tisbury	1.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.4%	11	0.0%	0	0.0%	0
Co-op, North Street, Wareham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queen Victoria Memorial Hall, The Square, Mere	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Weston Road, Portland	0.2%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Boden Street, Chard	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Market, Dorchester Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Abbotsbury	0.1%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Bradford Abbas	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Broadmayne	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Broadway	0.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Broadwindsor	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Burton Bradstock	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cattistock	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cerne Abbas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Charlton Down	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12											
Local Shops, Charminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Charmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Child Okeford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Local Shops, East Knoyle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Local Shops, Evershot	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Fontmell Magna	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Local Shops, Halstock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hazelbury Bryan	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Iwerne Minster	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Local Shops, Leigh	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Maiden Newton	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Marnhull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Local Shops, Martinstown	0.2%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Mere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Local Shops, Mosterton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Motcombe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Local Shops, Piddlehinton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Piddletrenthide	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Pimperne	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Local Shops, Puddletown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Thorncombe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Tisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Local Shops, Uplyme	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Wool	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Gaza Road, Bovington	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, High Street, Puddletown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, The Street, Charmouth	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Broad Robin, Gillingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
One Stop, Kings Road, Dorchester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Lynch Road, Weymouth	1.8%	11	0.0%	0	10.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Station Road, Sturminster Newton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Spar, Carey Road, Wareham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Dorchester Road, Maiden Newton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Wool	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Maud Road, Dorchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Sunnyside Court, High	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Street, Yetminster																										
Tesco Superstore, Harbour Road, Seaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weyfish Seafood Wholesaler, Custom House Quay, Weymouth	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	604	30		107	21	92	47	35	20	30	65	53	41	63												
Sample:	604	51		54	43	63	56	52	39	66	49	41	40	50												

Dorset Household Survey For Carter Jonas

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q08 In addition to (STORE OR CENTRE MENTIONED AT Q07), is there any other store that you regularly use for your household's small scale top-up food shopping?													
<i>Those who do top-up shopping at Q07 AND Excl. Nulls</i>													
Aldi, Pitwines West, Poole	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Jubilee Sidings, Weymouth	3.4%	7	4.2%	0	14.0%	6	7.4%	1	0.0%	0	0.0%	0	0.0%
Asda, Station Road, Gillingham, SP8 4QA	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Newstead Road, Weymouth, DT4 8JQ	2.4%	5	4.2%	0	10.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, The Square, Beaminster	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Sea Road North, Bridport	1.4%	3	0.0%	0	0.0%	0	0.0%	0	8.9%	3	0.0%	0	0.0%
Co-op, Warmwell Road, Crossways	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	1	0.0%
Co-op, Trinity Square, Wadham, Dorchester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	0	4.6%
Co-op, Broad Street, Lyme Regis	0.9%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%
Co-op, Knapp, Merriot	3.3%	7	0.0%	0	0.0%	0	0.0%	0	21.7%	7	0.0%	0	0.0%
Co-op, Easton Square, Portland	0.6%	1	12.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Fortuneswell, Portland	1.8%	4	38.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Lower Market Way, Station Road, Sturminster Newton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Portland Road, Wyke Regis, Weymouth	0.8%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Felicity's Farm Shop, A35, Morcombelake	1.5%	3	0.0%	0	0.0%	0	0.0%	0	10.0%	3	0.0%	0	0.0%
Iceland, Salisbury Street, Blandford Forum	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Trinity Street, Dorchester	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	3	0.0%
Iceland, Harwood Retail Centre, Station Road, Gillingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, St Thomas Street, Weymouth	1.8%	4	0.0%	0	8.0%	4	3.7%	0	0.0%	0	0.0%	0	0.0%
Lidl, Shaftesbury Lane, Blandford Forum	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, St Andrews Road, Bridport	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%
Lidl, The Grove, Dorchester	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	1	3.3%
Lidl, Newbury, Gillingham	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Lidl, Dorchester Road, Weymouth	3.2%	7	0.0%	0	14.0%	6	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lyde Road, Yeovil	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, West Hendford, Yeovil	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Langton Road, Blandford Forum	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	11.6%	1	7.7%	2
Marks & Spencer, South Street, Dorchester	2.0%	4	0.0%	0	2.9%	1	3.7%	0	0.0%	0	9.5%	2	0.0%	0	8.7%	1	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St Mary Street, Weymouth	0.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Middle Street, Yeovil	0.3%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, West Street, Blandford Forum	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	5
Morrisons, West Bay Road, Bridport	1.6%	4	0.0%	0	0.0%	0	0.0%	0	10.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dorchester Road, Weymouth	3.2%	7	0.0%	0	13.1%	6	7.4%	1	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Southgate Road, Wincanton	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Morrisons, Lysander Road, Yeovil	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ludbourne Road, Sherborne	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	23.4%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, South Street, Wareham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mercery Road, Weymouth	1.7%	4	3.2%	0	6.7%	3	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, St Martins Place, Bridport Road, Dorchester	1.2%	3	0.0%	0	0.0%	0	13.2%	1	0.0%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Stour Park, Blandford St Mary, Blandford Forum	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	4
Tesco Superstore, Weymouth Avenue, Dorchester	4.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%	5	0.0%	0	30.0%	2	18.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Easton, Portland	0.8%	2	11.9%	1	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Christy's Lane, Shaftesbury	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	47.9%	3	0.0%	0
Tesco Express, Broad Street, Lyme Regis	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Lanehouse Rocks Road, Weymouth	0.3%	1	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Tesco Express, Dorchester Road, Weymouth	0.9%	2	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Waitrose, West Street, Bridport	2.5%	5	0.0%	0	0.0%	0	5.0%	0	13.9%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, South Street, Crewkerne	0.8%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Tudor Arcade, South Street, Dorchester	3.6%	8	0.0%	0	5.1%	2	7.4%	1	0.0%	0	11.4%	2	0.0%	0	28.9%	2	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Chantry Fields (off Le Neubourg Way), Gillingham	3.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.1%	8	0.0%	0	0.0%	0	0.0%
Waitrose, Queen Mother Square, Poundbury	3.0%	7	0.0%	0	5.1%	2	5.0%	0	0.0%	0	15.0%	3	0.0%	0	11.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Cheap Street, Sherborne	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Rowlands Hill, Wimborne	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	
Axminster	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaminster	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blandford Forum (or Blandford)	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	4	
Bridport	1.4%	3	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	9.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chickerell	0.4%	1	0.0%	0	0.0%	0	8.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crewkerne	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crossways	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dorchester	1.7%	4	3.2%	0	0.0%	0	0.0%	0	2.8%	1	5.6%	1	7.2%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gillingham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%
Isle of Portland areas: Fortuneswell	0.5%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shaftesbury	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	1	0.0%	0	0.0%
Sherborne	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Stalbridge	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%
Sturminster Newton	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	5.5%	1	0.0%	0	4.3%	1	
Wareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weymouth areas: Westham	0.3%	1	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weymouth areas: Weymouth Town Centre	1.2%	3	5.6%	1	2.9%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wincanton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%
Yeovil	0.9%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivered	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Charlton Down	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Hazelbury Bryan	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Maiden Newton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Mosterton	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Seaton	0.7%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Dorset Household Survey For Carter Jonas

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Local Shops, Tisbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Wool	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	1	0.0%
Londis, Westham Road, Weymouth	1.6%	4	0.0%	0	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Lynch Road, Weymouth	0.3%	1	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%
One Stop, Salisbury Road, Blandford Forum	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Station Road, Sturminster Newton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%
Spar, Lulworth Road, Wool	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	2	0.0%
Weighted base:	218	10	45	9	34	19	10	8	12	19	24	6	22
Sample:	215	18	23	20	21	20	17	15	20	15	18	9	19

Meanscore: [%]

Q09 Of all the money you spend on your main and top-up food shopping, what share goes to your main food shopping? (those who do top-up food shopping)

Those who do top-up shopping at Q07

None	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
1 - 10%	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	
11 - 20%	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	
21 - 30%	2.4%	15	1.4%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	1.1%	0	0.0%	0	0.0%	0	10.1%	7	1.8%	1	0.0%	0	4.0%
31 - 40%	1.6%	10	0.0%	0	0.0%	0	3.6%	1	5.0%	5	1.6%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	1.8%	1	1.7%	1	0.0%
41 - 50%	3.6%	22	1.0%	0	1.2%	1	4.6%	1	2.1%	2	5.8%	3	6.9%	2	6.0%	1	6.0%	2	3.9%	3	0.0%	0	9.1%	4	4.3%
51 - 60%	7.6%	47	5.6%	2	7.1%	8	19.6%	4	4.5%	4	2.7%	1	4.8%	2	21.8%	5	8.5%	3	9.5%	7	3.1%	2	6.4%	3	12.0%
61 - 70%	8.7%	54	9.5%	3	10.0%	11	9.1%	2	5.7%	5	8.8%	4	6.9%	2	3.1%	1	21.3%	6	14.5%	10	13.8%	8	3.5%	1	0.0%
71 - 80%	34.6%	216	50.7%	15	30.3%	34	23.1%	5	32.1%	30	35.3%	16	35.0%	13	26.3%	6	34.4%	10	28.0%	19	46.1%	26	39.4%	17	37.6%
81 - 90%	15.1%	94	8.1%	2	13.4%	15	20.5%	5	13.6%	13	14.8%	7	34.2%	12	20.5%	4	11.7%	4	7.8%	5	7.4%	4	19.6%	8	22.4%
91 - 99%	3.7%	23	0.0%	0	6.3%	7	1.5%	0	5.7%	5	2.3%	1	5.6%	2	3.1%	1	5.3%	2	1.8%	1	4.0%	2	0.0%	0	2.5%
100%	1.8%	11	1.9%	1	1.6%	2	0.0%	0	3.4%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	3	1.3%	1	1.3%	1	1.4%
(Dont know)	18.1%	113	19.9%	6	28.5%	32	17.9%	4	21.4%	20	15.6%	7	5.6%	2	9.2%	2	8.6%	3	18.6%	13	17.6%	10	17.8%	8	11.1%
(Refused)	2.1%	13	1.9%	1	1.6%	2	0.0%	0	2.9%	3	10.7%	5	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.3%	1	3.3%
Mean:	75.01	76.94	78.94	72.81	75.55	75.19	78.41	67.54	73.94	68.76	74.94	76.20	75.27												
Weighted base:	624	31	111	22	92	47	36	21	30	69	57	43	66												
Sample:	624	52	56	45	63	56	55	41	66	51	44	43	52												

Dorset Household Survey For Carter Jonas

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Meanscore: [%]																										
Q09X Of all the money you spend on your main and top-up food shopping, what share goes to your main food shopping? (all respondents)																										
None	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
1 - 10%	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
11 - 20%	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
21 - 30%	1.2%	15	0.8%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	5.1%	7	0.8%	1	0.0%	0	1.9%	3
31 - 40%	0.8%	10	0.0%	0	0.0%	0	1.4%	1	3.3%	5	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.8%	1	0.8%	1	0.0%	0
41 - 50%	1.8%	22	0.6%	0	0.6%	1	1.8%	1	1.3%	2	3.1%	3	3.9%	2	2.7%	1	4.0%	2	2.0%	3	0.0%	0	4.5%	4	2.1%	3
51 - 60%	3.9%	47	3.1%	2	3.6%	8	7.5%	4	2.9%	4	1.4%	1	2.7%	2	9.8%	5	5.6%	3	4.8%	7	1.4%	2	3.2%	3	5.8%	8
61 - 70%	4.5%	54	5.2%	3	5.1%	11	3.5%	2	3.7%	5	4.7%	4	4.0%	2	1.4%	1	14.1%	6	7.3%	10	6.2%	8	1.7%	1	0.0%	0
71 - 80%	17.9%	216	27.7%	15	15.3%	34	8.8%	5	20.9%	30	18.7%	16	20.1%	13	11.9%	6	22.8%	10	14.1%	19	20.7%	26	19.6%	17	18.1%	25
81 - 90%	7.8%	94	4.4%	2	6.8%	15	7.9%	5	8.8%	13	7.9%	7	19.6%	12	9.3%	4	7.7%	4	3.9%	5	3.3%	4	9.7%	8	10.8%	15
91 - 99%	1.9%	23	0.0%	0	3.2%	7	0.6%	0	3.7%	5	1.2%	1	3.2%	2	1.4%	1	3.5%	2	0.9%	1	1.8%	2	0.0%	0	1.2%	2
100%	49.1%	591	46.4%	26	50.3%	110	61.8%	36	37.2%	53	47.6%	42	42.7%	27	54.7%	25	33.8%	15	51.7%	71	55.7%	70	50.9%	44	52.5%	72
(Dont know)	9.4%	113	10.9%	6	14.4%	32	6.8%	4	13.9%	20	8.3%	7	3.2%	2	4.2%	2	5.7%	3	9.4%	13	7.9%	10	8.8%	8	5.3%	7
(Refused)	1.1%	13	1.0%	1	0.8%	2	0.0%	0	1.9%	3	5.7%	5	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.6%	1	1.6%	2
<i>Mean:</i>	88.46		88.82		91.24		90.83		85.70		88.74		87.94		86.09		83.34		85.85		89.94		89.42		89.04	
Weighted base:	1204		56		219		58		142		88		63		46		45		137		126		86		137	
Sample:	1204		100		101		102		100		100		100		100		100		100		100		101		100	

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q10 Where do you normally do most of your household's shopping for mens, womens, childrens and baby clothing and footwear (fashion items - not sports clothing and footwear)?																										
<i>Excl. Nulls</i>																										
Debenhams, New Bond Street, Weymouth	0.3%	3	0.6%	0	0.9%	2	0.0%	0	0.0%	0	1.1%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Goulds Garden Centre, South Street, Dorchester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Harts Of Stur, Station Road, Sturminster Newton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0		
John Lewis, Poole Retail Park (formerly the Commerce Centre)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1		
Marks & Spencer, South Street, Dorchester	0.4%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.7%	1	1.3%	1	1.1%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0		
Marks & Spencer, St Mary Street, Weymouth	0.4%	4	0.0%	0	1.9%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Marks & Spencer, Middle Street, Yeovil	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
Babylon Hill Retail Park, Yeovil (The Peel 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	2.5%	1	0.0%	0	0.0%	0	0.0%	0		
Bourne Retail Park, Hatches Lane, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0		
Brewery Square, Weymouth Avenue, Dorchester	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	0.0%	0	0.0%	0	0.0%	0		
Castlepoint Shopping Park, Castle Lane West, Bournemouth	0.4%	4	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.6%	1	1.1%	1	0.0%	0		
Clarks Village, Farm Road, Street	0.3%	4	0.6%	0	1.1%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0		
Jubilee Retail Park, Weymouth	0.6%	7	0.0%	0	3.0%	6	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Poole Retail Park, Redlands, Poole	0.7%	7	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6	0.0%	0	1.0%	1		
Quedam Shopping Centre, Yeovil	0.9%	10	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3	0.7%	1	4.8%	6	0.0%	0		
Turbary / Ringwood Road Retail Park, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0		
Wessex Gate Retail Park, Broadstone Way, Poole	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1		
Axminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bath	1.1%	12	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	7.5%	9	0.7%	1	0.0%	0		
Beaminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Blandford Forum (or Blandford)	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	13		
Bournemouth	2.5%	28	1.2%	1	1.2%	2	3.0%	2	0.7%	1	1.5%	1	3.8%	2	3.5%	1	1.4%	1	2.4%	3	3.5%	4	1.7%	1	6.4%	8
Bridport	2.1%	23	0.0%	0	0.0%	0	1.1%	1	16.4%	21	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0		
Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0		

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Crewkerne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Dorchester	11.5%	129	14.5%	8	11.0%	21	23.2%	13	5.3%	7	44.9%	38	19.1%	12	35.3%	15	19.3%	8	2.4%	3	0.0%	0	0.0%	0	3.1%	4
Gillingham	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	6	0.7%	1	0.0%	0	0	
Poole	9.2%	103	4.0%	2	4.1%	8	4.3%	2	1.3%	2	4.6%	4	30.1%	18	3.7%	2	0.0%	0	0.0%	0	11.4%	13	13.0%	11	32.4%	41
Isle of Portland areas: Easton	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0	
Salisbury	4.4%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.7%	2	9.1%	11	30.6%	25	9.0%	11
Shaftesbury	1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.2%	4	14.7%	12	3.0%	4	0	
Sherborne	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.0%	0	8.3%	11	0.0%	0	0.0%	0	1.3%	2
Southampton	0.6%	7	5.5%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.6%	0	0.0%	0	1.0%	0	1.1%	1	0.6%	1	0.0%	0	0.0%	0
Sturminster Newton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.8%	2	0.0%	0	0.0%	0	0	
Weymouth areas: Littlemoor	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth areas: Weymouth Town Centre	12.6%	140	54.9%	30	42.9%	82	28.5%	16	0.0%	0	6.7%	6	5.2%	3	7.2%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimborne	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Yeovil	13.1%	146	1.0%	1	6.7%	13	1.1%	1	14.9%	19	3.2%	3	0.0%	0	4.0%	2	29.8%	13	51.4%	66	22.4%	26	4.7%	4	0.0%	0
Internet / catalogue / TV shopping	26.8%	298	16.3%	9	25.3%	48	26.8%	15	30.3%	39	31.3%	26	34.5%	21	31.4%	14	25.7%	11	26.7%	34	19.0%	22	27.1%	22	29.2%	37
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	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0	0
Asda, Newstead Road, Weymouth	0.2%	2	0.0%	0	0.7%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Babylon Hill Retail Park, Sherborne Road, Yeovil	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.6%	1	0.9%	1	0.0%	0
Cheltenham City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Dartmouth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Exeter City Centre	3.3%	36	0.0%	0	0.0%	0	0.0%	0	27.5%	35	0.9%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Tollbar Way, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Town Centre	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Honiton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Tollbar Way, Hedge End, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mercery Road, Weymouth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street Town Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	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	0.0%	0
Taunton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warminster Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.7%	1	0.0%	0	0	0
West Quay Retail Park, Pirelli Street, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Quay Shopping Centre, Harbour Parade, Southampton	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Wilton Shopping Village, King Street, Wilton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Worton Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
York City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	1114	54	191	56	128	84	61	43	44	127	118	81	126
Sample:	1114	96	85	97	89	95	97	91	95	92	92	94	91

Q11 How do you normally travel to (STORE OR CENTRE MENTIONED AT Q10)?

Those who buy clothing and footwear (excluding via the Internet) at Q10

Car / van (as driver)	69.9%	570	62.2%	28	47.1%	67	80.0%	33	68.1%	61	44.7%	26	84.9%	34	85.2%	25	84.2%	27	80.0%	75	81.9%	78	71.3%	42	82.6%	74
Car / van (as passenger)	8.5%	69	8.7%	4	14.8%	21	5.7%	2	7.7%	7	4.1%	2	6.5%	3	6.6%	2	7.4%	2	9.1%	8	8.8%	8	10.1%	6	3.2%	3
Bus, minibus or coach	7.5%	62	21.1%	10	9.1%	13	13.5%	5	6.1%	5	8.8%	5	5.6%	2	0.9%	0	2.9%	1	8.7%	8	0.0%	0	3.6%	2	10.3%	9
Using park & ride facility	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Motorcycle, scooter or moped	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	8.8%	72	1.4%	1	20.3%	29	0.0%	0	11.3%	10	37.3%	22	0.0%	0	0.9%	0	0.0%	0	1.0%	1	3.0%	3	10.1%	6	1.1%	1
Taxi	0.3%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Train	2.9%	24	6.6%	3	1.6%	2	0.0%	0	6.8%	6	1.3%	1	2.9%	1	3.2%	1	5.5%	2	0.0%	0	5.5%	5	1.2%	1	1.9%	2
Bicycle	1.2%	10	0.0%	0	4.4%	6	0.8%	0	0.0%	0	2.6%	2	0.0%	0	1.6%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.4%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0
Weighted base:	816	45	143	41	89	58	40	30	32	93	96	59	89													
Sample:	850	80	71	75	66	73	68	65	73	69	73	70	67													

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q12 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?													
<i>Excl. Nulls</i>													
Brewery Square, Weymouth Avenue, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Jubilee Retail Park, Weymouth	0.3%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Quedam Shopping Centre, Yeovil	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weymouth Avenue Retail Park, Weymouth Avenue, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blandford Forum (or Blandford)	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%
Bournemouth	0.6%	4	1.8%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	1.8%
Bridport	1.9%	11	0.0%	0	0.0%	0	2.6%	1	18.2%	10	0.0%	0	0.0%
Dorchester	2.5%	15	1.0%	0	0.0%	0	3.4%	1	0.0%	0	12.3%	7	8.0%
Gillingham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Martock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%
Poole	4.9%	29	3.2%	1	2.5%	3	0.0%	0	0.0%	0	7.4%	4	25.7%
Isle of Portland areas: Easton	0.4%	3	8.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Salisbury	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shaftesbury	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sherborne	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southampton	1.1%	6	9.6%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Weymouth areas: Littlemoor	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Weymouth areas: Westham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.4%
Weymouth areas: Weymouth Town Centre	5.8%	34	17.9%	6	18.0%	21	13.3%	3	0.0%	0	5.3%	3	3.7%
Wimborne	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Yeovil	3.9%	23	0.0%	0	0.0%	0	0.0%	0	3.1%	2	4.0%	2	0.0%
Internet / catalogue / TV shopping	70.0%	411	56.3%	18	69.1%	82	78.7%	19	67.3%	37	65.5%	36	57.5%
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Newstead Road, Weymouth	0.4%	2	0.0%	0	1.5%	2	2.0%	0	0.0%	0	0.0%	0	0.0%
Central London	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Exeter City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%
Mere Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Dorchester Road, Weymouth	0.8%	5	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Mercery Road, Weymouth	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Seaton Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%
Street Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Christy's	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%

Dorset Household Survey For Carter Jonas

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12											
Lane, Shaftesbury																								
Tesco Superstore, Harbour Road, Seaton	0.6%	3	0.0%	0	0.0%	0	0.0%	0	6.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Weymouth Avenue, Dorchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	587	31	118	24	55	56	32	19	19	67	46	49	72											
Sample:	510	45	41	37	34	56	44	39	39	48	33	49	45											

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q13 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, kindles, ipads, telephones, etc.)?																										
<i>Excl. Nulls</i>																										
Harts Of Stur, Station Road, Sturminster Newton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1												
John Lewis, Poole Retail Park (formerly the Commerce Centre)	1.0%	9	0.0%	0	1.3%	2	1.3%	1	0.0%	0	3.3%	2	3.3%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2		
Babylon Hill Retail Park, Yeovil (The Peel Centre)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2	0.0%	0	1.1%	1	2.0%	1	0.0%	0		
Brewery Square, Weymouth Avenue, Dorchester	0.6%	5	0.0%	0	0.0%	0	2.5%	1	2.5%	3	0.0%	0	0.8%	0	0.7%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0		
Castlepoint Shopping Park, Castle Lane West, Bournemouth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	1.4%	1	1.7%	2		
Houndstone Retail Park, Yeovil	4.5%	40	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	15.6%	5	17.1%	17	10.7%	10	1.8%	1	0.0%	0
Jubilee Retail Park, Weymouth	7.0%	63	2.9%	1	23.8%	42	30.7%	15	0.0%	0	4.3%	3	3.6%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole Retail Park, Redlands, Poole	2.5%	22	0.0%	0	1.0%	2	1.3%	1	0.0%	0	1.1%	1	4.5%	2	2.3%	1	0.0%	0	0.0%	0	7.3%	6	1.8%	1	8.8%	9
Quedam Shopping Centre, Yeovil	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Southampton Road Retail Park, Southampton Road, Salisbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0
Wessex Gate Retail Park, Broadstone Way, Poole	1.6%	15	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	8.7%	9
Weymouth Avenue Retail Park, Weymouth Avenue, Dorchester	3.1%	28	0.0%	0	0.7%	1	6.5%	3	2.5%	3	14.2%	10	15.1%	7	6.3%	2	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Bath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Beaminster	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blandford Forum (or Blandford)	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	11
Bournemouth	0.5%	5	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.5%	1	0.0%	0	2.8%	1	0.0%	0
Bridport	1.4%	12	0.0%	0	0.0%	0	0.0%	0	11.1%	12	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Crewkerne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	7.5%	67	1.1%	0	3.0%	5	3.6%	2	10.8%	11	32.7%	22	5.9%	3	39.1%	15	19.2%	7	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Frome	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Gillingham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	4.8%	3	0.0%	0
Poole	4.5%	40	0.0%	0	1.0%	2	2.2%	1	0.0%	0	2.2%	1	12.6%	6	1.7%	1	0.9%	0	10.2%	10	4.1%	4	0.0%	0	15.1%	15
Isle of Portland areas: Easton	0.7%	6	14.0%	5	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Portland areas: Fortuneswell	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Portland areas: Grove	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Portsmouth	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
Poundbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Salisbury	2.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	29.8%	16	0.9%	1		
Shaftesbury	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	10.0%	5	0.0%	0		
Sherborne	2.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.2%	0	21.3%	21	0.0%	0	1.0%	1	0.0%	0		
Southampton	0.6%	5	1.5%	1	0.7%	1	2.5%	1	0.0%	0	1.1%	1	0.8%	0	1.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0		
Sturminster Marshall	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3		
Sturminster Newton	1.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5		
Trowbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0		
Weymouth areas: Littlemoor	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Weymouth areas: Weymouth Town Centre	6.8%	61	31.9%	12	21.6%	38	15.0%	7	2.1%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0		
Weymouth areas: Wyke Regis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1		
Wimborne	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.9%	2		
Wincanton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0		
Yeovil	4.3%	39	0.0%	0	0.0%	0	0.0%	0	8.1%	8	1.1%	1	0.0%	0	1.0%	0	18.9%	6	16.1%	16	7.6%	7	0.0%	0		
Internet / catalogue / TV shopping	38.0%	341	43.6%	17	45.4%	80	30.5%	15	38.3%	40	39.3%	26	46.3%	23	41.2%	15	20.6%	7	27.8%	28	45.5%	41	28.5%	15	34.6%	35
Abroad	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0		
Blandford St Mary	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1		
Bridgwater Retail Park, Bridgwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0		
Exeter City Centre	1.7%	16	0.0%	0	0.0%	0	0.0%	0	14.5%	15	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Fairfield Road Retail Park, Fairfield Road, Warminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0		
Mere Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0		
Seaton Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Stour Retail Park, Blandford St. Mary, Blandford Forum	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1		
Tesco Superstore, Christy's Lane, Shaftesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0		
Tisbury Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0		
West Quay Shopping Centre, Harbour Parade, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0		
Weighted base:	897	38	176	48	104	67	49	37	34	100	89	53	101													
Sample:	863	61	77	78	70	71	74	82	72	72	69	65	72													

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q14 Where do you normally do most of your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?																										
<i>Excl. Nulls</i>																										
Harts Of Stur, Station Road, Sturminster Newton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1												
John Lewis, Poole Retail Park (formerly the Commerce Centre)	0.8%	9	0.0%	0	2.1%	4	1.2%	1	0.0%	0	3.1%	2	1.7%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1		
Babylon Hill Retail Park, Yeovil (The Peel Centre)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bourne Retail Park, Hatches Lane, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0		
Brewery Square, Weymouth Avenue, Dorchester	0.3%	3	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.7%	0	0.6%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0		
Castlepoint Shopping Park, Castle Lane West, Bournemouth	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.9%	3		
Houndstone Retail Park, Yeovil	3.8%	39	0.0%	0	0.0%	0	0.0%	0	6.8%	9	0.0%	0	0.0%	0	0.0%	0	16.4%	7	13.1%	16	7.3%	8	0.0%	0		
Jubilee Retail Park, Weymouth	6.2%	64	1.4%	1	26.3%	45	28.8%	15	0.0%	0	4.0%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Poole Retail Park, Redlands, Poole	2.4%	25	0.0%	0	1.0%	2	1.2%	1	0.0%	0	2.0%	1	2.6%	1	0.9%	0	0.0%	0	0.0%	0	10.9%	11	1.4%	1	5.8%	7
Quedam Shopping Centre, Yeovil	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0		
Southampton Road Retail Park, Southampton Road, Salisbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Wessex Gate Retail Park, Broadstone Way, Poole	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	10
Weymouth Avenue Retail Park, Weymouth Avenue, Dorchester	3.4%	35	0.0%	0	0.0%	0	6.6%	3	2.4%	3	19.5%	14	13.7%	8	13.9%	6	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blandford Forum (or Blandford)	4.2%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.4%	42
Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Bridport	4.5%	46	0.0%	0	0.0%	0	0.0%	0	32.0%	42	0.0%	0	0.0%	0	0.0%	0	9.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Chard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Dorchester	8.3%	85	1.9%	1	5.2%	9	8.4%	4	6.9%	9	41.4%	30	16.0%	9	41.0%	18	10.4%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Frome	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0
Gillingham	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	4.3%	3	0.0%	0
Martock	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole	2.8%	29	0.0%	0	1.0%	2	0.0%	0	1.3%	2	2.0%	1	7.2%	4	11.0%	5	0.0%	0	0.0%	0	1.0%	1	2.7%	2	10.5%	12
Isle of Portland areas: Easton	1.7%	17	29.3%	13	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Isle of Portland areas: Grove	0.2%	2	0.0%	0	0.8%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Isle of Portland areas: Weston	0.1%	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	0.0%	0	0.0%	0	0.0%	0	
Poundbury	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Salisbury	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.2%	3	18.5%	13	0.0%	0	
Shaftesbury	2.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	30.8%	21	0.0%	0	
Sherborne	3.1%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.8%	1	24.1%	30	0.0%	0	0.0%	0	
Southampton	0.5%	5	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.8%	1	0.7%	0	0.9%	0	2.4%	1	0.0%	0	0.7%	1	0.0%	0	
Sturminster Newton	3.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6	24.6%	26	2.1%	1	
Weymouth areas: Weymouth Town Centre	7.9%	81	35.3%	16	30.3%	52	19.4%	10	0.7%	1	1.3%	1	1.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wimborne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	
Wincanton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	
Yeovil	3.9%	40	0.0%	0	0.0%	0	0.0%	0	4.6%	6	1.0%	1	0.0%	0	0.0%	0	19.1%	8	17.2%	21	3.5%	4	0.8%	1	
Internet / catalogue / TV shopping	30.0%	306	29.6%	13	27.8%	47	30.2%	16	30.1%	39	21.9%	16	48.7%	27	27.9%	12	28.2%	11	36.9%	45	29.1%	31	30.7%	21	
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, Newstead Road, Weymouth	0.4%	4	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Blandford St Mary	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	
Exeter City Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fairfield Road Retail Park, Fairfield Road, Warminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
Honiton Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Isle of Portland	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Maiden Newton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	
Mere Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	7	0.8%	1	0.0%	0	
Poundbury West Industrial Estate, Dorchester	0.1%	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	0.0%	0	0.0%	0	0.0%	0	
Railway Triangle Industrial Estate, Poundbury Road, Dorchester	0.2%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	
Rydon Lane Retail Park, Digby Road, Exeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Seaton Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stour Retail Park, Blandford St. Mary, Blandford Forum	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	
West Quay Shopping Centre, Harbour Parade, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	
Wool Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Weighted base:	1022		45		170		53		130		72		55		43		40		122		106		69		116
Sample:	1023		80		81		95		89		85		87		89		85		87		82		82		81

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
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Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12											
Q15 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?																								
<i>Excl. Nulls</i>																								
Jubilee Retail Park, Weymouth	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	0.0%	0	0.0%	0	0.0%	0
Poole Retail Park, Redlands, Poole	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6	0.0%	0	1.2%	1
Southampton Road Retail Park, Southampton Road, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Turbary / Ringwood Road Retail Park, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth Avenue Retail Park, Weymouth Avenue, Dorchester	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	0.0%	0	0.0%	0	0.0%	0
Axminster	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.8%	1	0.0%	0	0.0%	0
Beaminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blandford Forum (or Blandford)	6.1%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	6.1%	6	0.0%	0	45.4%	48
Bournemouth	0.3%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.9%	1
Bridport	5.3%	50	0.0%	0	0.0%	0	0.0%	0	38.2%	43	0.0%	0	0.0%	0	16.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chickerell	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crewkerne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	13.8%	131	5.1%	2	8.8%	16	22.1%	10	4.9%	6	53.8%	38	42.0%	22	66.7%	24	23.7%	9	2.4%	3	1.1%	1	0.0%	0
Gillingham	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	11	0.0%	0	0.0%	0
Lyme Regis	0.7%	6	0.0%	0	0.0%	0	0.0%	0	5.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole	0.8%	8	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	3.3%	3
Isle of Portland areas: Easton	0.3%	3	9.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Portland areas: Fortuneswell	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%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	1.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	16.4%	11	2.5%	3
Shaftesbury	3.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	10.5%	10	35.8%	24	0.0%	0
Sherborne	3.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.2%	0	31.4%	33	0.8%	1	0.0%	0
Southampton	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	4.1%	4	0.0%	0	0.9%	1
Wareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth areas: Littlemoor	0.3%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth areas: Westham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth areas: Weymouth Town Centre	10.4%	98	32.4%	11	39.8%	73	25.4%	12	0.0%	0	3.5%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimborne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Wincanton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Yeovil	5.0%	47	3.3%	1	0.0%	0	0.0%	0	3.8%	4	1.8%	1	0.0%	0	0.0%	0	20.1%	8	16.4%	17	16.0%	15	0.0%	0	0.0%	0
Internet / catalogue / TV shopping	40.8%	387	45.0%	16	48.1%	88	44.1%	20	35.9%	41	38.0%	27	46.0%	24	30.3%	11	33.9%	14	36.8%	39	33.6%	32	44.4%	30	44.1%	46
Asda, Newstead Road, Weymouth	0.5%	5	0.0%	0	1.2%	2	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter City Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Honiton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maiden Newton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Morrisons, Dorchester Road, Weymouth	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, West Street, Blandford Forum	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Office Outlet, Fleets Lane, Poole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mercery Road, Weymouth	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Harbour Road, Seaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Weymouth Avenue, Dorchester	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tisbury Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Waitrose, Chantry Fields (off Le Neubourg Way), Gillingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Wool 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		948		35		183		45		114		71		53		37		40		105		94		67		105
Sample:		933		68		80		79		80		76		80		84		85		79		66		80		76

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q16 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?																										
<i>Excl. Nulls</i>																										
John Lewis, Poole Retail Park (formerly the Commerce Centre)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Babylon Hill Retail Park, Yeovil (The Peel Centre)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlepoint Shopping Park, Castle Lane West, Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwood Retail Centre, Station Road, Gillingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.0%	2
Jubilee Retail Park, Weymouth	1.2%	9	0.0%	0	4.7%	6	4.7%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole Retail Park, Redlands, Poole	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0
Turbary / Ringwood Road Retail Park, Bournemouth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wessex Gate Retail Park, Broadstone Way, Poole	0.7%	5	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Weymouth Avenue Retail Park, Weymouth Avenue, Dorchester	2.2%	16	0.0%	0	2.2%	3	7.2%	3	0.0%	0	3.6%	2	6.9%	3	15.0%	5	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Axminster	1.5%	11	0.0%	0	0.0%	0	0.0%	0	14.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaminster	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blandford Forum (or Blandford)	3.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.1%	27
Bournemouth	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	3.1%	1	0.0%	0	0.0%	0	0.9%	1	1.0%	1	2.0%	2	2.0%	2
Bridport	5.2%	38	0.0%	0	0.0%	0	0.0%	0	41.4%	32	0.9%	1	0.0%	0	0.0%	0	17.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chard	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	10.4%	76	0.0%	0	4.4%	6	10.4%	4	6.9%	5	47.6%	28	22.4%	10	51.3%	16	27.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Gillingham	2.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	11	8.4%	5	0.0%	0
Ilminster	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Lyme Regis	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Milton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Poole	5.3%	39	0.0%	0	1.3%	2	0.9%	0	1.2%	1	3.2%	2	16.3%	7	1.2%	0	3.6%	1	0.0%	0	8.5%	7	0.0%	0	22.3%	18
Isle of Portland areas: Easton	0.5%	3	10.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	6.8%	5	11.2%	6	2.0%	2
Shaftesbury	3.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	7	32.2%	18	1.1%	1
Shepton Mallet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Sherborne	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	14.2%	10	0.9%	1	0.0%	0	0.0%	0
Stalbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
Wareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Weymouth areas: Littlemoor	0.3%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Weymouth areas: Westtham	0.1%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weymouth areas: Weymouth Town Centre	13.7%	100	45.7%	14	52.0%	70	30.1%	11	0.0%	0	3.8%	2	0.9%
Wincanton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Yeovil	6.1%	45	0.0%	0	0.0%	0	0.0%	0	4.3%	3	2.1%	1	0.0%
Internet / catalogue / TV shopping	32.6%	238	39.2%	12	28.4%	38	40.1%	15	21.0%	16	34.6%	21	30.7%
Asda, Newstead Road, Weymouth	0.6%	4	0.0%	0	2.7%	4	1.3%	0	0.0%	0	0.0%	0	0.0%
Broadmayne Village Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Corfe Mullen Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Exeter City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%
Goulds Garden Centre, Littlemoor Road, Littlemoor	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%
Granby Industrial Estate, Weymouth	0.2%	2	2.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%
Great Western Industrial Centre, Dorchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%
Gunwharf Quays, Portsmouth	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%
Ludwell Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, West Bay Road, Bridport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%
Peel Retail Park, Babylon Hill, Yeovil	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Salisbury Road Retail Park, Salisbury Road, Blandford Forum	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seaton Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%
Stour Retail Park, Blandford St. Mary, Blandford Forum	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Weymouth Avenue, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%
Wool Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%
Wyvern Buildings Grove Trading Estate, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%
Yandles Woodcraft Centre, Hurst Works, Martock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Weighted base:	729	31	134	36	78	59	45	30	27	71	80	55	83
Sample:	659	46	55	56	54	59	65	61	52	47	55	56	53

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q17 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?													
<i>Excl. Nulls</i>													
Beales, Dolphin Shopping Centre, Dolphin Centre, Poole	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Goulds Garden Centre, South Street, Dorchester	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.9%	1	0.0%
John Lewis, Poole Retail Park (formerly the Commerce Centre)	0.5%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1	0.0%
Babylon Hill Retail Park, Yeovil (The Peel Centre)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Branksome Business Park, Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%
Castlepoint Shopping Park, Castle Lane West, Bournemouth	0.5%	4	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.8%
Harwood Retail Centre, Station Road, Gillingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Houndstone Retail Park, Yeovil	1.5%	12	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%
Jubilee Retail Park, Weymouth	3.7%	29	3.8%	2	17.1%	22	12.4%	5	0.0%	0	0.0%	0	1.6%
Mallard Road Retail Park, Bournemouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poole Retail Park, Redlands, Poole	5.1%	40	0.0%	0	1.8%	2	19.0%	7	1.9%	2	5.8%	4	7.2%
Quedam Shopping Centre, Yeovil	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southampton Road Retail Park, Southampton Road, Salisbury	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%
Turbary / Ringwood Road Retail Park, Bournemouth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Wessex Gate Retail Park, Broadstone Way, Poole	1.5%	12	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.5%	1	5.0%
Weymouth Avenue Retail Park, Weymouth Avenue, Dorchester	1.5%	12	0.0%	0	0.0%	0	0.9%	0	0.0%	0	14.9%	9	4.0%
Axminster	0.7%	6	0.0%	0	0.0%	0	0.0%	0	6.5%	6	0.0%	0	0.0%
Bath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
Blandford Forum (or Blandford)	6.8%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%
Bournemouth	0.9%	7	5.9%	2	0.0%	0	4.4%	2	0.0%	0	1.1%	1	0.0%
Bridport	3.2%	25	0.0%	0	0.0%	0	0.0%	0	24.2%	22	0.0%	0	0.0%
Bristol	0.8%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12											
Chard	1.0%	8	0.0%	0	0.0%	0	0.0%	0	9.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christchurch	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crewkerne	0.6%	5	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	1.5%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Dorchester	11.8%	93	2.3%	1	15.3%	20	17.6%	7	12.7%	11	41.5%	26	25.8%	13	31.1%	8	19.6%	6	1.0%	1	0.0%	0	0.0%	1
Ferndown	0.6%	4	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Frome	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Gillingham	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	9.0%	7	2.0%	1	0.0%	0
Lyme Regis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole	9.5%	74	15.5%	6	8.0%	10	4.3%	2	0.0%	0	10.5%	7	24.5%	12	6.6%	2	1.1%	0	3.0%	3	16.8%	13	9.4%	5
Isle of Portland areas: Easton	0.6%	4	11.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundbury	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	0.0%	0	0.0%	0	0.0%	0
Salisbury	1.5%	12	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	1.0%	1	1.3%	1	8.3%	4
Shaftesbury	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.3%	15	0.0%	0
Shepton Mallet	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Sherborne	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	2.6%	1	6.7%	6	0.0%	0	0.0%	0
Southampton	3.3%	26	1.4%	1	2.8%	4	0.0%	0	0.0%	0	4.1%	3	4.4%	2	11.5%	3	3.1%	1	1.9%	2	6.9%	5	12.1%	7
Stalbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	1.2%	10	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	6.4%	5	0.0%	0
Trowbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Wareham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth areas: Southill	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth areas: Weymouth Town Centre	8.5%	67	35.0%	14	32.1%	41	19.0%	7	0.0%	0	2.3%	1	0.8%	0	3.3%	1	1.5%	0	1.6%	1	0.0%	0	0.0%	0
Wimborne	0.5%	4	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4
Wincanton	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	2.6%	2	0.0%	0	0.0%	0
Yeovil	7.5%	59	4.5%	2	4.3%	6	1.8%	1	8.1%	7	1.2%	1	0.0%	0	2.0%	0	26.8%	8	24.9%	23	12.1%	10	1.0%	1
Internet / catalogue / TV shopping	14.0%	110	20.4%	8	12.4%	16	10.7%	4	10.7%	10	11.9%	7	16.9%	8	29.2%	7	9.9%	3	20.9%	20	10.7%	8	22.5%	12
Axminster Carpets, Woodmead Road, Axminster	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Babylon Hill Retail Park, Sherborne Road, Yeovil	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	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway Retail Park, Lysander Road, Patchway, Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crockerton Shopping Centre, Warminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Crusader Carpets, Partridge Hill, Landford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
David Phipp House Furnisher, Ringwood Road, Ferndown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Eastgate Shopping Centre, Eastgate Road, Bristol	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter City Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	10.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Granby Industrial Estate,	0.3%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Weymouth													
Grove Trading Estate, Dorchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Heath Retail Park, Gloucester Crescent, Honiton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%
Leekes, Beanacre Road, Melksham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mere Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poundbury West Industrial Estate, Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rydon Lane Retail Park, Digby Road, Exeter	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%
Seaton Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%
Sunrise Business Park, Higher Shaftesbury Road, Blandford Forum	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Taunton Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	7.4%
Tisbury Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Trago Mills, Stover, Newton Abbott	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
West Quay Retail Park, Pirelli Street, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wilton Shopping Village, King Street, Wilton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Weighted base:	786	39	129	38	90	62	49	25	28	94	79	54	99
Sample:	761	63	63	66	57	68	73	59	57	63	62	59	71

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q18 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?																										
<i>Excl. Nulls</i>																										
Goulds Garden Centre, South Street, Dorchester	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Harts Of Stur, Station Road, Sturminster Newton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0		
Babylon Hill Retail Park, Yeovil (The Peel Centre)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.8%	3	0.9%	1	0.0%	0
Brewery Square, Weymouth Avenue, Dorchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2		
Harwood Retail Centre, Station Road, Gillingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0		
Houndstone Retail Park, Yeovil	4.4%	40	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	2.2%	1	13.8%	5	27.2%	27	4.7%	4	0.0%	0	0.0%	0
Jubilee Retail Park, Weymouth	13.4%	122	8.3%	4	36.0%	59	58.2%	28	1.2%	1	26.9%	17	16.6%	8	11.0%	4	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole Retail Park, Redlands, Poole	1.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	5	5.0%	2	0.9%	0	0.0%	0	0.8%	1	4.8%	3	5.1%	6
Southampton Road Retail Park, Southampton Road, Salisbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Wessex Gate Retail Park, Broadstone Way, Poole	2.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	10	1.1%	0	0.0%	0	0.0%	0	1.1%	1	4.1%	2	5.4%	6
Weymouth Avenue Retail Park, Weymouth Avenue, Dorchester	1.6%	15	0.0%	0	0.0%	0	0.7%	0	0.9%	1	8.9%	6	4.7%	2	6.2%	2	6.5%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Axminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blandford Forum (or Blandford)	9.0%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.4%	1	0.8%	0	0.0%	0	4.5%	4	9.9%	9	6.1%	4	54.6%	63
Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Bridport	4.8%	44	0.0%	0	0.0%	0	0.0%	0	38.3%	40	0.0%	0	0.0%	0	0.0%	0	11.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Chard	2.2%	20	0.0%	0	0.0%	0	0.0%	0	19.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chickerell	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crewkerne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	5.0%	45	2.5%	1	0.0%	0	7.9%	4	0.0%	0	29.0%	19	13.0%	6	34.8%	12	9.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frome	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	1.4%	1	0.0%	0
Gillingham	3.1%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	19.3%	18	15.9%	10	0.0%	0
Lyme Regis	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole	4.3%	40	1.0%	0	1.4%	2	0.0%	0	3.5%	4	2.3%	2	12.3%	6	8.8%	3	0.0%	0	0.0%	0	10.1%	9	1.6%	1	10.9%	13
Isle of Portland areas: Easton	0.1%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	2.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	22.4%	13	0.8%	1		
Shaftesbury	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	8	0.0%	0		

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Sherborne	2.2%	20	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	18.1%	18	0.0%	0	0.9%	1	0.8%	1		
Stalbridge	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	6	0.0%	0	0.0%	0	0.0%	0		
Sturminster Newton	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	5.4%	5	0.0%	0	1.3%	2		
Trowbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0		
Wareham	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	0.0%	0	0.0%	0	0.0%	0		
Weymouth areas: Littlemoor	0.8%	7	0.7%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Weymouth areas: Westham	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Weymouth areas: Weymouth Town Centre	15.7%	142	72.5%	32	49.1%	80	26.1%	12	0.0%	0	19.0%	12	1.9%	1	7.9%	3	5.0%	2	0.0%	0	0.0%	0	0.0%	0		
Wimborne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1		
Wincanton	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%	1	1.1%	1	0.0%	0	0.0%	0		
Yeovil	9.9%	90	0.0%	0	0.0%	0	0.0%	0	14.0%	15	1.1%	1	0.8%	0	5.3%	2	32.0%	12	35.3%	35	23.3%	22	3.4%	2	1.9%	2
Internet / catalogue / TV shopping	4.5%	41	10.7%	5	2.8%	5	2.3%	1	4.9%	5	8.6%	6	4.4%	2	7.7%	3	2.2%	1	1.2%	1	4.6%	4	12.8%	8	1.5%	2
B&Q, Fleets Lane, Fleetsbridge, Poole	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
B&Q, Lysander Road, Yeovil	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.0%	0	6.9%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0
B&Q, Southampton Road, Salisbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
B&Q, Wirral Park Road, Street Road, Glastonbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewers Decorator Centres, Old Wareham Road, Poole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter City Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goulds Garden Centre, Littlemoor Road, Littlemoor	0.6%	5	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Granby Industrial Estate, Weymouth	0.5%	5	0.0%	0	2.3%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Industrial Centre, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grove Trading Estate, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Groves Nurseries, West Bay Road, Bridport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haskins Garden Centre, Ham Lane, Ferndown	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heath Retail Park, Gloucester Crescent, Honiton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsmead Business Park, Shaftesbury Road, Gillingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Maiden Newton 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	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orchard Park Garden Centre,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Shaftesbury Road, Gillingham													
Otter Garden Centre, Bruton Road, Wincanton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poundbury West Industrial Estate, Dorchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	3.9%	1	0.0%
Sowton Industrial Estate, Avocet Way, Exeter	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%
Stewart's Garden Centre, God's Blessing Lane, Broomhill, Holt, Wimborne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stour Retail Park, Blandford St. Mary, Blandford Forum	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thorngrove Garden Centre, Common Mead Lane, Gillingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tisbury Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
Tower Retail Park, Yarrow Road, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%
Warminster Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Wool Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%
Weighted base:	910	44	164	48	103	65	48	34	37	100	93	60	115
Sample:	901	78	76	82	67	71	77	77	77	72	72	70	82

Dorset Household Survey For Carter Jonas

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July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q19 Where do you normally do most of your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.																										
<i>Excl. Nulls</i>																										
John Lewis, Poole Retail Park (formerly the Commerce Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Babylon Hill Retail Park, Yeovil (The Peel Centre)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1	1.1%	1	0.0%	0		
Castlepoint Shopping Park, Castle Lane West, Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Houndstone Retail Park, Yeovil	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Jubilee Retail Park, Weymouth	0.2%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Poole Retail Park, Redlands, Poole	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Quedam Shopping Centre, Yeovil	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Turbary / Ringwood Road Retail Park, Bournemouth	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wessex Gate Retail Park, Broadstone Way, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1		
Weymouth Avenue Retail Park, Weymouth Avenue, Dorchester	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1		
Axminster	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0		
Beaminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Blandford Forum (or Blandford)	8.3%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	1	8.5%	9	0.0%	0	67.9%	80
Bournemouth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	2		
Bridport	7.0%	76	0.0%	0	0.0%	0	0.0%	0	51.0%	67	0.0%	0	0.0%	0	23.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bristol	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Crewkerne	0.8%	9	0.0%	0	0.0%	0	0.0%	0	5.1%	7	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Crossways	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Dorchester	14.3%	154	1.2%	1	3.6%	7	19.8%	11	1.7%	2	76.3%	61	37.9%	22	76.6%	35	29.3%	12	1.7%	2	0.9%	1	0.7%	1	1.1%	1
Gillingham	4.1%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	9	28.5%	30	5.7%	4	0.0%	0		
Lyme Regis	1.0%	11	0.0%	0	0.0%	0	0.0%	0	8.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Poole	2.2%	23	1.6%	1	0.9%	2	0.0%	0	0.0%	0	0.0%	0	17.2%	10	1.6%	1	0.0%	0	0.9%	1	0.0%	0	7.8%	9		
Isle of Portland areas: Easton	1.2%	13	22.2%	11	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Isle of Portland areas: Fortuneswell	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Poundbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Salisbury	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	12.6%	10	1.4%	2		
Shaftesbury	5.1%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	9	59.8%	46	0.0%	0		

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Sherborne	3.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.9%	1	25.0%	32	0.7%	1	0.0%	0	0.0%	0
Stalbridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	1.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	12.6%	13	0.0%	0	2.1%	2
Swanage	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Wareham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth areas: Littlemoor	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth areas: Southill	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth areas: Weymouth Town Centre	19.8%	214	60.0%	29	74.2%	145	62.5%	33	0.0%	0	5.2%	4	1.6%	1	1.2%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Weymouth areas: Wyke Regis	0.3%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimborne	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.8%	3
Wincanton	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	7	1.6%	2	0.7%	1	0.0%	0
Yeovil	7.6%	82	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.9%	1	0.0%	0	0.8%	0	23.1%	9	43.5%	56	12.0%	13	0.0%	0	0.0%	0
Internet / catalogue / TV shopping	9.1%	98	13.5%	6	7.3%	14	7.9%	4	9.7%	13	8.8%	7	13.0%	7	7.3%	3	8.2%	3	6.0%	8	15.2%	16	7.0%	5	8.6%	10
Abbotsbury Village Centre	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Amesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Asda, Newstead Road, Weymouth	1.1%	11	0.0%	0	5.0%	10	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Babylon Hill Retail Park, Sherborne Road, Yeovil	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Charmouth Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter City Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	4.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maiden Newton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marnhull Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Mere Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	2.5%	2	0.0%	0
Morrisons, Dorchester Road, Weymouth	0.3%	3	0.0%	0	0.0%	0	3.6%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, West Bay Road, Bridport	0.7%	7	0.0%	0	0.0%	0	0.0%	0	5.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Office Outlet, Fleets Lane, Poole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mercery Road, Weymouth	0.8%	9	0.0%	0	2.5%	5	1.5%	1	0.0%	0	0.0%	0	0.7%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bourne Centre, Southampton Road, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco Extra, Queensway, Huish, Yeovil	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Christy's Lane, Shaftesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Tesco Superstore, Harbour Road, Seaton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Superstore, Shand Park, West Street, Axminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Superstore, Stour Park, Blandford St Mary, Blandford Forum	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	
Tesco Superstore, Weymouth Avenue, Dorchester	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	1.6%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tisbury Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	
Waitrose, Chantry Fields (off Le Neubourg Way), Gillingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	
Waitrose, Tudor Arcade, South Street, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wilton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	
Wool Village Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Weighted base:	1079		48		195		53		131		80		58		45		39		128		107		77		117
Sample:	1073		89		91		91		90		89		90		97		84		92		87		88		85

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q20 Where do you normally do most of your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).													
<i>Excl. Nulls</i>													
Babylon Hill Retail Park, Yeovil (The Peel Centre)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Jubilee Retail Park, Weymouth	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Quedam Shopping Centre, Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weymouth Avenue Retail Park, Weymouth Avenue, Dorchester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.2%
Axminster	0.4%	5	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%
Beaminster	1.3%	14	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%
Blandford Forum (or Blandford)	8.8%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Bridport	5.6%	60	0.9%	0	0.0%	0	0.0%	0	46.3%	56	0.0%	0	0.0%
Bristol	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%
Chard	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%
Chickerell	0.5%	6	0.0%	0	0.0%	0	10.4%	6	0.0%	0	0.0%	0	0.0%
Crewkerne	1.0%	11	0.0%	0	0.0%	0	0.0%	0	7.6%	9	0.0%	0	0.0%
Crossways	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.2%
Dorchester	14.7%	157	0.0%	0	0.7%	1	20.2%	11	1.1%	1	84.1%	69	40.5%
Frome	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gillingham	4.7%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lyme Regis	2.2%	24	0.0%	0	0.0%	0	0.0%	0	19.5%	24	0.0%	0	0.0%
Milborne Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
New Milton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poole	1.9%	20	0.9%	0	0.9%	2	0.0%	0	0.0%	0	12.5%	8	0.0%
Isle of Portland areas: Easton	2.1%	22	45.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Isle of Portland areas: Fortuneswell	0.4%	5	9.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%
Poundbury	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5	0.0%
Salisbury	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shaftesbury	5.8%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sherborne	4.3%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	3.1%
Stalbridge	1.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sturminster Marshall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Sturminster Newton	3.5%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wareham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%
Weymouth areas: Littlemoor	0.9%	10	0.0%	0	3.5%	6	6.0%	3	0.0%	0	0.0%	0	0.0%
Weymouth areas: Southill	0.7%	7	0.0%	0	3.9%	7	0.6%	0	0.0%	0	0.0%	0	0.0%
Weymouth areas: Westham	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%
Weymouth areas: Weymouth Town Centre	17.7%	188	37.2%	18	76.7%	140	51.6%	28	0.0%	0	0.9%	1	1.7%

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Weymouth areas: Wyke Regis	0.7%	7	0.0%	0	4.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Wincanton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Yeovil	5.4%	57	1.2%	1	0.0%	0	0.0%	0	2.2%	3	2.0%	2	1.0%
Internet / catalogue / TV shopping	3.9%	41	4.2%	2	0.7%	1	5.1%	3	3.6%	4	1.8%	1	4.4%
Abbotsbury Village Centre	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%
Allington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%
Asda, Newstead Road, Weymouth	0.6%	6	0.0%	0	3.1%	6	0.9%	0	0.0%	0	0.0%	0	0.0%
Babylon Hill Retail Park, Sherborne Road, Yeovil	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cerne Abbas Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%
Charmouth Village Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	4.7%	6	0.0%	0	0.0%
Child Okeford Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Exeter City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Maiden Newton Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%
Marnhull Village Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mere Town Centre	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Dorchester Road, Weymouth	0.8%	8	0.0%	0	3.7%	7	1.8%	1	0.0%	0	0.6%	0	0.0%
Portesham Village Centre	0.3%	4	0.0%	0	0.0%	0	0.6%	0	2.7%	3	0.0%	0	0.0%
Puddletown Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%
Queen Camel Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Mercery Road, Weymouth	0.4%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	6.2%
Seaton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Tesco Superstore, Harbour Road, Seaton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%
Tesco Superstore, Stour Park, Blandford St Mary, Blandford Forum	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Weymouth Avenue, Dorchester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.3%
Tisbury Village Centre	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Tudor Arcade, South Street, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Wessex Pharmacy, Lanehouse Rocks Road, Weymouth	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%
Weymouth areas: Lanehouse	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Wilton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wool Village Centre	1.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.2%	17	0.0%
Weighted base:	1063	48	183	54	121	83	61	41	40	126	110	77	119

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Sample:	1065	84	84	92	84	93	96	91	87	91	90	86	87

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12											
Q21 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);																								
<i>Excl. Nulls</i>																								
Debenhams, New Bond Street, Weymouth	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goulds Garden Centre, South Street, Dorchester	0.3%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Poole Retail Park (formerly the Commerce Centre)	0.3%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Babylon Hill Retail Park, Yeovil (The Peel Centre)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Branksome Business Park, Bournemouth	0.3%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlepoint Shopping Park, Castle Lane West, Bournemouth	0.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quedam Shopping Centre, Yeovil	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wessex Gate Retail Park, Broadstone Way, Poole	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Axminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Blandford Forum (or Blandford)	4.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	35.2%	24
Bournemouth	1.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.5%	1	12.5%	8	1.3%	1	1.9%	1
Bridport	5.4%	33	0.0%	0	0.0%	0	0.0%	0	41.6%	32	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crewkerne	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	16.6%	102	3.7%	1	14.3%	15	24.2%	7	18.3%	14	60.6%	34	33.8%	13	36.1%	9	17.0%	4	2.6%	2	1.5%	1	0.0%	2
Gillingham	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	8.0%	5	0.0%	0	0.0%	0
Lyme Regis	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole	6.6%	40	4.2%	1	1.7%	2	0.0%	0	0.0%	0	1.3%	1	16.4%	7	0.0%	0	0.0%	0	2.0%	1	10.1%	7	4.7%	2
Salisbury	3.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	12.2%	8	22.2%	9	0.0%	0
Shaftesbury	1.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.1%	1	24.8%	10	0.0%	0
Sherborne	2.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.9%	0	23.6%	15	0.0%	0	0.0%	0	0.0%	0
Southampton	0.8%	5	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.7%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Sturminster Newton	1.0%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	6.8%	5	0.0%	0	0.0%	0
Wareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth areas: Weymouth Town Centre	15.7%	96	65.9%	16	66.1%	69	30.8%	9	0.0%	0	3.4%	2	1.3%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wincanton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Yeovil	7.5%	46	2.4%	1	0.0%	0	0.0%	0	2.5%	2	4.7%	3	0.0%	0	0.0%	0	26.7%	6	31.0%	19	22.5%	15	2.3%	1
Internet / catalogue / TV shopping	24.3%	149	18.2%	4	12.8%	13	31.9%	10	19.7%	15	28.3%	16	30.3%	12	44.5%	11	36.5%	8	28.4%	17	16.4%	11	39.9%	16
Abroad	0.8%	5	3.7%	1	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	2.4%	1	1.1%	1	1.3%	1
Asda, Newstead Road,	0.4%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Weymouth													
Central London	0.9%	5	1.8%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	4	0.0%
Eastgate Shopping Centre, Eastgate Road, Bristol	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%
Exeter City Centre	1.4%	8	0.0%	0	0.0%	0	0.0%	0	11.1%	8	0.0%	0	0.0%
Manchester City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%
Marks & Spencer, Tollbar Way, Hedge End, Southampton	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%
Mere Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stour Retail Park, Blandford St. Mary, Blandford Forum	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Taunton Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%
Tisbury Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Warminster Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Winchester City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%
Weighted base:	614	24	104	30	76	56	40	26	22	61	67	41	68
Sample:	553	37	42	47	48	55	52	50	39	39	50	47	47

Meanscore: [Number of visits per week]

Q22 How often do you or your household visit Weymouth town centre for shopping and other town centre uses?

Daily	2.5%	30	3.1%	2	12.4%	27	1.4%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
4-6 days a week	0.9%	11	1.0%	1	4.3%	9	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
2-3 days a week	4.4%	53	9.9%	6	18.3%	40	8.7%	5	0.0%	0	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
One day a week	7.8%	94	20.0%	11	25.1%	55	27.5%	16	0.0%	0	3.2%	3	5.9%	4	3.4%	2	0.0%	0	0.9%	1	1.2%	2	0.0%	0	0.7%
Every two weeks	4.8%	58	16.7%	9	10.5%	23	12.0%	7	0.9%	1	8.9%	8	6.6%	4	7.0%	3	0.9%	0	0.0%	0	1.6%	2	0.0%	0	0.0%
Monthly	7.9%	95	25.9%	14	10.7%	23	16.5%	10	5.5%	8	15.9%	14	13.9%	9	11.9%	5	1.4%	1	4.0%	5	1.2%	2	1.1%	1	2.4%
Once every two months	4.3%	52	6.9%	4	5.5%	12	3.8%	2	0.7%	1	14.0%	12	4.2%	3	2.9%	1	3.6%	2	7.0%	10	1.4%	2	0.6%	1	2.4%
Three-four times a year	7.9%	95	4.7%	3	4.6%	10	10.8%	6	10.8%	15	12.8%	11	8.6%	5	7.0%	3	14.2%	6	9.0%	12	3.9%	5	3.2%	3	10.3%
Once a year	6.3%	75	1.5%	1	0.0%	0	1.4%	1	14.1%	20	9.7%	8	8.6%	5	5.4%	2	3.1%	1	4.6%	6	7.6%	10	5.4%	5	11.2%
Less often	3.8%	45	2.4%	1	2.1%	5	0.0%	0	5.0%	7	1.4%	1	5.7%	4	0.6%	0	0.7%	0	2.4%	3	4.8%	6	5.1%	4	9.7%
Never	47.0%	566	6.8%	4	1.2%	3	8.0%	5	62.3%	88	27.6%	24	44.0%	28	59.8%	28	75.0%	34	72.1%	99	76.9%	97	83.3%	72	62.6%
(Don't know)	1.3%	16	0.6%	0	4.5%	10	2.1%	1	0.7%	1	0.0%	0	0.0%	0	2.1%	1	1.1%	0	0.0%	0	1.4%	2	0.6%	1	0.0%
(Varies)	0.9%	11	0.6%	0	0.9%	2	5.6%	3	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%
Mean:	0.48	0.90	2.00	0.89	0.03	0.18	0.25	0.12	0.03	0.04	0.03	0.01	0.04												
Weighted base:	1204	56	219	58	142	88	63	46	45	137	126	86	137												
Sample:	1204	100	101	102	100	100	100	100	100	100	100	101	100												

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q23 What do you like about Weymouth town centre? [MR]																										
<i>Not those who said Never at Q22</i>																										
Attractive environment / nice place	11.5%	73	6.3%	3	7.3%	16	3.2%	2	15.1%	8	16.7%	11	18.6%	7	7.0%	1	7.6%	1	17.7%	7	18.1%	5	38.4%	6	14.9%	8
Close to friends or relatives	0.9%	6	1.1%	1	0.6%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	7.7%	2	0.0%	0	1.8%	1
Close to home	15.0%	96	20.4%	11	33.2%	72	15.5%	8	0.0%	0	0.9%	1	5.7%	2	11.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	0.7%	4	1.0%	1	1.1%	2	0.9%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	3.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	2.5%	16	3.4%	2	2.0%	4	0.6%	0	1.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	8.8%	3	14.3%	4	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.7%	4	0.6%	0	0.0%	0	0.6%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Easy to get to by car	0.6%	4	1.4%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	8.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	2.2%	14	0.0%	0	4.5%	10	1.3%	1	2.4%	1	2.4%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities in general	0.7%	4	1.4%	1	0.6%	1	1.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Good food stores	0.4%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	3.7%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	3.6%	23	0.8%	0	2.1%	5	0.0%	0	9.1%	5	0.0%	0	5.0%	2	11.3%	2	4.9%	1	11.2%	4	0.0%	0	6.6%	1	6.5%	3
Good range of non-food shops	6.4%	41	2.7%	1	3.8%	8	6.4%	3	9.8%	5	16.4%	10	5.4%	2	16.2%	3	32.2%	4	8.8%	3	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	4.3%	27	0.0%	0	2.9%	6	0.9%	0	7.7%	4	4.5%	3	3.9%	1	4.3%	1	5.5%	1	0.0%	0	30.3%	9	6.6%	1	1.8%	1
Good range of 'high street' retailers/ multiples	3.7%	24	1.1%	1	1.1%	2	0.0%	0	7.7%	4	14.5%	9	2.6%	1	4.1%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	8.3%	4
Affordable shops	0.3%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High quality shops	0.4%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
The street market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.5%	1	2.6%	0	0.0%	0	8.4%	3	0.0%	0	5.0%	1	0.0%	0
Quiet	0.8%	5	2.3%	1	0.6%	1	0.0%	0	2.4%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe and secure	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Traditional	0.4%	2	0.6%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
The beach	16.0%	102	10.3%	5	9.4%	20	8.6%	5	26.5%	14	11.6%	7	14.6%	5	14.7%	3	3.7%	0	57.7%	22	16.9%	5	24.9%	4	21.4%	11
Traffic free shopping centre	0.3%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I need there	0.5%	3	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	1.9%	12	0.0%	0	4.5%	10	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Clean streets	0.3%	2	2.2%	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	0.0%	0	0.0%	0	0.0%	0
Debenhams store	1.1%	7	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.1%	1	3.9%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	6.5%	3
Familiar / know where everything is	0.6%	4	0.6%	0	1.2%	3	1.3%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good charity shops	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0
Good facilities for children	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of art galleries	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0
Marks & Spencer store	0.3%	2	0.0%	0	0.6%	1	0.6%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
atmosphere													
Pedestrianised	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%
Sainsbury's store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
The seafront / harbour	1.6%	10	0.6%	0	1.2%	3	0.6%	0	6.3%	3	0.0%	0	0.0%
Weymouth Pavilion	0.4%	3	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing / very little)	33.1%	211	41.3%	21	36.7%	80	58.7%	31	25.0%	13	33.9%	22	37.0%
(Dont know)	3.4%	21	1.2%	1	1.6%	4	2.2%	1	3.2%	2	1.1%	1	2.0%
Weighted base:	638	52	217	54	54	64	35	19	11	38	29	14	51
Sample:	603	90	99	90	39	67	57	42	20	24	26	18	31

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q24 What could be improved about Weymouth town centre that would make you visit more often? [MR]																										
Better access by road	0.7%	9	5.7%	3	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.6%	0	1.1%	0	0.0%	0	0.0%	0	1.4%	2	0.8%	1	0.7%	1
Better public transport	1.8%	22	1.0%	1	1.0%	2	1.4%	1	3.9%	5	1.4%	1	2.1%	1	0.0%	0	3.5%	2	1.3%	2	0.8%	1	1.1%	1	3.7%	5
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	4.4%	53	9.6%	5	9.4%	21	9.3%	5	4.3%	6	1.2%	1	6.3%	4	5.9%	3	3.1%	1	0.0%	0	0.6%	1	2.1%	2	2.5%	3
Facilities which would assist you if shopping with children	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	6.8%	82	9.2%	5	13.5%	30	16.7%	10	4.2%	6	15.2%	13	5.4%	3	7.1%	3	3.7%	2	1.1%	1	3.5%	4	1.8%	2	2.0%	3
More / better town centre events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	3.5%	42	16.0%	9	9.0%	20	6.0%	4	0.0%	0	3.2%	3	2.3%	1	1.4%	1	0.0%	0	2.1%	3	0.0%	0	2.6%	2	0.0%	0
More / better value or affordable shops	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
More / better entertainment	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
More / better food shops	0.7%	8	1.0%	1	2.9%	6	0.8%	0	0.0%	0	0.6%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parking	6.4%	77	7.8%	4	11.7%	26	11.4%	7	7.5%	11	6.4%	6	11.2%	7	6.9%	3	3.7%	2	1.7%	2	0.6%	1	3.9%	3	3.8%	5
More / better pedestrianised streets	0.6%	7	0.0%	0	2.4%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.7%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.6%	7	0.6%	0	0.6%	1	0.0%	0	3.0%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.6%	7	0.0%	0	2.0%	4	0.0%	0	0.7%	1	0.0%	0	2.2%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
More advertising	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	9.6%	116	24.6%	14	21.7%	48	30.4%	18	4.9%	7	7.0%	6	10.5%	7	8.4%	4	2.1%	1	3.2%	4	0.6%	1	1.1%	1	4.4%	6
More independent shops	9.4%	113	14.7%	8	28.0%	61	21.0%	12	2.1%	3	6.2%	5	9.9%	6	4.8%	2	0.9%	0	6.0%	8	0.0%	0	2.2%	2	2.8%	4
Street markets - physical improvements	0.4%	4	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Street markets - better range and quality of offer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (ie. covered shopping malls)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Shops / services open on Sundays	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The beach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled parking	0.3%	4	0.8%	0	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better swimming pool	0.2%	3	0.0%	0	1.0%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	
Better use of the harbour	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger Marks & Spencer store	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bring the fairy lights back	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	0.8%	10	5.3%	3	1.4%	3	1.6%	1	0.7%	1	0.8%	1	0.6%	0
Cull some of the seagulls	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Expand the skatepark	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Improve the Park and Ride	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Keep it traditional	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Less beggars	2.2%	27	0.9%	1	9.0%	20	3.9%	2	0.0%	0	1.9%	2	0.0%	0
Less busy	0.7%	9	0.0%	0	0.0%	0	0.0%	0	4.7%	4	7.7%	5	0.0%	0
Less cafes	0.3%	4	0.0%	0	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.7%	8	2.8%	2	1.0%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Less drunks / better safety	0.5%	6	1.9%	1	0.0%	0	0.6%	0	0.0%	0	3.0%	3	0.0%	0
Less empty shops	2.3%	27	8.7%	5	5.9%	13	6.3%	4	1.2%	2	3.6%	3	0.8%	1
Less 'pop up' shops / food stands	0.5%	6	0.6%	0	2.1%	5	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Less tourists	0.3%	3	0.0%	0	1.0%	2	0.6%	0	0.0%	0	0.8%	1	0.0%	0
Less traffic congestion	0.5%	6	1.0%	1	1.0%	2	0.6%	0	0.7%	1	0.0%	0	1.1%	1
Lower business rates	0.5%	6	0.0%	0	2.1%	5	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Make it look more attractive / revamp	4.7%	57	10.2%	6	7.0%	15	15.2%	9	3.3%	5	9.9%	9	3.1%	2
More compact shopping area	0.2%	3	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0
Nicer atmosphere	0.2%	2	0.0%	0	0.0%	0	0.6%	0	0.8%	1	0.0%	0	0.8%	0
Open a tourist office	0.1%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Remove the signs outside the shops	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Remove the yellow lines	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	42.9%	517	20.4%	11	17.7%	39	12.8%	7	39.6%	56	39.3%	34	48.0%	30
(Don't know)	15.9%	192	5.2%	3	2.7%	6	2.4%	1	24.4%	35	9.4%	8	5.2%	3
Weighted base:	1204	56	219	58	142	88	63	46	45	137	126	86	137	
Sample:	1204	100	101	102	100	100	100	100	100	100	100	101	100	

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Meanscore: [Number of visits per week]																										
Q25 How often do you or your household visit Dorchester town centre for shopping and other town centre uses?																										
Daily	1.2%	14	0.0%	0	2.1%	5	2.9%	2	0.0%	0	5.4%	5	2.3%	1	2.2%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	2.1%	25	0.0%	0	3.9%	9	3.5%	2	0.0%	0	8.4%	7	6.7%	4	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
2-3 days a week	7.5%	90	2.0%	1	3.0%	7	13.6%	8	1.2%	2	39.9%	35	13.9%	9	33.3%	15	13.4%	6	5.1%	7	0.0%	0	0.0%	0	0.7%	1
One day a week	8.7%	104	5.3%	3	11.2%	25	15.4%	9	3.3%	5	31.0%	27	29.2%	18	27.0%	12	6.9%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Every two weeks	7.6%	91	8.9%	5	11.5%	25	23.6%	14	2.2%	3	5.7%	5	19.9%	12	14.2%	7	16.7%	8	3.1%	4	0.6%	1	0.0%	0	5.6%	8
Monthly	12.2%	146	14.5%	8	20.7%	45	15.0%	9	20.1%	29	3.7%	3	6.0%	4	15.7%	7	15.1%	7	7.3%	10	2.6%	3	1.1%	1	14.8%	20
Once every two months	8.0%	97	9.5%	5	6.7%	15	9.1%	5	14.6%	21	0.8%	1	2.5%	2	1.1%	0	5.3%	2	16.2%	22	4.7%	6	1.5%	1	11.8%	16
Three-four times a year	9.5%	115	13.4%	8	7.7%	17	2.4%	1	16.2%	23	0.0%	0	0.6%	0	2.1%	1	9.5%	4	10.7%	15	9.1%	11	6.7%	6	20.8%	28
Once a year	5.5%	67	6.5%	4	5.4%	12	2.4%	1	14.0%	20	0.0%	0	1.9%	1	0.0%	0	3.6%	2	10.6%	15	4.4%	6	4.5%	4	2.3%	3
Less often	2.0%	24	1.6%	1	0.6%	1	1.1%	1	2.4%	3	1.1%	1	1.5%	1	0.0%	0	1.2%	1	3.7%	5	0.8%	1	4.1%	4	4.2%	6
Never	34.2%	411	36.7%	21	26.7%	59	9.0%	5	22.6%	32	1.0%	1	15.6%	10	1.5%	1	24.0%	11	42.7%	59	77.8%	98	80.6%	69	33.9%	46
(Don't know)	0.8%	10	0.9%	1	0.6%	1	0.0%	0	1.7%	2	2.2%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	3
(Varies)	0.8%	9	0.6%	0	0.0%	0	2.0%	1	1.7%	2	0.8%	1	0.0%	0	0.0%	0	0.9%	0	0.7%	1	0.0%	0	1.6%	1	1.4%	2
Mean:	0.56	0.22	0.66	1.07	0.17	2.21	1.26	1.52	0.64	0.19	0.02	0.01	0.19													
Weighted base:	1204	56	219	58	142	88	63	46	45	137	126	86	137													
Sample:	1204	100	101	102	100	100	100	100	100	100	100	101	100													

Dorset Household Survey For Carter Jonas

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q26 What do you like about Dorchester town centre? [MR]																										
<i>Not those who said Never at Q25</i>																										
Attractive environment / nice place	20.9%	166	25.3%	9	23.0%	37	17.7%	9	19.7%	22	19.4%	17	24.5%	13	14.8%	7	19.3%	7	24.4%	19	19.7%	6	22.2%	4	19.1%	17
Close to friends or relatives	1.7%	13	1.8%	1	0.0%	0	0.7%	0	2.0%	2	0.6%	1	0.7%	0	0.6%	0	1.8%	1	8.8%	7	0.0%	0	0.0%	0	1.4%	1
Close to home	14.7%	117	0.0%	0	2.2%	4	15.3%	8	2.0%	2	55.8%	48	38.4%	20	39.5%	18	28.3%	10	1.6%	1	2.7%	1	5.7%	1	3.7%	3
Close to work	1.6%	12	0.0%	0	2.8%	5	7.5%	4	0.0%	0	0.0%	0	1.3%	1	0.6%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Compact	7.0%	55	2.7%	1	5.7%	9	6.8%	4	6.8%	8	3.1%	3	3.9%	2	17.6%	8	5.9%	2	1.9%	1	12.2%	3	8.9%	1	14.6%	13
Easy to get to by bike	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Easy to get to by car	2.8%	22	0.9%	0	2.8%	5	2.2%	1	5.7%	6	2.2%	2	7.9%	4	2.9%	1	4.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Easy to park	11.3%	89	7.6%	3	20.7%	33	23.2%	12	4.8%	5	7.5%	6	17.4%	9	15.7%	7	12.4%	4	1.2%	1	9.0%	3	5.7%	1	4.7%	4
Good facilities in general	2.0%	16	1.6%	1	3.8%	6	1.5%	1	0.9%	1	0.0%	0	0.7%	0	0.6%	0	1.6%	1	0.0%	0	6.3%	2	5.1%	1	4.1%	4
Good food stores	1.1%	9	0.0%	0	1.9%	3	1.7%	1	1.2%	1	0.0%	0	2.7%	1	0.8%	0	2.5%	1	0.0%	0	0.0%	0	5.7%	1	0.0%	0
Good pubs, cafés or restaurants	5.8%	46	0.9%	0	4.7%	8	3.1%	2	6.6%	7	4.2%	4	3.6%	2	6.0%	3	1.6%	1	19.7%	16	6.3%	2	8.9%	1	1.4%	1
Good range of non-food shops	13.7%	108	23.1%	8	28.0%	45	14.5%	8	1.7%	2	6.5%	6	5.7%	3	5.9%	3	1.6%	1	18.4%	14	18.5%	5	12.1%	2	13.6%	12
Good range of independent shops	14.3%	114	14.8%	5	25.3%	41	8.5%	4	14.7%	16	7.3%	6	13.8%	7	8.3%	4	11.8%	4	8.3%	7	26.5%	7	22.1%	4	8.8%	8
Good range of 'high street' retailers/ multiples	6.5%	52	10.5%	4	11.1%	18	5.8%	3	6.2%	7	2.3%	2	7.9%	4	1.8%	1	3.9%	1	5.0%	4	2.7%	1	0.0%	0	7.9%	7
Affordable shops	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
High quality shops	3.1%	25	0.0%	0	3.5%	6	2.7%	1	1.5%	2	0.0%	0	5.1%	3	3.2%	1	2.5%	1	10.9%	9	5.4%	2	5.7%	1	0.0%	0
The street markets	1.7%	13	0.9%	0	1.9%	3	1.2%	1	0.0%	0	0.8%	1	0.0%	0	0.6%	0	5.7%	2	3.9%	3	0.0%	0	0.0%	0	3.9%	4
Makes a change from other places	1.7%	14	4.6%	2	2.4%	4	4.1%	2	0.9%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.2%	1	2.7%	1	3.2%	1	2.9%	3
Quiet	2.0%	15	0.9%	0	0.0%	0	0.0%	0	3.1%	3	4.3%	4	6.0%	3	2.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.8%	3
Safe and secure	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.2%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The street markets	2.1%	17	4.5%	2	4.4%	7	0.7%	0	0.0%	0	0.6%	1	1.5%	1	1.1%	0	4.1%	1	5.2%	4	0.0%	0	3.2%	1	0.0%	0
Traditional	3.3%	26	2.4%	1	3.7%	6	0.0%	0	3.1%	3	4.0%	3	8.5%	4	2.3%	1	5.5%	2	0.0%	0	9.0%	3	0.0%	0	2.4%	2
Traffic free shopping centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	2.7%	1	0.0%	0	1.4%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I need there	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.6%	1	0.0%	0	0.0%	0	4.6%	2	1.6%	1	0.0%	0	0.0%	0	1.4%	1
Cheap car parking	1.5%	12	6.1%	2	1.9%	3	9.2%	5	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Cinema	1.9%	15	0.0%	0	0.0%	0	5.0%	3	3.5%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	3.6%	1	0.0%	0	6.5%	6
Clean	0.7%	6	1.6%	1	0.0%	0	3.5%	2	1.5%	2	0.0%	0	1.0%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Easy to get to by train	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiar / know where everything is	0.5%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.2%	1	2.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	2.1%	17	0.0%	0	2.7%	4	5.0%	3	0.9%	1	5.6%	5	3.3%	2	1.2%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Good disabled access to shops	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Good museums	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	14.5%	2	1.0%	1								
Marks & Spencer store	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1								
Pedestrianised	1.7%	13	0.0%	0	1.9%	3	0.0%	0	2.7%	3	0.8%	1	0.0%	0	0.8%	0	0.0%	0	12.2%	3	5.7%	1	2.1%	2		
The new area	1.0%	8	0.0%	0	0.0%	0	1.2%	1	3.1%	3	0.8%	1	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0		
Waitrose store	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.6%	1	0.6%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	11.7%	93	13.8%	5	7.1%	11	12.1%	6	17.2%	19	8.2%	7	4.3%	2	7.9%	4	16.7%	6	13.5%	11	15.5%	4	3.2%	1	19.0%	17
(Dont know)	2.8%	22	3.6%	1	1.4%	2	1.2%	1	5.5%	6	0.0%	0	2.5%	1	0.6%	0	0.9%	0	3.5%	3	0.0%	0	5.1%	1	7.3%	7
Weighted base:	793	35	161	53	110	87	53	45	35	79	28	17	90													
Sample:	839	72	79	89	73	99	90	98	69	53	29	22	66													

Dorset Household Survey For Carter Jonas

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q27 What could be improved about Dorchester town centre that would make you visit more often? [MR]																										
Better access by road	0.9%	10	0.0%	0	1.8%	4	0.0%	0	0.0%	0	3.2%	3	1.0%	1	1.8%	1	0.7%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Better public transport	1.3%	16	0.6%	0	1.0%	2	1.6%	1	0.0%	0	0.0%	0	4.0%	3	1.4%	1	2.1%	1	1.3%	2	0.6%	1	1.1%	1	3.3%	4
Better signposting	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.3%	4	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.2%	1	0.6%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	3.1%	37	4.9%	3	6.3%	14	0.0%	0	2.1%	3	1.7%	1	3.4%	2	4.3%	2	4.3%	2	2.1%	3	1.2%	2	0.6%	1	3.6%	5
More / better town centre events	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	2.7%	33	2.0%	1	0.0%	0	4.5%	3	2.4%	3	13.0%	11	3.0%	2	3.8%	2	8.8%	4	1.6%	2	2.1%	3	0.0%	0	1.2%	2
More / better value or affordable shops	0.4%	5	0.0%	0	0.0%	0	2.9%	2	0.0%	0	1.7%	2	0.8%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better entertainment	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0
More / better food shops	0.6%	7	0.0%	0	0.0%	0	1.6%	1	0.9%	1	0.6%	1	1.2%	1	5.3%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parking	6.2%	75	3.4%	2	4.7%	10	3.0%	2	6.9%	10	3.3%	3	9.2%	6	12.4%	6	4.3%	2	7.7%	11	8.4%	11	2.4%	2	8.2%	11
More / better pedestrianised streets	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	0	0.6%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
More / better seats / flower displays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	5.6%	68	2.7%	2	0.0%	0	11.0%	6	14.6%	21	11.3%	10	5.8%	4	16.2%	7	1.4%	1	1.8%	3	0.8%	1	1.1%	1	9.4%	13
More independent shops	3.6%	44	2.8%	2	0.6%	1	11.7%	7	7.9%	11	5.5%	5	2.7%	2	9.9%	5	1.9%	1	0.0%	0	0.8%	1	1.1%	1	6.7%	9
Street markets - physical improvements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street markets - better range and quality of offer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (ie. covered shopping malls)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A tourist information centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.2%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger Marks & Spencer	0.8%	10	0.0%	0	0.6%	1	1.4%	1	2.4%	3	1.7%	1	0.0%	0	2.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	
store														
Cheaper car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the pavements	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.1%	1	0.0%	0
Keep it a small historic town	0.1%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Less beggars	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	0
Less busy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Less empty shops	0.9%	10	1.0%	1	1.0%	2	0.0%	0	0.0%	0	3.3%	3	7.5%	5
Less roadworks	0.7%	9	0.0%	0	1.0%	2	3.9%	2	0.0%	0	0.8%	1	1.2%	1
Less traffic congestion	0.6%	7	0.6%	0	1.0%	2	1.1%	1	0.0%	0	0.6%	1	0.0%	0
Longer shop opening hours	0.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Lower business rates	0.2%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.2%	2	0.0%	0
More compact shopping area	0.4%	5	0.0%	0	0.0%	0	0.8%	0	0.7%	1	2.2%	2	0.8%	1
More covered bicycle parking areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
More leisure activities	0.1%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More residential accommodation in the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Revamp it	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.2%	1
(Nothing)	60.6%	730	66.1%	37	67.6%	148	57.2%	33	51.3%	73	45.8%	40	61.5%	39
(Don't know)	15.0%	181	15.7%	9	18.1%	40	4.3%	3	19.1%	27	6.1%	5	2.2%	1
Weighted base:	1204	56	219	58	142	88	63	46	45	137	126	86	137	
Sample:	1204	100	101	102	100	100	100	100	100	100	100	101	100	

Meanscore: [Number of visits per week]

Q28 How often do you or your household visit Bridport town centre for shopping and other town centre uses?

Daily	1.1%	13	0.0%	0	0.0%	0	0.0%	0	8.2%	12	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.6%	7	0.0%	0	0.0%	0	0.0%	0	4.8%	7	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	1.8%	22	0.0%	0	0.0%	0	0.6%	0	11.5%	16	0.0%	0	0.0%	0	10.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One day a week	4.7%	56	0.0%	0	0.0%	0	5.7%	3	30.3%	43	3.4%	3	0.0%	0	14.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every two weeks	2.6%	31	1.6%	1	1.6%	4	3.0%	2	13.2%	19	1.4%	1	0.0%	0	1.6%	1	7.0%	3	0.0%	0	0.6%	1	0.0%	0
Monthly	3.2%	38	3.9%	2	5.2%	11	5.3%	3	4.5%	6	3.2%	3	4.2%	3	1.6%	1	12.8%	6	1.2%	2	0.0%	0	1.1%	2
Once every two months	4.6%	55	4.5%	3	8.9%	20	7.1%	4	6.1%	9	7.3%	6	0.0%	0	7.2%	3	4.5%	2	0.0%	0	4.6%	6	1.1%	1
Three-four times a year	6.1%	74	7.4%	4	16.0%	35	8.4%	5	4.2%	6	6.3%	6	4.6%	3	6.2%	3	5.9%	3	3.5%	5	0.0%	0	4.4%	4
Once a year	4.6%	55	8.8%	5	6.5%	14	2.4%	1	1.2%	2	6.6%	6	4.2%	3	2.7%	1	2.4%	1	9.9%	14	4.1%	5	0.0%	0
Less often	2.5%	30	2.5%	1	4.8%	11	2.2%	1	1.1%	2	1.7%	2	4.6%	3	0.6%	0	0.9%	0	2.2%	3	1.4%	2	3.1%	3
Never	67.7%	816	70.8%	40	56.9%	125	63.3%	37	13.8%	20	69.1%	61	82.3%	52	79.4%	37	39.5%	18	82.3%	113	87.7%	111	90.4%	78
(Don't know)	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.0%	1	0.0%	0
(Varies)	0.2%	2	0.6%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.23	0.03	0.05	0.12	1.51	0.07	0.02	0.54	0.07	0.01	0.01	0.01	0.01											
Weighted base:	1204	56	219	58	142	88	63	46	45	137	126	86	137											
Sample:	1204	100	101	102	100	100	100	100	100	100	100	101	100											

Dorset Household Survey For Carter Jonas

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q29 What do you like about Bridport town centre? [MR]																										
<i>Not those who said Never at Q28</i>																										
Attractive environment / nice place	17.1%	67	26.4%	4	11.9%	11	37.8%	8	15.9%	19	17.9%	5	38.6%	4	8.6%	1	23.1%	6	10.4%	3	4.8%	1	46.4%	4	0.0%	0
Close to friends or relatives	1.5%	6	0.0%	0	0.0%	0	1.6%	0	0.0%	0	7.5%	2	3.5%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	22.9%	2	0.0%	0
Close to home	10.8%	42	0.0%	0	0.0%	0	0.0%	0	30.6%	37	0.0%	0	0.0%	0	0.0%	0	17.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	1.9%	7	0.0%	0	1.4%	1	1.6%	0	2.6%	3	3.5%	1	6.2%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	1.8%	7	5.4%	1	0.0%	0	1.6%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities in general	2.3%	9	0.0%	0	1.8%	2	1.6%	0	4.9%	6	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	2.0%	8	2.0%	0	2.4%	2	0.0%	0	2.9%	4	2.0%	1	0.0%	0	5.8%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	4.4%	17	0.0%	0	1.4%	1	6.1%	1	2.9%	4	9.8%	3	0.0%	0	3.9%	0	0.0%	0	32.3%	8	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	9.4%	36	20.4%	3	8.6%	8	0.0%	0	10.0%	12	2.0%	1	3.5%	0	10.1%	1	11.6%	3	3.7%	1	43.5%	7	0.0%	0	0.0%	0
Good range of independent shops	21.8%	85	19.0%	3	21.0%	20	18.8%	4	27.7%	34	16.7%	5	7.0%	1	50.7%	5	26.7%	7	7.5%	2	23.6%	4	8.7%	1	0.0%	0
Good range of 'high street' retailers/ multiples	2.7%	11	0.0%	0	6.1%	6	1.6%	0	1.6%	2	2.0%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Affordable shops	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	11.5%	1	0.0%	0
High quality shops	0.3%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The street markets	9.6%	37	10.0%	2	9.1%	9	11.8%	3	12.7%	16	5.5%	2	22.7%	3	3.9%	0	4.3%	1	3.7%	1	4.8%	1	23.1%	2	0.0%	0
Makes a change from other places	3.4%	13	5.4%	1	7.8%	7	6.1%	1	1.4%	2	0.0%	0	3.5%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Quiet	2.0%	8	0.0%	0	2.7%	3	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	18.3%	2
Safe and secure	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The street markets	10.8%	42	19.4%	3	16.3%	15	19.0%	4	7.2%	9	12.5%	3	9.7%	1	17.4%	2	7.2%	2	0.0%	0	0.0%	0	0.0%	0	23.8%	2
Traditional	7.4%	29	12.8%	2	12.6%	12	10.2%	2	4.6%	6	5.5%	2	14.0%	2	2.9%	0	3.1%	1	0.0%	0	4.8%	1	11.5%	1	9.1%	1
Traffic free shopping centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheap car parking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean	0.3%	1	2.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cultural	3.0%	12	0.0%	0	3.8%	4	2.2%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1	7.5%	2	0.0%	0	11.5%	1	0.0%	0
Familiar / know where everything is	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	3.2%	12	2.0%	0	0.0%	0	6.1%	1	6.5%	8	4.7%	1	0.0%	0	2.9%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Groves Nurseries & Garden Centre	0.2%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The seafront / harbour	0.4%	2	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	1	0.0%	0	0.0%	0
Waitrose store	0.8%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wide streets	0.8%	3	0.0%	0	0.0%	0	1.6%	0	0.8%	1	0.0%	0	0.0%	0	5.1%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1
(Nothing / very little)	15.9%	62	7.7%	1	20.0%	19	5.4%	1	7.7%	9	25.5%	7	15.7%	2	10.3%	1	15.6%	4	38.7%	9	23.1%	4	0.0%	0	39.7%	4

Dorset Household Survey For Carter Jonas

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
(Dont know)	1.8% 7	3.5% 1	2.4% 2	0.0% 0	1.2% 2	3.2% 1	3.5% 0	0.0% 0	1.1% 0	0.0% 0	0.0% 0	10.4% 1	0.0% 0
Weighted base:	388	16	95	21	122	27	11	10	28	24	15	8	10
Sample:	406	35	46	46	85	37	24	27	62	15	10	9	10

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q30 What could be improved about Bridport town centre that would make you visit more often? [MR]																										
Better access by road	0.8%	9	0.0%	0	2.1%	5	0.6%	0	1.7%	2	1.1%	1	0.8%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0		
Better public transport	0.8%	10	1.0%	1	0.0%	0	1.6%	1	0.7%	1	2.2%	2	2.3%	1	0.0%	0	0.9%	0	0.7%	1	0.0%	0	0.0%	0	2.1%	3
Better signposting	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.6%	7	0.8%	0	1.6%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.6%	0	2.4%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
More / better town centre events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	0.5%	7	0.0%	0	1.0%	2	0.6%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better value or affordable shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better entertainment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	0.7%	8	0.0%	0	0.0%	0	0.6%	0	3.3%	5	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
More / better parking	3.7%	45	1.3%	1	1.6%	4	6.8%	4	15.1%	21	3.3%	3	1.2%	1	3.4%	2	19.6%	9	0.7%	1	0.0%	0	0.0%	0	0.0%	0
More / better pedestrianised streets	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.4%	5	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	2.1%	25	2.8%	2	1.0%	2	1.8%	1	10.9%	15	0.6%	1	0.0%	0	0.0%	0	2.1%	1	2.3%	3	0.0%	0	0.0%	0	0.0%	0
More independent shops	1.8%	21	2.8%	2	0.0%	0	1.8%	1	10.1%	14	0.0%	0	0.0%	0	1.1%	0	1.6%	1	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Street markets - physical improvements	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street markets - better range and quality of offer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (ie. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays	0.1%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keep its cultural places over building new houses	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Less busy	0.7%	9	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	4.6%	6	0.0%	0	0.0%	0		
Less cafes	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Less charity shops	0.7%	8	0.0%	0	0.0%	0	0.0%	0	4.6%	7	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	
Less estate agents	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Less traffic congestion	0.6%	8	1.9%	1	0.0%	0	2.1%	1	2.0%	3	0.0%	0	0.6%	0	1.6%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	
Marks & Spencer store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
More banks	0.2%	3	1.0%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Remove the parking meters	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Remove the scaffolding off buildings	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	
(Nothing)	62.8%	757	51.2%	29	64.5%	142	77.2%	45	36.3%	52	70.0%	61	72.8%	46	71.3%	33	58.3%	26	63.7%	87	77.0%	97	52.4%	45	68.6%	94
(Don't know)	24.2%	291	40.7%	23	27.5%	60	9.4%	5	10.3%	15	22.0%	19	22.1%	14	20.8%	10	9.9%	5	30.3%	42	18.5%	23	45.7%	39	26.8%	37
Weighted base:		1204		56		219		58		142		88		63		46		45		137		126		86		137
Sample:		1204		100		101		102		100		100		100		100		100		100		100		101		100

Meanscore: [Number of visits per week]

Q31 How often do you or your household visit Blandford Forum town centre for shopping and other town centre uses?

Daily	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	10.9%	15
4-6 days a week	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	10
2-3 days a week	3.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	4.6%	6	0.0%	0	25.6%	35		
One day a week	5.4%	65	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.2%	1	0.0%	0	0.7%	1	4.0%	5	1.2%	1	41.5%	57		
Every two weeks	1.2%	14	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	4.2%	5	2.2%	2	3.0%	4		
Monthly	3.4%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	5.4%	3	2.0%	1	1.2%	1	4.7%	6	16.6%	21	4.8%	4	2.8%	4
Once every two months	1.4%	17	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.6%	0	0.0%	0	0.0%	0	4.1%	6	3.2%	4	6.0%	5	0.0%	0
Three-four times a year	2.6%	31	0.0%	0	2.7%	6	2.1%	1	0.0%	0	0.0%	0	4.6%	3	0.6%	0	1.2%	1	1.6%	2	7.3%	9	7.9%	7	1.6%	2
Once a year	3.7%	45	2.5%	1	7.3%	16	7.2%	4	2.5%	4	1.7%	2	4.0%	2	2.2%	1	2.6%	1	3.2%	4	1.8%	2	7.9%	7	0.0%	0
Less often	2.3%	28	1.1%	1	3.7%	8	0.0%	0	3.7%	5	1.1%	1	3.8%	2	5.3%	2	0.0%	0	1.3%	2	1.4%	2	4.8%	4	0.0%	0
Never	73.5%	885	94.4%	53	85.7%	188	90.7%	53	92.7%	132	95.5%	84	80.8%	51	88.1%	41	95.0%	43	80.0%	110	55.4%	70	61.7%	53	6.5%	9
(Don't know)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0
(Varies)	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	1	2.6%	2	1.1%	2
Mean:		0.30		0.01		0.01		0.00		0.00		0.00		0.03		0.02		0.01		0.15		0.24		0.05		2.22
Weighted base:		1204		56		219		58		142		88		63		46		45		137		126		86		137
Sample:		1204		100		101		102		100		100		100		100		100		100		100		101		100

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12															
Q32 What do you like about Blandford Forum town centre? [MR]																												
<i>Not those who said Never at Q31</i>																												
Attractive environment / nice place	13.5%	43	49.1%	2	17.8%	6	66.2%	4	25.4%	3	37.9%	2	6.5%	1	0.0%	0	0.0%	0	11.7%	3	8.0%	4	13.2%	4	12.0%	15		
Close to friends or relatives	1.1%	3	16.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	30.4%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	5.0%	0	0.0%	0	7.8%	2	37.3%	21	6.1%	2	55.4%	71		
Close to work	0.5%	2	0.0%	0	0.0%	0	22.4%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Compact	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4		
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Easy to get to by bus	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	1.6%	1	2.0%	3		
Easy to get to by car	2.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	3	4.7%	3	2.2%	1	0.7%	1		
Easy to park	5.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	13	0.0%	0	2.2%	3		
Good facilities in general	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.7%	1		
Good food stores	1.4%	5	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%	0	2.7%	2	2.9%	1	1.5%	2		
Good pubs, cafés or restaurants	3.0%	10	0.0%	0	5.5%	2	22.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.2%	1	5.9%	2	1.3%	1	1.6%	1	2.5%	3		
Good range of non-food shops	5.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	4	9.8%	13		
Good range of independent shops	7.0%	22	0.0%	0	18.6%	6	0.0%	0	0.0%	0	24.2%	1	4.4%	1	43.2%	2	0.0%	0	0.0%	0	6.8%	4	12.4%	4	3.8%	5		
Good range of 'high street' retailers/ multiples	2.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4	2.9%	1	2.0%	3		
Affordable shops	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0		
High quality shops	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	3.3%	1	3.1%	2	0.0%	0	0.7%	1		
The street markets	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3		
Makes a change from other places	1.5%	5	10.3%	0	7.3%	2	0.0%	0	9.1%	1	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0		
Quiet	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2		
Safe and secure	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1		
The street markets	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	3	0.0%	0	0.0%	0	0.0%	0		
Traditional	4.2%	13	0.0%	0	4.1%	1	0.0%	0	0.0%	0	37.9%	2	14.1%	2	5.0%	0	24.2%	1	3.3%	1	2.7%	2	5.1%	2	3.0%	4		
Traffic free shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Can get everything I need there	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6		
Familiar / know where everything is	1.4%	4	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%	0	0.0%	0	1.6%	1	2.8%	4		
Friendly people / nice atmosphere	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3		
Marks & Spencer store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0		
The Blandford Forum Carnival	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0		
(Nothing / very little)	25.7%	82	13.9%	0	46.8%	15	11.3%	1	25.4%	3	0.0%	0	27.5%	3	35.1%	2	62.1%	1	37.9%	10	27.7%	16	31.7%	10	15.9%	20		
(Dont know)	3.8%	12	10.3%	0	4.1%	1	0.0%	0	40.1%	4	24.2%	1	11.5%	1	0.0%	0	13.7%	0	4.5%	1	0.0%	0	4.2%	1	0.7%	1		
Weighted base:		318		3		31		5		10		4		12		5		2		27		56		33		128		
Sample:		267		8		13		5		8		5		19		12		5		18		40		39		95		

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
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Dorset Household Survey For Carter Jonas

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q33 What could be improved about Blandford Forum town centre that would make you visit more often? [MR]																										
Better access by road	1.1%	13	0.0%	0	2.1%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	6	0.6%	1	0.0%	0
Better public transport	0.9%	10	1.6%	1	0.6%	1	2.7%	2	0.7%	1	0.0%	0	2.3%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.9%	3
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.6%	1	2.2%	2	0.7%	1		
Facilities which would assist you if shopping with children	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	1.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.9%	2	13.6%	19
More / better town centre events	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	2.7%	33	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.2%	1	1.1%	1	3.7%	5	0.0%	0	17.9%	24
More / better value or affordable shops	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
More / better entertainment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	0.8%	10	2.0%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6	0.0%	0	1.8%	3
More / better food shops	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	5.4%	7	3.7%	3	1.8%	3		
More / better parking	3.8%	46	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.1%	1	0.8%	1	1.6%	1	0.0%	0	4.2%	6	3.3%	4	6.5%	6	19.8%	27
More / better pedestrianised streets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
More / better public conveniences	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.7%	1
More / better seats / flower displays	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	3.9%	47	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	2	0.7%	0	0.9%	1	8.0%	10	0.8%	1	23.2%	32
More independent shops	3.1%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.7%	1	2.7%	1	0.0%	0	3.9%	5	1.8%	2	0.8%	1	19.0%	26
Street markets - physical improvements	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Street markets - better range and quality of offer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (ie. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4
Improve the pavements	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2

Dorset Household Survey For Carter Jonas

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	
Less aggressive car park attendants	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Less busy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Less empty shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less hairdressers	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Less traffic congestion	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
More / better cycle paths	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pedestrian crossings	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Waitrose store	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
(Nothing)	57.8%	696	49.3%	28	58.2%	128	82.3%	48	55.2%	78	71.7%	63	70.8%	44
(Don't know)	26.5%	319	45.5%	25	39.1%	86	14.4%	8	44.2%	63	26.3%	23	21.5%	14
Weighted base:	1204	56	219	58	142	88	63	46	45	137	126	86	137	
Sample:	1204	100	101	102	100	100	100	100	100	100	100	101	100	

Meanscore: [Number of visits per week]

Q34 How often do you or your household visit Gillingham town centre for shopping and other town centre uses?

Daily	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	6.1%	8	4.8%	4	0.0%	0	
4-6 days a week	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	2.1%	3	
2-3 days a week	2.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	4.3%	6	14.7%	18	5.8%	5	0.0%	0	
One day a week	5.1%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	12	21.4%	27	21.6%	19	3.3%	5	
Every two weeks	2.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	8	6.2%	8	14.3%	12	0.7%	1	
Monthly	2.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	3.0%	4	7.5%	9	15.0%	13	4.4%	6	
Once every two months	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	5	0.0%	0	4.1%	4	0.7%	1	
Three-four times a year	1.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	9	4.1%	5	5.5%	5	3.3%	4	
Once a year	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	0	0.7%	1	1.4%	2	1.1%	1	6.1%	8	
Less often	2.1%	25	0.0%	0	7.7%	17	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.9%	0	3.9%	5	0.6%	1	0.0%	0	0.7%	1	
Never	79.1%	953	100.0%	56	92.3%	203	100.0%	58	98.9%	141	99.0%	87	99.4%	62	98.4%	45	97.5%	44	62.9%	86	33.9%	43	24.7%	21	77.7%
(Don't know)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	
(Varies)	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	1.1%	1	1.1%	2	
Mean:	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.30	1.17	0.85	0.16								
Weighted base:	1204	56	219	58	142	88	63	46	45	137	126	86	137												
Sample:	1204	100	101	102	100	100	100	100	100	100	100	101	100												

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q35 What do you like about Gillingham town centre? [MR]																										
<i>Not those who said Never at Q34</i>																										
Attractive environment / nice place	3.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.6%	3	3.3%	2	9.2%	3
Close to friends or relatives	4.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	3	3.0%	3	3.6%	2	8.5%	3
Close to home	17.5%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	6	32.6%	27	17.3%	11	0.0%	0
Close to work	3.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	6.9%	6	1.1%	1	0.0%	0
Compact	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.8%	2	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Easy to park	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0
Good facilities in general	5.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	11.5%	10	5.7%	4	0.0%	0
Good food stores	20.5%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.0%	0	0.0%	0	32.9%	17	10.1%	8	33.6%	22	13.9%	4
Good pubs, cafés or restaurants	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	4.1%	1
Good range of non-food shops	5.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.9%	1	15.7%	10	0.0%	0
Good range of independent shops	4.4%	11	0.0%	0	26.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.8%	2	4.6%	3	3.1%	1
Good range of 'high street' retailers/ multiples	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Affordable shops	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.8%	1	0.0%	0
High quality shops	6.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	4	9.5%	8	1.5%	1	7.2%	2
The street markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Safe and secure	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
The street markets	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Traditional	1.5%	4	0.0%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	2	0.0%	0	0.0%	0
Traffic free shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda store	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Easy to get to by train	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Familiar / know where everything is	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.7%	1	3.1%	1
Friendly people / nice atmosphere	3.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	7	0.9%	1	0.0%	0	0.0%	0
Good charity shops	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.1%	1
Lidl store	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	3
Waitrose store	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	1.2%	1	0.0%	0	5.5%	2
(Nothing / very little)	29.0%	73	0.0%	0	58.0%	10	0.0%	0	0.0%	0	0.0%	0	100.1%	0	64.0%	1	13.8%	7	37.9%	32	23.2%	15	25.5%	8		
(Dont know)	5.8%	15	0.0%	0	7.6%	1	0.0%	0	100.0%	2	100.0%	1	0.0%	0	36.4%	0	6.7%	3	0.9%	1	2.8%	2	14.5%	4		
Weighted base:		251		0		17		0		2		1		0		1		1		51		83		65		31
Sample:		217		0		4		0		1		1		1		2		3		30		76		77		22

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12											
Q36 What could be improved about Gillingham town centre that would make you visit more often? [MR]																								
Better access by road	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	7	4.1%	4	1.2%	2
Better public transport	0.6%	7	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.4%	2	1.7%	1	2.1%	3
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Facilities which would assist you if shopping with children	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Free car parking	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
More / better town centre events	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	1.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	8.3%	10	3.0%	3	3.8%	5
More / better value or affordable shops	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.1%	1	0.0%	0
More / better entertainment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	8	2.2%	2	0.7%	1
More / better food shops	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6	4.4%	4	0.7%	1
More / better parking	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	2.8%	4	7.9%	7	0.0%	0
More / better pedestrianised streets	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.1%	1	0.0%	0
More / better public conveniences	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
More advertising	0.1%	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	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	4.9%	59	1.0%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	7.6%	10	26.0%	33	5.5%	5	6.1%	8
More independent shops	4.1%	49	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	5.3%	7	23.6%	30	2.5%	2	6.0%	8
Street markets - physical improvements	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.2%	1	0.0%	0
Street markets - better range and quality of offer	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Protection from the weather (ie. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A cinema	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Improve the pavements	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Less charity shops	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	7	5.4%	5	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Less empty shops	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less traffic congestion	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lower business rates	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better pubs	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More banks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More compact	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Revamp it	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing)	59.1%	711	50.5%	28	59.5%	131	81.8%	48	56.0%	79	68.6%	60	74.9%
(Don't know)	28.9%	348	47.9%	27	40.5%	89	14.3%	8	44.0%	63	30.3%	27	23.4%
Weighted base:	1204	56	219	58	142	88	63	46	45	137	126	86	137
Sample:	1204	100	101	102	100	100	100	100	100	100	100	101	100

Meanscore: [Number of visits per week]

Q37 How often do you or your household visit Shaftesbury town centre for shopping and other town centre uses?

Daily	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	10.8%	9	0.0%	0		
4-6 days a week	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	5.1%	6	5.1%	4	0.0%	0		
2-3 days a week	1.5%	18	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	17.0%	15	0.0%	0		
One day a week	3.6%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	6.8%	9	31.2%	27	4.5%	6		
Every two weeks	1.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	6.5%	8	11.6%	10	1.9%	3		
Monthly	3.9%	47	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6	22.9%	29	6.9%	6	4.4%	6		
Once every two months	3.2%	39	3.0%	2	0.8%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.7%	4	16.1%	20	2.2%	2	6.8%	9		
Three-four times a year	4.3%	52	0.6%	0	0.6%	1	2.7%	2	5.8%	8	1.7%	2	1.9%	1	1.1%	0	2.3%	1	6.9%	9	11.6%	15	2.8%	2	7.3%	10
Once a year	3.1%	37	1.8%	1	5.6%	12	2.7%	2	0.7%	1	1.1%	1	3.8%	2	2.0%	1	8.0%	4	2.0%	3	1.4%	2	1.1%	1	6.0%	8
Less often	2.7%	32	1.1%	1	5.1%	11	1.6%	1	1.6%	2	1.1%	1	1.7%	1	0.9%	0	1.2%	1	3.9%	5	2.4%	3	0.0%	0	4.3%	6
Never	72.3%	870	93.5%	52	87.9%	193	91.3%	53	89.7%	127	95.3%	84	92.0%	58	96.0%	44	88.5%	40	76.0%	104	18.8%	24	8.0%	7	61.1%	83
(Don't know)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	1	0.0%	0	0	
(Varies)	1.4%	17	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	6.6%	8	2.2%	2	3.7%	5	5	
Mean:	0.22	0.00	0.00	0.01	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.52	1.89	0.09						
Weighted base:	1204	56	219	58	142	88	63	46	45	137	126	86	137													
Sample:	1204	100	101	102	100	100	100	100	100	100	100	101	100													

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q38 What do you like about Shaftesbury town centre? [MR]																										
<i>Not those who said Never at Q37</i>																										
Attractive environment / nice place	29.4%	98	67.0%	2	20.0%	5	19.0%	1	65.0%	10	23.1%	1	33.9%	2	41.3%	1	11.8%	1	19.7%	6	26.7%	27	31.3%	25	32.1%	17
Close to friends or relatives	3.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	1	0.0%	0	4.3%	4	0.0%	0	8.6%	5
Close to home	10.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	5	1.7%	2	37.1%	29	0.0%	0
Close to work	4.5%	15	0.0%	0	0.0%	0	24.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	11.2%	11	0.0%	0	0.0%	0
Compact	2.6%	9	0.0%	0	0.0%	0	0.0%	0	11.6%	2	0.0%	0	10.5%	1	0.0%	0	45.3%	2	0.0%	0	1.7%	2	0.7%	1	3.1%	2
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.0%	0
Easy to park	2.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	2.3%	2	4.9%	3
Good facilities in general	4.0%	13	0.0%	0	0.0%	0	0.0%	0	11.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	4.7%	4	3.5%	2
Good food stores	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.0%	2	0.0%	0
Good pubs, cafés or restaurants	3.3%	11	0.0%	0	0.0%	0	6.8%	0	0.0%	0	36.2%	2	7.8%	0	0.0%	0	0.0%	0	9.8%	3	1.7%	2	3.1%	2	2.4%	1
Good range of non-food shops	12.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.1%	1	7.8%	0	0.0%	0	0.0%	0	15.3%	5	15.7%	16	16.1%	13	13.9%	7
Good range of independent shops	17.1%	57	24.3%	1	22.0%	6	24.1%	1	0.0%	0	0.0%	0	7.8%	0	0.0%	0	21.9%	1	7.4%	2	17.2%	18	9.3%	7	37.8%	20
Good range of 'high street' retailers/ multiples	4.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	0	0.0%	0	8.5%	9	3.1%	2	7.3%	4
Affordable shops	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High quality shops	5.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	0	0.0%	0	14.7%	15	0.0%	0	2.4%	1
The street markets	3.0%	10	0.0%	0	0.0%	0	0.0%	0	49.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3
Makes a change from other places	3.0%	10	0.0%	0	0.0%	0	6.8%	0	0.0%	0	0.0%	0	18.3%	1	0.0%	0	0.0%	0	2.8%	1	5.0%	5	2.4%	2	1.8%	1
Quiet	2.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	0	0.0%	0	2.8%	1	2.5%	3	1.8%	1	3.1%	2
Safe and secure	1.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	6	0.0%	0	0.0%	0
The street markets	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	3	0.7%	1	0.0%	0	1.8%	1
Traditional	5.1%	17	15.5%	1	14.5%	4	31.1%	2	6.5%	1	0.0%	0	18.3%	1	0.0%	0	10.5%	1	0.0%	0	3.2%	3	3.6%	3	4.9%	3
Traffic free shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airy	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.8%	1
Can get everything I need there	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Clean	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Familiar / know where everything is	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Friendly people / nice atmosphere	2.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	8	0.0%	0
Shaftesbury Abbey	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco store	2.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	5.6%	6	0.0%	0	0.0%	0
(Nothing / very little)	14.6%	49	0.0%	0	48.4%	13	6.8%	0	0.0%	0	0.0%	0	15.6%	1	38.7%	1	0.0%	0	27.6%	9	11.0%	11	4.6%	4	19.1%	10
(Dont know)	2.9%	10	8.8%	0	0.0%	0	12.1%	1	16.9%	2	17.5%	1	13.9%	1	0.0%	0	0.0%	0	2.8%	1	1.0%	1	1.8%	1	2.8%	2
Weighted base:		334		4		26		5		15		4		5		2		5		33		102		79		53

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Sample:	300	7	10	9	7	5	11	5	8	22	83	92	41

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12											
Q39 What could be improved about Shaftesbury town centre that would make you visit more often? [MR]																								
Better access by road	0.9%	11	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	5.7%	5	3.1%	4
Better public transport	0.7%	8	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.8%	1	1.7%	1	2.6%	4
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.7%	1
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	10	0.0%	0	0.7%	1
More / better town centre events	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	1.6%	19	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	6.4%	8	6.8%	6	1.2%	2
More / better value or affordable shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
More / better entertainment	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	2.2%	2	0.0%	0
More / better food shops	0.6%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	6.2%	5	0.0%	0
More / better parking	3.3%	40	0.0%	0	1.0%	2	2.1%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	4.6%	6	13.7%	17	8.3%	7	3.8%	5
More / better pedestrianised streets	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.8%	2	0.0%	0
More / better public conveniences	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.8%	1	0.0%	0
More / better seats / flower displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	4.2%	5	3.5%	3	2.0%	3
More independent shops	0.9%	11	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.7%	1	1.6%	2	3.7%	3	2.2%	3
Street markets - physical improvements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street markets - better range and quality of offer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (ie. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op store in the centre of town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Improve the pavements	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	1	0.7%	1

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Less charity shops	0.2%	3	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Less gift shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less traffic congestion	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pedestrian crossing needed in the High Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing)	61.2%	737	50.5%	28	57.4%	126	83.5%	49	57.4%	82	72.0%	63	71.6%
(Don't know)	28.4%	342	46.9%	26	40.8%	89	14.4%	8	42.6%	60	28.0%	25	26.1%
Weighted base:	1204	56	219	58	142	88	63	46	45	137	126	86	137
Sample:	1204	100	101	102	100	100	100	100	100	100	100	101	100

Q40 Do you or your household visit the following leisure attractions? [MR/PR]

Bingo / casino / bookmaker	2.7%	32	3.6%	2	2.7%	6	2.8%	2	1.2%	2	5.6%	5	2.2%	1	5.1%	2	2.7%	1	1.8%	3	1.4%	2	2.8%	2	3.4%	5
Cinema	46.0%	554	34.4%	19	52.9%	116	53.4%	31	42.5%	60	59.4%	52	60.7%	38	64.6%	30	30.9%	14	44.3%	61	35.1%	44	28.9%	25	46.0%	63
Gym / health club / sports facility	16.5%	199	3.9%	2	17.2%	38	8.6%	5	19.5%	28	7.7%	7	22.6%	14	36.8%	17	15.1%	7	10.5%	14	22.0%	28	7.3%	6	24.3%	33
Theatre / concert / music venue	29.4%	354	23.3%	13	40.9%	90	27.2%	16	30.6%	43	29.4%	26	38.5%	24	15.0%	7	19.5%	9	20.3%	28	31.3%	39	27.8%	24	25.4%	35
Museum / gallery or place of historical / cultural interest	21.3%	256	14.2%	8	21.9%	48	16.2%	9	28.9%	41	23.4%	21	20.6%	13	13.5%	6	19.0%	9	27.7%	38	16.5%	21	15.2%	13	21.7%	30
Pub / bar / nightclub	46.1%	555	23.9%	13	45.1%	99	39.6%	23	47.2%	67	45.3%	40	39.4%	25	64.7%	30	30.6%	14	52.9%	73	48.2%	61	35.6%	31	58.8%	80
Restaurant / café	60.9%	734	40.5%	23	71.7%	157	71.9%	42	57.8%	82	65.3%	57	72.9%	46	67.3%	31	37.1%	17	57.0%	78	62.2%	78	40.7%	35	63.6%	87
Family entertainment (e.g. tenpin bowling, skating rink)	14.6%	176	19.2%	11	14.7%	32	9.5%	6	15.8%	22	13.4%	12	17.3%	11	20.0%	9	6.5%	3	17.2%	24	12.0%	15	7.2%	6	18.4%	25
Other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't visit ANY leisure activities)	14.3%	172	25.0%	14	12.6%	28	14.0%	8	11.6%	16	13.0%	11	10.8%	7	10.9%	5	24.2%	11	12.9%	18	13.2%	17	29.5%	25	8.6%	12
Weighted base:	1204	56	219	58	142	88	63	46	45	137	126	86	137													
Sample:	1204	100	101	102	100	100	100	100	100	100	100	101	100													

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Meanscore: [Number of visits per month]																										
Q41 How often do you or your household play bingo or visit casinos or bookmakers?																										
<i>Those who visit bingo / casino / bookmakers at Q40</i>																										
More than once a week	14.5%	5	0.0%	0	0.0%	0	21.0%	0	0.0%	0	11.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	57.4%	1	77.9%	2	20.0%	1
Once a week	35.4%	12	15.9%	0	61.0%	4	21.0%	0	0.0%	0	49.9%	2	0.0%	0	11.6%	0	25.0%	0	36.0%	1	0.0%	0	22.1%	1	60.0%	3
Once a fortnight	8.2%	3	0.0%	0	0.0%	0	58.1%	1	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	16.5%	5	28.2%	1	0.0%	0	0.0%	0	0.0%	0	39.1%	2	0.0%	0	0.0%	0	25.0%	0	64.0%	2	0.0%	0	0.0%	0	20.0%	1
Once every two months	9.3%	3	0.0%	0	39.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.6%	1	0.0%	0	0.0%	0
Once every six months	11.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	88.4%	2	25.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year or less	3.5%	1	56.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Dont know / varies)	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		2.72		0.97		2.63		3.26		2.00		3.05		0.20		0.64		1.73		2.08		3.66		5.56		3.80
Weighted base:		32		2		6		2		2		5		1		2		1		3		2		2		5
Sample:		34		3		3		4		1		5		1		2		4		2		2		2		5

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12											
Q42 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?																								
<i>Those who visit bingo / casino / bookmakers at Q40 AND Excl. Nulls</i>																								
Club Grand Bingo, Poole Road, Bournemouth	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	88.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Crescent Street, Weymouth	15.7%	5	56.0%	1	39.0%	2	37.2%	1	0.0%	0	11.0%	1	0.0%	0	11.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Dorset Way, Branksome	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Endless Street, Salisbury	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	77.9%	2	0.0%	0
Gala Bingo, Tower Park Roundabout, Poole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Clubs, Christchurch Road, Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	57.4%	1	0.0%	0
Blandford Forum Town Centre	12.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	80.0%	4
Bridport Town Centre	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.4%	0	0.0%	0	0.0%	0	0.0%	0
Crossways Village Hall, Warmwell Road, Crossways	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester Town Football Club, Weymouth Avenue, Dorchester	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester Trinity Club, Trinity Street, Dorchester	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Portland	1.8%	1	28.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maiden Newton Village Hall, Station Road, Maiden Newton	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.4%	0	0.0%	0	0.0%	0	0.0%	0
Martinstown Village Hall, Burnside, Martinstown	1.1%	0	0.0%	0	0.0%	0	21.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca Bingo, North Street, Exeter	5.5%	2	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Town Centre	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.6%	1	0.0%	0
Portesham Village Hall, Malthouse Meadow, Portesham	1.1%	0	0.0%	0	0.0%	0	21.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal British Legion Club, Church Lane, Blandford Forum	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1
Sherborne Town Centre	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.0%	1	0.0%	0	0.0%	0	0.0%	0
South Portland Working Mens Conservative Club, Jubilee Hall, Easton	1.0%	0	15.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Square													
Stalbridge Town Centre	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weymouth Town Centre	12.7%	4	0.0%	0	61.0%	4	21.0%	0	0.0%	0	0.0%	0	0.0%
Wilton Town Centre	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.1%
Yeovil Town Centre	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.4%	0	0.0%
(Varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	31	2	6	2	2	5	0	2	1	3	2	2	5
Sample:	32	3	3	4	1	5	0	2	3	2	2	2	5

Meanscore: [Number of visits per month]

Q43 How often do you or your household go to the cinema?

Those who visit the cinema at Q40

More than once a week	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	0.0%	0	0.0%	0	0.0%	0	
Once a week	1.6%	9	0.0%	0	2.6%	3	10.0%	3	0.0%	0	2.8%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	
Once a fortnight	9.9%	55	5.9%	1	16.3%	19	5.7%	2	3.1%	2	14.9%	8	16.3%	6	9.8%	3	25.3%	4	2.0%	1	17.0%	7	0.0%	0	
Once a month	30.6%	170	12.4%	2	23.2%	27	28.3%	9	34.0%	21	30.0%	16	22.2%	8	42.4%	13	23.6%	3	26.6%	16	38.1%	17	44.0%	11	42.7%
Once every two months	35.6%	197	22.3%	4	31.6%	37	40.3%	13	47.9%	29	30.3%	16	46.9%	18	32.6%	10	37.6%	5	45.4%	28	24.5%	11	34.7%	9	30.3%
Once every six months	12.4%	69	39.1%	8	14.8%	17	9.6%	3	11.8%	7	5.5%	3	6.5%	2	8.2%	2	13.5%	2	13.0%	8	14.8%	7	5.1%	1	13.6%
Once a year or less	2.9%	16	18.0%	3	0.0%	0	3.1%	1	3.1%	2	5.3%	3	3.8%	1	0.9%	0	0.0%	0	1.5%	1	5.7%	3	4.3%	1	1.5%
(Dont know / varies)	6.8%	38	2.2%	0	11.5%	13	3.1%	1	0.0%	0	11.2%	6	2.8%	1	6.1%	2	0.0%	0	9.2%	6	0.0%	0	11.9%	3	9.1%
<i>Mean:</i>	<i>0.84</i>		<i>0.46</i>		<i>0.96</i>		<i>1.05</i>		<i>0.67</i>		<i>0.99</i>		<i>0.91</i>		<i>0.85</i>		<i>0.96</i>		<i>0.72</i>		<i>0.88</i>		<i>0.71</i>		<i>0.73</i>
Weighted base:	554	19	116	31	60	52	38	30	14	61	44	25	63												
Sample:	497	28	51	49	37	61	55	59	25	32	31	28	41												

Dorset Household Survey For Carter Jonas

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q44 Where do you or members of your household normally go to the cinema?																										
<i>Those who visit the cinema at Q40 AND Excl. Nulls</i>																										
Bridport Arts Centre, Bridport	0.7%	4	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Cineworld, New Bond Street, Weymouth	16.1%	88	69.5%	13	56.6%	66	25.4%	8	0.0%	0	0.0%	0	1.1%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Cineworld, Tower Park, Poole	4.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.4%	7	21.6%	14
Cineworld, Yeo Leisure Park, Old Station Road, Yeovil	12.3%	67	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0	6.8%	1	47.4%	29	58.2%	26	20.0%	5	5.3%	3
Electric Palace, South Street, Bridport	1.4%	7	0.0%	0	0.0%	0	0.0%	0	12.5%	7	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forum Cinema (military and dependants only), Blandford Camp	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lytic Theatre, Bridport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moviola Rural Cinema, Beaminster	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moviola Rural Cinema, Boscombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moviola Rural Cinema, Bothenhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moviola Rural Cinema, Bourton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moviola Rural Cinema, Broadwindsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moviola Rural Cinema, Cerne Abbas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moviola Rural Cinema, Chard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moviola Rural Cinema, Durweston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moviola Rural Cinema, East Stour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moviola Rural Cinema, Fontmell Magna	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moviola Rural Cinema, Halstock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moviola Rural Cinema, Highcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moviola Rural Cinema, Kington Magna	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moviola Rural Cinema, Leigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moviola Rural Cinema,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Marnhull													
Moviola Rural Cinema, Motcombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moviola Rural Cinema, Netherbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moviola Rural Cinema, Sherborne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moviola Rural Cinema, Sturminster Newton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moviola Rural Cinema, Yetminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Odeon, Bournemouth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Odeon, Dorchester	13.5%	73	7.0%	1	9.5%	11	10.9%	3	25.2%	15	8.9%	4	13.6%
Odeon, Salisbury	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Plaza Cinema, Trinity Street, Dorchester	47.0%	257	23.5%	5	33.9%	39	61.8%	19	44.0%	25	91.1%	46	76.8%
Rex Cinema, Wareham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Exchange Cinema, Old Market Hill, Sturminster Newton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Tivoli Theatre, Wimborne	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Odeon, St Stephen's Place, Trowbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Regent Cinema (Scott Cinemas), Broad Street, Lyme Regis	0.5%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%
Showcase Cinema de Lux, Westquay South, Southampton	0.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%
Vue, Summerland Gate, Exeter	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%
Wincanton Film Society, High Street, Wincanton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	546	19	116	31	58	50	37	29	14	61	44	24	63
Sample:	486	28	51	49	34	60	53	57	24	32	31	26	41

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Meanscore: [Number of visits per month]																										
Q45 How often do you or your household use a gym / healthclub / sports facility?																										
<i>Those who go to the gym / healthclub / sports facilities at Q40</i>																										
More than once a week	58.5%	117	65.9%	1	56.5%	21	75.6%	4	48.8%	14	76.1%	5	50.2%	7	84.7%	14	66.1%	5	66.6%	10	36.7%	10	74.3%	5	62.6%	21
Once a week	28.0%	56	34.1%	1	32.9%	12	12.2%	1	40.4%	11	15.9%	1	17.4%	2	10.8%	2	17.2%	1	23.3%	3	30.4%	8	25.7%	2	32.4%	11
Once a fortnight	2.4%	5	0.0%	0	0.0%	0	0.0%	0	4.6%	1	8.0%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	5.0%	2
Once a month	5.7%	11	0.0%	0	4.6%	2	12.2%	1	6.1%	2	0.0%	0	21.0%	3	1.6%	0	0.0%	0	10.1%	1	9.6%	3	0.0%	0	0.0%	0
Once every two months	1.6%	3	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every six months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year or less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Dont know / varies)	3.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	1	2.9%	0	4.5%	0	20.7%	6	0.0%	0	0.0%	0
<i>Mean:</i>		4.93		5.32		4.78		5.15		4.70		5.36		4.33		5.70		4.94		5.03		4.50		5.49		5.15
Weighted base:		199		2		38		5		28		7		14		17		7		14		28		6		33
Sample:		173		4		15		8		15		9		20		21		15		11		21		9		25

Dorset Household Survey For Carter Jonas

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12											
Q46 Where do you or members of your household normally go to use a gym / healthclub / sports facility?																								
<i>Those who go to the gym / healthclub / sports facilities at Q40 AND Excl. Nulls</i>																								
1610 Dorcheser Sports Centre, Dorchester	8.2%	15	0.0%	0	0.0%	0	12.2%	1	0.0%	0	73.4%	5	13.1%	2	36.8%	6	20.6%	1	0.0%	0	0.0%	0	0.0%	0
3D Health and Fitness Wey Valley, Weymouth	1.0%	2	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Active Fitness, Weymouth	6.2%	11	0.0%	0	31.7%	10	24.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anytime Fitness Dorchester, Dorchester	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%	2	0.0%	0	15.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B Health and Fitness, Lyme Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B-Fit Leisure Centre, Beaminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blandford Leisure Centre, Blandford Forum	11.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	63.1%	19
Bridport Leisure Centre, Bridport	7.7%	14	0.0%	0	0.0%	0	0.0%	0	46.8%	13	0.0%	0	0.0%	0	0.0%	0	16.1%	1	0.0%	0	0.0%	0	0.0%	0
Crossfit Dorchester, Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossfit Weymouth, Weymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorcheser Yoga and Therapy Centre, Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester Health and Fitness, Dumgate Street, Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester Health Club, The Old Rectory, Dorchester	0.2%	0	0.0%	0	0.0%	0	6.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester Strength & Conditioning , Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness By Design, Gillingham	5.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.0%	9	15.2%	1	0.0%	0
Fitness For Life Sports Centre, Weymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freshwater Holiday Park, Bridport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Future Physiques, Weymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldenstones Leisure Centre, Yeovil	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	1	0.0%	0	0.0%	0	0.0%	0
Highlands End Holiday Park, Bridport	2.1%	4	0.0%	0	0.0%	0	0.0%	0	12.6%	3	0.0%	0	0.0%	0	0.0%	0	4.5%	0	0.0%	0	0.0%	0	0.0%	0
Key of Life (yoga studio), Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mission Fitness, Weymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Body Fitness, Gore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Cross, Bridport													
New Body Fitness, Weymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nuffield Health and Fitness, Yeovil	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Oxley Sports Centre, Sherborne	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pete's Functional Fitness Club/Gym, Sturminster Newton	0.7%	1	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Physiques & Shapes Health Club, Dorchester	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pilates Centre and Sports Massage Therapy Clinic, Weymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Portland Beach Crossfit, Weymouth	0.2%	0	14.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poundbury Pilates Studio, Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Preston Sports Centre and Gym, Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Progress Gym, Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pulse Health and Fitness, Weymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Purbeck Sports Centre, Wareham	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
RiversMeet, Gillingham	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rockburn, Bridport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sam Wilson Fitness, Weymouth	2.3%	4	0.0%	0	12.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Sherborne Sports Centre, Sherborne	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SPFit Sherborne, Sherborne	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Osmund Community Sports Centre, Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sturfit, Sturminster Newton	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Garden Studios (Yoga studio), Bridport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The JP Squash and Fitness Club, Blandford Forum	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Slade Centre, Gillingham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Toning Suite, Gillingham	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ultimate Fitness, Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weymouth College Sports Centre, Weymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Dorset Household Survey For Carter Jonas

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July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	
Yoga Vally, Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yogaspaces Bridport, Bridport	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	0	0.0%	0
Young's Fitness, Portland	0.9%	2	51.3%	1	0.0%	0	9.2%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1610 Beaminster Sports Centre, Beaminster	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	0	0.0%	0
Army Camp, West Lulworth	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	1	0.0%	0
Blandford Forum Town Centre	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridport Football Club, St.Mary's Field, Skilling Hill Road, Bridport	4.1%	7	0.0%	0	0.0%	0	0.0%	0	27.2%	7	0.0%	0	0.0%	0
Charlton Down Health & Fitness Centre, Sherren Avenue, Charlton Down	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.0%	4	0.0%	0
Clayesmore School, Iwerne Minster, Blandford	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crewkerne Aqua Centre, Henhayes, Crewkerne	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0
David Lloyd, Cabot Lane, Poole	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	10.7%	1
Everyone Active, Kingland Road, Poole	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	2	0.0%	0
Gillingham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holbrook House, Wincanton	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Lyme Regis Town Centre	1.5%	3	0.0%	0	0.0%	0	0.0%	0	9.9%	3	0.0%	0	0.0%	0
Manor Farm Holiday Centre, The Street, Charmouth	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Milbourne St.Andrew Sports Club, Wetherby Close, Blandford Forum	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nadder Centre, Weaveland Road, Tisbury, Salisbury	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osprey Leisure Centre, Castletown, Portland	1.0%	2	0.0%	0	4.1%	1	11.0%	1	0.0%	0	0.0%	0	0.0%	0
R Lukins Fitness, Stud Farm, Blandford Forum	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redlands Sports Centre, Dorchester Road, Weymouth	2.3%	4	19.6%	0	11.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandringham Sports Centre, Armada Way, Dorchester	0.3%	1	0.0%	0	0.0%	0	12.2%	1	0.0%	0	0.0%	0	0.0%	0
Shaftesbury Oasis Swimming Pool, Barton Hill, Shaftesbury	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Shaftesbury Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	1	0.0%	0	0.0%	0	0.0%	0
Shaftesbury Youth Club, Coppice Street, Shaftesbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	1	0.0%	0
Sherborne School, Abbey Road, Sherborne	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0
Sherborne Town Centre	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	3	0.0%	0	0.0%	0	0.0%	0
Springfield Country Hotel Leisure Club & Spa, Grange Road, Wareham	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton Leisure Centre, Honeymead Lane, Sturminster Newton	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
The Dorset Golf & Country Club, Flixton Road, East Hyde	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Space, The Commons, Shaftesbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0
Tisbury Youth & Community Centre, Weaveland Road, Tisbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	1	0.0%	0
Warmwell Holiday Park, Warmwell, Crossways	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warmwell Snowsports Centre, Warmwell, Crossways	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth Community Fire Station, Radipole Lane, Weymouth	0.7%	1	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth Squash & Fitness Centre, Newstead Road, Weymouth	1.0%	2	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth Town Centre	4.2%	7	0.0%	0	20.3%	6	12.2%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth and Portland National Sailing Academy, Osprey Quay, Portland	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wincanton Sports Centre, West Hill, Wincanton	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	2	0.0%	0	0.0%	0	0.0%	0
YMCA, Reforne, Easton, Portland	0.2%	0	14.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundbury Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	1	0.0%	0
Southampton City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0
Chesil Beach, Dorset	0.3%	1	0.0%	0	0.0%	0	12.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kimmeridge Bay.	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Islands Fishery, Mere (Varies)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12															
Q48 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?																												
<i>Those who visit the theatre / concert / music venues at Q40 AND Excl. Nulls</i>																												
Bournemouth International Centre, Bournemouth	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	10.7%	3	0.0%	0	0.0%	0
Bournemouth Pavillion, Bournemouth	1.2%	4	2.8%	0	0.0%	0	9.9%	2	0.0%	0	2.7%	1	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Bridport Arts Centre, Bridport	4.7%	14	0.0%	0	0.0%	0	3.9%	1	30.8%	13	0.0%	0	0.0%	0	5.5%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester Arts Centre, Dorchester	0.6%	2	5.0%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Palace, Bridport	2.2%	7	0.0%	0	0.0%	0	0.0%	0	12.7%	5	4.7%	1	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freshwater Holiday Park , Bridport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Layard Theatre, Wimborne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marine Theatre, Lyme Regis	0.6%	2	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Octagon, Yeovil	6.0%	18	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	13.8%	1	59.0%	5	39.8%	10	4.7%	2	0.0%	0	0.0%	0	0.0%	0
Pavilion Dance, Bournemouth	1.3%	4	0.0%	0	2.3%	2	0.0%	0	0.0%	0	3.6%	1	4.2%	1	7.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Powell Theatre, Sherborne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Manor Theatre, Portland	0.6%	2	16.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury Playhouse, Salisbury	5.1%	15	0.0%	0	1.7%	1	0.0%	0	2.3%	1	0.0%	0	1.8%	0	0.0%	0	0.0%	0	7.3%	2	2.4%	1	29.3%	6	19.8%	4	0.0%	0
Shaftesbury Arts Centre, Shaftesbury	2.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	22.0%	5	0.0%	0	0.0%	0
Shelley Theatre, Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swan Theatre, Yeovil	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Exchange, Sturminster Newton	3.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	16.8%	5	4.5%	1	22.1%	4	0.0%	0
The Lighthouse, Poole	6.2%	19	6.6%	1	3.3%	3	9.9%	2	4.1%	2	9.5%	2	15.9%	3	15.5%	1	0.0%	0	6.5%	2	0.0%	0	5.9%	1	14.4%	3	0.0%	0
The Lyric Theatre, Bridport	2.4%	7	0.0%	0	0.0%	0	0.0%	0	17.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Tivoli Theatre, Wimborne	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	19.2%	4	0.0%	0
Weymouth Pavilion, Weymouth	25.7%	77	55.6%	6	67.3%	52	50.7%	8	3.1%	1	22.4%	5	15.8%	3	15.2%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath 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	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Birmingham City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Borough Gardens, West Walks Road, Dorchester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol Hippodrome, St. Augustine's Parade, Bristol	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	8.3%	3	4.5%	1	0.0%	0	0.0%	0
Cardiff City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Central London / West End	19.8%	59	0.0%	0	23.8%	18	21.8%	3	15.8%	7	11.9%	2	39.4%	9	5.5%	0	22.1%	2	15.4%	4	29.4%	9	17.2%	4	4.8%	1
Corn Exchange, High Street East, Dorchester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester Corn Exchange, High East Street, Dorchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter City Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Methodist Church, Third Ave, Gillingham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Mayflower Theatre, Commercial Road, Southampton	5.9%	18	13.3%	2	0.0%	0	3.9%	1	0.0%	0	17.8%	4	9.9%	2	4.1%	0	0.0%	0	10.2%	3	12.9%	4	0.0%	0	15.0%	3
Milton Abbey, Milton Abbas	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Mowlem Theatre, Shore Road, Swanage	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plymouth City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal British Legion Club, Church Lane, Blandford Forum	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne Abbey, Abbey Close, Sherborne	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherwood Pines Forest Park, Edwinstowe, Mansfield	0.4%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1	0.0%	0
The Gateway Theatre, Fore Street, Seaton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre Royal, Royal Parade, Plymouth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre Royal, Sawclose, Bath	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0
Yeovil Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
(Varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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:	300		11		77		16		42		20		22		7		8		25		32		21		20	
Sample:	302		20		40		27		28		22		33		17		20		22		25		30		18	

Dorset Household Survey For Carter Jonas

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Meanscore: [Number of visits per month]																										
Q49 How often do you or your household go to a museum, gallery, or other place of historical / cultural interest?																										
<i>Those who visit museum / gallery or place of historical / cultural interest at Q40</i>																										
More than once a week	1.4%	4	10.5%	1	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0		
Once a week	2.4%	6	0.0%	0	0.0%	0	0.0%	0	2.3%	1	7.3%	2	0.0%	0	13.1%	1	5.8%	0	3.8%	1	0.0%	0	0.0%	0	3.2%	1
Once a fortnight	1.1%	3	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Once a month	18.8%	48	11.2%	1	23.8%	11	14.6%	1	9.6%	4	23.7%	5	6.0%	1	14.6%	1	13.6%	1	28.8%	11	39.7%	8	20.0%	3	3.2%	1
Once every two months	20.6%	53	21.4%	2	30.4%	15	36.4%	3	8.8%	4	13.5%	3	22.1%	3	32.7%	2	10.0%	1	15.5%	6	39.4%	8	8.2%	1	19.5%	6
Once every six months	30.5%	78	49.0%	4	26.3%	13	23.1%	2	52.7%	22	27.4%	6	22.3%	3	23.4%	1	41.3%	4	26.5%	10	7.2%	2	18.3%	2	34.8%	10
Once a year or less	15.4%	39	8.0%	1	4.7%	2	12.9%	1	10.7%	4	22.8%	5	49.6%	6	0.0%	0	18.5%	2	21.1%	8	10.0%	2	8.2%	1	23.6%	7
(Dont know / varies)	9.8%	25	0.0%	0	10.1%	5	13.0%	1	11.9%	5	5.3%	1	0.0%	0	11.8%	1	10.8%	1	4.3%	2	3.6%	1	41.2%	5	12.6%	4
<i>Mean:</i>	<i>0.63</i>	<i>0.95</i>	<i>0.81</i>	<i>0.45</i>	<i>0.49</i>	<i>0.71</i>	<i>0.27</i>	<i>1.10</i>	<i>0.58</i>	<i>0.62</i>	<i>0.64</i>	<i>0.90</i>	<i>0.47</i>													
Weighted base:	256	8	48	9	41	21	13	6	9	38	21	13	30													
Sample:	248	11	24	16	28	26	21	20	23	22	16	17	24													

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q50 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?																										
<i>Those who visit museum / gallery or place of historical / cultural interest at Q40 AND Excl. Nulls</i>																										
Beaminstor Museum, Beaminstor	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Bridport Museum, Bridport	6.0%	10	0.0%	0	0.0%	0	4.4%	0	28.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Castletown D-Day Centre, Portland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Dinosaurland Fossil Museum, Lyme Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Dorset County Museum, Dorchester	20.5%	33	34.1%	1	24.3%	6	58.2%	5	8.0%	3	61.5%	7	38.6%	2	58.1%	3	31.6%	2	11.9%	3	5.3%	1	0.0%	0	9.0%	2
Dorset History Centre, Dorchester	1.5%	2	0.0%	0	5.1%	1	4.4%	0	0.0%	0	4.9%	1	0.0%	0	5.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Gillingham Museum, Gillingham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	
Gold Hill Museum, Shaftesbury	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	3	0.0%	0	15.5%	1	0.0%	
Grove Prison Museum, Portland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Lyme Regis Museum, Lyme Regis	1.4%	2	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	8.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Nothe Fort, Weymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Old Crown Court and Cells, Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Portland Museum, Portland	0.4%	1	20.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Royal Signals Museum, Blandford Forum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Shaftesbury Abbey, Shaftesbury	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.2%	1	9.0%	2
Sherborne Museum, Sherborne	2.3%	4	0.0%	0	10.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	
Sherborne Steam and Waterwheel Centre, Sherborne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Sturminster Newton Mill, Sturminster Newton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Sturminster Newton Museum, Sturminster Newton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Teddy Bear Museum, Dorchester	4.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	7	0.0%	0	0.0%	0	0.0%	
Terracotta Warrior Museum, Dorchester	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
The Blandford Fashion Museum, Blandford Forum	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	
The Blandford Town Museum, Blandford Forum	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	4
The Dinosaur Museum, Dorchester	1.8%	3	0.0%	0	0.0%	0	5.9%	0	0.0%	0	0.0%	0	8.1%	2
The Keep Military Museum, Dorchester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Tank Museum, Bovington	4.5%	7	0.0%	0	0.0%	0	0.0%	0	22.1%	7	0.0%	0	0.0%	0
The Tutankhamun Exhibition, Dorchester	3.2%	5	10.1%	0	0.0%	0	4.4%	0	0.0%	0	9.8%	1	0.0%	0
Tudor House Museum, Weymouth	0.8%	1	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth Museum, Weymouth	5.2%	8	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.0%	0	8.2%	0
Other (Varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.6%	1	0.0%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	9.7%	1
Bath City Centre	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%	3
Bridport Arts Centre, South Street, Bridport	1.8%	3	0.0%	0	0.0%	0	0.0%	0	8.0%	3	0.0%	0	0.0%	0
Bridport Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0
British Museum, Great Russell Street, London	1.0%	2	35.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	0
Bruton Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Central London / West End	13.2%	22	0.0%	0	27.0%	7	5.9%	0	5.1%	2	6.6%	1	27.5%	1
Dorchester Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	0	0.0%	0
Exeter City Centre	1.6%	3	0.0%	0	0.0%	0	0.0%	0	8.0%	3	0.0%	0	0.0%	0
Fleet Air Arm Museum, RNAS Yeovilton, Ilchester	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallery On The Square, Poundbury, Dorchester	0.2%	0	0.0%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0
Haynes International Motor Museum, Sparkford, Yeovil	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Jerram Gallery, Half Moon Street, Sherborne	0.8%	1	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Lacy, Blandford Road, Wimborne	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	1	0.0%	0
Lighthouse, Kingland Road, Poole	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	1	0.0%	0
Milton Abbey, Milton Abbas	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Gallery, Trafalgar Square, London	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National History Museum, Cromwell Road, London	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
National Motor Museum, John Montagu Building, Beaulieu	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0		
Penwith Gallery, Back Road West, St Ives	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Priest's House Museum, High Street, Wimborne	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1		
Royal Academy of Arts, Piccadilly, London	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	11.8%	1	0.0%	0
Royal Albert Memorial Museum & Art Gallery, Queen Street, Exeter	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	1	0.0%	0
Shaftesbury Arts Centre, Bell Street, Shaftesbury	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	1	0.0%	0
Sladers Yard, West Bay Road, Bridport	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalbridge Town Centre	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0
Stone Henge, Heel Stone, Amesbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourhead, Stourton, Mere	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	2	0.0%	0	0.0%	0
Tate Britain, Millbank, London	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tate Modern, Bankside, London	2.2%	4	0.0%	0	14.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Holborn Museum, Great Pulteney Street, Bath	0.4%	1	0.0%	0	0.0%	0	7.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Museum of Somerset, Taunton Castle, Taunton	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Royal National Theatre, South Bank, London	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitewall Galleries, Westover Road, Bournemouth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	163																									
Sample:	155	3	6	25	8	33	11	5	5	6	29	14	6	19												

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Meanscore: [Number of visits per month]																										
Q51 How often do you or your household go to pubs / bars / nightclubs?																										
<i>Those who visit pubs / bars / nightclubs at Q40</i>																										
More than once a week	13.8%	77	19.5%	3	25.1%	25	7.7%	2	10.1%	7	15.0%	6	3.7%	1	24.1%	7	10.7%	1	11.8%	9	7.3%	4	9.0%	3	11.9%	10
Once a week	24.4%	135	24.0%	3	25.9%	26	23.6%	5	23.1%	15	28.8%	11	21.6%	5	32.5%	10	21.9%	3	22.6%	16	20.3%	12	23.7%	7	25.0%	20
Once a fortnight	22.0%	122	18.9%	3	15.3%	15	18.5%	4	20.0%	13	27.5%	11	39.0%	10	30.7%	9	9.2%	1	24.3%	18	25.3%	15	20.7%	6	20.1%	16
Once a month	23.8%	132	13.8%	2	17.1%	17	28.1%	6	29.7%	20	19.9%	8	18.8%	5	4.6%	1	22.4%	3	29.0%	21	32.2%	20	24.5%	8	26.9%	22
Once every two months	9.5%	53	6.7%	1	6.6%	7	18.6%	4	10.4%	7	3.8%	2	12.4%	3	5.9%	2	20.8%	3	11.1%	8	12.5%	8	16.9%	5	5.1%	4
Once every six months	3.1%	17	8.5%	1	7.6%	8	3.5%	1	3.9%	3	1.4%	1	1.6%	0	0.0%	0	9.2%	1	0.0%	0	0.0%	0	3.5%	1	2.3%	2
Once a year or less	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
(Dont know / varies)	3.0%	17	8.6%	1	2.3%	2	0.0%	0	2.8%	2	1.4%	1	2.8%	1	1.2%	0	5.8%	1	1.3%	1	2.5%	2	1.7%	1	7.5%	6
<i>Mean:</i>	2.62		2.95		3.14		2.16		2.35		2.86		2.18		3.48		2.17		2.48		2.19		2.27		2.62	
Weighted base:	555		13		99		23		67		40		25		30		14		73		61		31		80	
Sample:	511		29		44		44		43		46		38		51		35		45		43		35		58	

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12											
Q52 What location (e.g. town centre, shopping centre, retail / leisure park) do you or members of your household normally go to when visiting pubs / bars / nightclubs?																								
<i>Those who visit pubs / bars / nightclubs at Q40 AND Excl. Nulls</i>																								
Babylon Hill Retail Park, Yeovil (The Peel Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourne Retail Park, Hatches Lane, Salisbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Branksome Business Park, Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewery Square, Weymouth Avenue, Dorchester	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	14.2%	7	0.0%	0	0.0%	0	0.0%	0
Castlepoint Shopping Park, Castle Lane West, Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks Village, Farm Road, Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwood Retail Centre, Station Road, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houndstone Retail Park, Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jubilee Retail Park, Weymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mallard Road Retail Park, Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole Retail Park, Redlands, Poole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quedam Shopping Centre, Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton Road Retail Park, Southampton Road, Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Turbary / Ringwood Road Retail Park, Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wessex Gate Retail Park, Broadstone Way, Poole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth Avenue Retail Park, Weymouth Avenue, Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Axminster	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Beaminster	1.0%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	24.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blandford Forum (or Blandford)	10.6%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	65.6%	51
Boscombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	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	0.0%	0	0.0%	0	0.0%	0
Bridport	6.3%	30	0.0%	0	0.0%	0	0.0%	0	46.6%	29	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Broadstone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Chard	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chickerell	0.6%	3	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Christchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crewkerne	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossways	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	15.0%	71	2.6%	0	3.5%	3	38.8%	8	4.7%	3	85.0%	30	38.9%	9	48.7%	13	17.6%	2	4.8%	2	0.0%	0	0.0%	0	1.2%	1
Ferndown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordingbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frome	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Gillingham	3.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	30.4%	14	0.0%	0	0.0%	0	0.0%	0
Highcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyme Regis	3.3%	16	0.0%	0	0.0%	0	0.0%	0	22.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Martock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merriot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milborne Port	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Montacute	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morcombelake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Milton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	4.0%	3
Isle of Portland areas: Easton	0.9%	4	34.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Portland areas: Fortuneswell	0.7%	3	25.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Portland areas: Grove	0.4%	2	8.8%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Portland areas: Weston	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	16.1%	4	0.0%	0	0.0%	0
Shaftesbury	3.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	2.5%	1	6.0%	3	52.2%	13	0.0%	0	0.0%	0
Shepton Mallet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne	3.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	32.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalbridge	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	5.7%	3	0.0%	0	0.0%	0	0.0%	0
Sturminster Marshall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	2.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	19.6%	9	0.0%	0	0.0%	0	0.0%	0
Swanage	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	6	0.0%	0	0.0%	0	0.0%	0
Trowbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Verwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth areas: Littlemoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth areas: Southill	0.9%	5	0.0%	0	5.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth areas: Westham	0.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth areas: Weymouth Town Centre	18.9%	90	23.6%	3	84.2%	73	35.9%	7	0.0%	0	4.2%	2	12.5%	3	9.1%	2	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth areas: Wyke	0.7%	4	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Regis													
Wimborne	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%
Wincanton	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	4.5%
Yeovil	1.7%	8	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abbotsbury Village Centre	0.2%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%
Askerswell Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%
Axmouth Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%
Berwick St John Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
Bishop's Caundle Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%
Bobbington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Broadwindsor Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%
Bruton Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%
Buckhorn Weston Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Burton Bradstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Calshot Activities Centre, Calshot, Spit Fawley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cattistock Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%
Central London / West End	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%
Cerne Abbas Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%
Charlestown Village Centre	0.1%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%
Charlton Horethorne Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%
Charminster Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%
Charmouth Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%
Cheselbourne Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%
Chetnole Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
Corscombe Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	2	0.0%
Dewlish Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%
Dinton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
Dover Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Drimpton Village Centre	0.9%	4	0.0%	0	0.0%	0	6.8%	4	0.0%	0	0.0%	0	0.0%
East Knoyle Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
East Stour Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%
Evershot Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%
Exeter City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Godmanstone Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%
Henstridge Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%
Holt Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%
Iwerne Courtney Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
Loders Village Centre	0.4%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%
Lower Burton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Maiden Newton 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	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marnhull Village 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	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Martinstown Village Centre	0.1%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Town Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	4	7.4%	2	0.0%	0
Milbourne St.Andrew Village 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Milton Abbas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mosterton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nettleton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Okeford Fitzpaine Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Osmington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pamphill Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penzance Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Piddlehinton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pimperne Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Plush Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portesham Village Centre	0.1%	1	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Puddletown Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Radipole Local Centre	0.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Siddington Village Centre, Gloucestershire	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spetisbury 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Stoke Abbott Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourpaine Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Stratton 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	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Poyntz Village Centre	0.1%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sydling St Nicholas Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templecombe Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Isle of Purbeck	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tisbury Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0
Tolpuddle Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellow 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	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
West Bay Harbour, Bridport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Lulworth Village Centre	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Stafford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Stour 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	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Winfrith Newburgh Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wool Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Weighted base:	478	12	87	19	63	36	24	26	12	49	47	26	78
Sample:	434	26	37	37	40	40	36	43	30	35	28	27	55

Meanscore: [Number of visits per month]

Q53 How often do you or your household eat out (e.g. visit cafes and restaurants)?

Those who visit restaurants / cafés at Q40

More than once a week	7.9%	58	5.3%	1	11.5%	18	6.7%	3	8.5%	7	5.7%	3	4.6%	2	17.9%	6	2.5%	0	6.9%	5	2.2%	2	8.8%	3	8.8%	8
Once a week	24.5%	180	10.7%	2	24.4%	38	30.3%	13	25.1%	21	34.3%	20	31.4%	14	19.0%	6	13.5%	2	17.8%	14	37.0%	29	7.2%	3	21.0%	18
Once a fortnight	19.6%	144	34.4%	8	14.2%	22	25.1%	10	17.4%	14	24.0%	14	17.3%	8	22.9%	7	28.3%	5	16.0%	13	17.3%	14	30.3%	11	21.3%	18
Once a month	25.5%	187	31.1%	7	24.1%	38	17.4%	7	31.6%	26	16.1%	9	26.8%	12	31.0%	10	18.7%	3	43.3%	34	16.7%	13	29.8%	10	19.8%	17
Once every two months	13.0%	95	11.7%	3	20.0%	31	17.2%	7	5.0%	4	17.4%	10	10.5%	5	4.4%	1	22.1%	4	8.9%	7	7.5%	6	8.2%	3	16.1%	14
Once every six months	4.7%	35	2.5%	1	4.2%	7	2.5%	1	8.3%	7	0.0%	0	5.0%	2	3.6%	1	10.6%	2	6.0%	5	4.9%	4	3.1%	1	5.8%	5
Once a year or less	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Dont know / varies)	4.4%	32	4.2%	1	1.6%	3	0.8%	0	3.0%	2	2.6%	2	2.0%	1	1.2%	0	4.3%	1	1.2%	1	13.4%	10	12.6%	4	7.3%	6
<i>Mean:</i>	2.28		1.89		2.34		2.40		2.29		2.51		2.25		2.66		1.64		1.96		2.51		2.02		2.24	
Weighted base:	734	23	157	42	82	57	46	31	17	78	78	35	87													
Sample:	682	46	76	70	57	62	68	59	38	47	56	40	63													

Dorset Household Survey For Carter Jonas

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12											
Q54 What location (e.g. town centre, shopping centre, retail / leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?																								
<i>Those who visit restaurants / cafés at Q40 AND Excl. Nulls</i>																								
Babylon Hill Retail Park, Yeovil (The Peel Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourne Retail Park, Hatches Lane, Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Branksome Business Park, Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewery Square, Weymouth Avenue, Dorchester	0.9%	5	0.0%	0	0.0%	0	3.4%	1	5.0%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlepoint Shopping Park, Castle Lane West, Bournemouth	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks Village, Farm Road, Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwood Retail Centre, Station Road, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houndstone Retail Park, Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jubilee Retail Park, Weymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mallard Road Retail Park, Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole Retail Park, Redlands, Poole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quedam Shopping Centre, Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton Road Retail Park, Southampton Road, Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Turbary / Ringwood Road Retail Park, Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wessex Gate Retail Park, Broadstone Way, Poole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth Avenue Retail Park, Weymouth Avenue, Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Axminster	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.5%	1	0.0%	0
Beaminster	0.8%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	21.2%	3	0.0%	0	0.0%	0	0.0%	0
Blandford Forum (or Blandford)	6.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.1%	36
Boscombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0	0.0%	0	3.0%	1	7.0%	5
Bridport	6.7%	39	0.0%	0	0.0%	0	3.0%	1	52.3%	35	0.0%	0	0.0%	0	0.0%	0	15.2%	2	0.0%	0	1.3%	1	0.0%	0
Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Broadstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Chard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Chickerell	0.1%	1	3.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0												
Christchurch	0.1%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Crewkerne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Crossways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Dorchester	25.6%	150	7.5%	1	12.7%	16	29.0%	10	9.7%	6	87.8%	45	59.9%	23	83.9%	20	41.7%	6	17.2%	10	12.1%	7	0.0%	0	5.8%	4
Ferndown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordingbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frome	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	8	0.0%	0	0.0%	0	0.0%	0
Highcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyme Regis	2.2%	13	0.0%	0	0.0%	0	0.0%	0	17.7%	12	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Martock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merriot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milborne Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Montacute	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morcombelake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Milton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole	4.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	5	0.0%	0	0.0%	0	5.4%	3	10.3%	6	6.7%	2	12.8%	8
Isle of Portland areas: Easton	0.7%	4	15.0%	3	1.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Portland areas: Fortuneswell	0.3%	2	3.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Portland areas: Grove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Portland areas: Weston	0.2%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundbury	0.6%	3	3.4%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	17.0%	5	3.7%	2	0.0%	2
Shaftesbury	3.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	52.2%	15	0.0%	0	0.0%	0
Shepton Mallet	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne	5.3%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	45.4%	27	6.6%	4	0.0%	0	0.0%	0	0.0%	0
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalbridge	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Marshall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	2.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	11	0.0%	0	4.8%	3
Swanage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trowbridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Verwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth areas: Littlemoor	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Weymouth areas: Southill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth areas: Westham	0.4%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth areas: Weymouth Town Centre	23.5%	138	58.9%	10	83.5%	106	53.1%	19	0.0%	0	1.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Weymouth areas: Wyke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Regis													
Wimborne	0.6%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	2.5%
Wincanton	3.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Yeovil	1.6%	9	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	12.4%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abbotsbury Village Centre	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%
Askerswell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Axmouth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick St John Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bishop's Caundle Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bobbington Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%
Broadwindsor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bruton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Buckhorn Weston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton Bradstock Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%
Calshot Activities Centre, Calshot, Spit Fawley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Cattistock Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%
Central London / West End	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	1.3%
Cerne Abbas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Charlestown Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Charlton Horethorne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Charminster Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Charmouth Village Centre	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%
Cheselbourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chetnole Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Corscombe Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%
Dewlish Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dinton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dover Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%
Drimpton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Knoyle Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Stour Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Evershot Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Exeter City Centre	0.3%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%
Godmanstone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Henstridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Holt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iwerne Courtney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loders Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lower Burton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%

Dorset Household Survey For Carter Jonas

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Maiden Newton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marnhull 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	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Martinstown Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Milbourne St.Andrew Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Abbas 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	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Mosterton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nettleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Okeford Fitzpaine Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osmington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pamphill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penzance Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Piddlehinton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pimperne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plush Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portesham Village Centre	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Puddletown Village Centre	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Radipole Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewton Village 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	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Siddington Village Centre, Gloucestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spetisbury Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Abbott Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourpaine Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Poyntz Village Centre	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sydling St Nicholas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templecombe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Isle of Purbeck	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tisbury Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	5.9%	2	0.0%	0	0.0%	0
Tolpuddle Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellow Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bay Harbour, Bridport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Lulworth Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Stafford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Stour 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	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Winfrith Newburgh Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wool Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q56 Where do you or members of your household normally go for family entertainment?													
<i>Those who partake in family entertainment activities at Q40 AND Excl. Nulls</i>													
Alexandra Gardens Pleasure Grounds, Weymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bowlplex, Poole Road, Poole	18.6%	25	0.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0	19.8%
Climb Aboard, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coolplay, Sturminster Newton	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crazy Monsters, Blandford Forum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Freshwater Holiday Park – 10 Pin Bowling, Bridport	6.7%	9	0.0%	0	0.0%	0	0.0%	0	55.8%	9	0.0%	0	0.0%
Granby Fun Factory, Weymouth	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%
Hollywood Bowl, Tower Park, Poole	5.5%	7	0.0%	0	0.0%	0	9.4%	0	0.0%	0	11.7%	1	9.5%
Ice Skate Bournemouth, Bournemouth	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingston Maurward Animal Park, Dorchester	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.1%
Lyme Regis Marine Aquarium, Lyme Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
MFA Bowl, St Nicholas Street, Weymouth	29.2%	39	75.1%	5	74.1%	20	65.9%	3	13.9%	2	72.9%	5	14.3%
MFA Bowl, Yeo Leisure Park, Yeovil	9.7%	13	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%
Oceanarium, Bournemouth	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rockreef, Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sealife, Weymouth	1.3%	2	0.0%	0	0.0%	0	24.7%	1	0.0%	0	0.0%	0	5.5%
Sharky's Play and Party Warehouse, Weymouth	1.7%	2	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Tower Park, Bournemouth	4.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	1	31.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abbotsbury Swannery, New Barn Road, Abbotsbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%
Bournemouth Town Centre	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cardiff City Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Center Parcs, Longleat Forest, Warminster	0.4%	1	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hollywood Bowl, Heron Gate, Taunton	0.7%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%
Octagon Theatre, Hendford, Yeovil	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shaftesbury Town Centre	0.8%	1	17.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Taunton Town Centre	1.0%	1	0.0%	0	0.0%	0	0.0%	0	8.0%	1	0.0%	0	0.0%
The Flamingo Pool, Lyme	1.3%	2	0.0%	0	0.0%	0	0.0%	0	10.5%	2	0.0%	0	0.0%

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Road, Axminster													
Weymouth Pavilion, The Esplanade, Weymouth	1.3%	2	0.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Weymouth Town Centre	1.0%	1	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Yeovil Town Centre	6.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	0	24.3%
(Varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	134	7	27	5	16	6	10	8	3	14	10	5	25
Sample:	89	7	12	7	10	5	9	7	5	5	7	3	12

Meanscore: [Number of visits per month]

Q57 How often do you or your household do (OTHER ACTIVITY FROM Q40)?

Those who go to other leisure attractions at Q40

More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every six months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year or less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Dont know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00											
Weighted base:	0	0	0	0	0	0	0	0	0	0	0	0	0											
Sample:	0	0	0	0	0	0	0	0	0	0	0	0	0											

Dorset Household Survey For Carter Jonas

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q58 Where do you or members of your household normally go for (OTHER ACTIVITY FROM Q40)? <i>Those who go to other leisure attractions at Q40 AND Excl. Nulls</i>																										
Babylon Hill Retail Park, Yeovil (The Peel Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourne Retail Park, Hatches Lane, Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Branksome Business Park, Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewery Square, Weymouth Avenue, Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlepoint Shopping Park, Castle Lane West, Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks Village, Farm Road, Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwood Retail Centre, Station Road, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houndstone Retail Park, Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jubilee Retail Park, Weymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mallard Road Retail Park, Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole Retail Park, Redlands, Poole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quedam Shopping Centre, Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton Road Retail Park, Southampton Road, Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Turbary / Ringwood Road Retail Park, Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wessex Gate Retail Park, Broadstone Way, Poole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth Avenue Retail Park, Weymouth Avenue, Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Axminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blandford Forum (or Blandford)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boscombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12											
Broadstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chickerell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crewkerne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordingbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frome	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyme Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merriot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milborne Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Montacute	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morcombelake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Milton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Portland areas: Easton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Portland areas: Fortuneswell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Portland areas: Grove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Portland areas: Weston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepton Mallet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Marshall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trowbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Verwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth areas: Littlemoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth areas: Southill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth areas: Westham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth areas: Weymouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth areas: Wyke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	
Regis														
Wimborne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wincanton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbotsbury Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Askerswell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Axmouth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick St John Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop's Caundle Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bobbington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadwindsor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bruton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckhorn Weston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Bradstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Calshot Activities Centre, Calshot, Spit Fawley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cattistock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Cerne Abbas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlestown Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlton Horethorne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charminster Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charmouth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheselbourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chetnole Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corscombe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dewlish Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dinton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dover Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drimpton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Knoyle Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Stour Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evershot Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godmanstone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henstridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iwerne Courtney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loders Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Burton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12											
Maiden Newton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marnhull Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martinstown Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milbourne St.Andrew Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Abbas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mosterton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nettleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Okeford Fitzpaine Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osmington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pamphill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penzance Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Piddlehinton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pimperne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plush Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portesham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Puddletown Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Radipole Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Siddington Village Centre, Gloucestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spetisbury Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Abbott Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourpaine Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Poyntz Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sydling St Nicholas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templecombe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Isle of Purbeck	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tisbury Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tolpuddle Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellow Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bay Harbour, Bridport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Lulworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Stafford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Stour Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winfrith Newburgh Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wool Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Weighted base:	0	0	0	0	0	0	0	0	0	0	0	0	0
Sample:	0	0	0	0	0	0	0	0	0	0	0	0	0

Dorset Household Survey For Carter Jonas

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q59 What improvements could be made to the leisure offer in your district council area that would make you visit / partake in leisure activities more often? [MR]																										
A casino	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
A swimming pool	4.1%	49	0.8%	0	3.4%	7	4.8%	3	3.4%	5	3.6%	3	3.4%	2	6.2%	3	0.7%	0	6.0%	8	5.6%	7	4.3%	4	4.7%	6
A theatre	1.8%	21	1.3%	1	2.9%	6	2.7%	2	0.0%	0	5.7%	5	1.1%	1	0.6%	0	1.9%	1	2.0%	3	1.4%	2	0.0%	0	0.9%	1
A multi-screen cinema	4.4%	53	2.0%	1	5.7%	13	0.8%	0	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	4.7%	6	4.6%	4	16.0%	22
An art house cinema	0.9%	10	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	6.2%	8
Bingo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	3.6%	44	6.2%	3	5.7%	13	1.1%	1	0.0%	0	4.3%	4	0.6%	0	0.6%	0	1.9%	1	1.2%	2	2.9%	4	5.6%	5	8.6%	12
Improved access by foot and cycle	1.4%	17	0.0%	0	4.1%	9	0.6%	0	0.0%	0	2.1%	2	0.8%	1	2.6%	1	4.2%	2	0.7%	1	0.6%	1	0.0%	0	0.0%	0
Improved public transport	1.5%	18	1.0%	1	0.6%	1	0.0%	0	1.3%	2	0.8%	1	1.5%	1	2.0%	1	5.8%	3	2.7%	4	1.4%	2	1.6%	1	1.4%	2
Improved security / CCTV	0.1%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street furniture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements in the built environment	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
More / better car parking	2.8%	34	0.8%	0	6.3%	14	1.1%	1	2.4%	3	1.7%	1	2.2%	1	0.6%	0	1.6%	1	0.9%	1	4.1%	5	0.0%	0	4.0%	6
More / better cultural facilities	1.0%	12	0.0%	0	3.1%	7	1.1%	1	0.7%	1	2.3%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
More / better disabled access	0.8%	9	0.0%	0	3.1%	7	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better health clubs / gyms	2.0%	24	0.0%	0	1.8%	4	1.8%	1	1.2%	2	0.6%	1	1.5%	1	1.1%	0	2.1%	1	0.0%	0	1.4%	2	7.0%	6	4.8%	7
More / better policing	0.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public houses	1.1%	14	1.0%	1	0.0%	0	0.8%	0	0.9%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.7%	4	1.1%	1	0.0%	0	4.3%	6
More / better seats	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
More / better signposting and information	1.0%	11	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.8%	1	0.0%	0	2.1%	1	0.0%	0	2.3%	3	4.6%	6	0.0%	0	0.0%	0
More / better parks / green spaces	0.5%	6	0.6%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.2%	2	0.0%	0
More for children	4.1%	49	7.0%	4	2.8%	6	5.0%	3	1.1%	2	3.3%	3	2.8%	2	7.2%	3	0.0%	0	9.3%	13	4.6%	6	2.6%	2	4.3%	6
More local sports & recreation facilities	3.4%	41	0.6%	0	2.1%	5	4.5%	3	3.1%	4	2.1%	2	6.7%	4	9.0%	4	2.4%	1	3.8%	5	2.2%	3	4.9%	4	4.4%	6
More nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pavement cafes	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.9%	1
More quality restaurants	0.9%	11	0.0%	0	1.8%	4	0.8%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	2.5%	3
More street cleaning	1.2%	14	1.0%	1	5.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Provision of public toilets	0.7%	9	0.0%	0	2.6%	6	0.0%	0	1.2%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Ten-pin bowling	1.5%	18	2.0%	1	0.0%	0	2.1%	1	0.9%	1	2.8%	2	0.0%	0	4.5%	2	0.0%	0	0.0%	0	4.2%	5	2.2%	2	1.8%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A go-karting track	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A skatepark	0.1%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A sports / leisure centre	0.6%	8	0.9%	1	0.8%	2	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0
A swimming pool with longer opening hours	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	0	0.8%	0	0.7%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
A trampoline park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
An ice rink	0.5%	6	6.4%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
An outdoor gym	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Cheaper parking at leisure facilities	0.5%	6	0.0%	0	1.4%	3	1.8%	1	0.0%	0	0.8%	1	0.8%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Develop the seafront / beach area more	0.2%	2	0.0%	0	0.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improve the current sports / leisure centre facilities in the area	0.7%	9	5.1%	3	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%
Improved access by road	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longer opening hours at leisure facilities	1.5%	18	1.6%	1	0.0%	0	4.5%	3	5.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	5.4%	7	0.0%	0	0.0%	0	0.0%
More access to facilities	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.8%	1	0.8%	1	0.0%	0	0.0%
More disabled toilets at leisure facilities	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More dog-friendly parks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%
More family-friendly restaurants	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More festivals / outdoor events	0.1%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More for older people	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%
More for teenagers	0.7%	9	1.0%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	1.1%	1	0.9%	1	0.0%
More live music venues	0.4%	5	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%
More watersports	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing)	56.2%	677	52.5%	29	46.2%	101	65.3%	38	60.2%	85	62.4%	55	72.9%	46	58.5%	27	58.8%	27	58.1%	80	55.5%	70	53.5%	46	52.9%	72	0.0%
(Don't do leisure activities)	5.4%	65	6.1%	3	7.3%	16	3.6%	2	4.3%	6	3.4%	3	1.5%	1	1.8%	1	14.5%	7	6.0%	8	6.9%	9	5.8%	5	3.2%	4	0.0%
(Don't know)	5.7%	69	4.5%	3	10.0%	22	5.3%	3	4.9%	7	3.8%	3	2.9%	2	4.9%	2	5.7%	3	5.1%	7	3.6%	5	10.6%	9	2.7%	4	0.0%
Weighted base:		1204		56		219		58		142		88		63		46		45		137		126		86		137	
Sample:		1204		100		101		102		100		100		100		100		100		100		100		101		100	

GEN Gender of respondent:

Male	32.3%	389	34.5%	19	41.3%	91	35.5%	21	26.1%	37	27.2%	24	36.4%	23	43.5%	20	23.9%	11	31.7%	43	32.6%	41	24.9%	22	27.6%	38	0.0%
Female	67.7%	815	65.5%	37	58.7%	129	64.5%	38	73.9%	105	72.8%	64	63.6%	40	56.5%	26	76.1%	35	68.3%	94	67.4%	85	75.1%	65	72.4%	99	0.0%
Weighted base:		1204		56		219		58		142		88		63		46		45		137		126		86		137	
Sample:		1204		100		101		102		100		100		100		100		100		100		100		101		100	

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
AGE Can I ask how old you are please?																										
18-24	3.5%	42	0.0%	0	4.5%	10	4.5%	3	0.0%	0	9.4%	8	4.8%	3	13.6%	6	5.2%	2	0.0%	0	4.6%	6	4.8%	4	0.0%	0
25-34	9.9%	119	21.9%	12	13.4%	29	18.1%	11	5.1%	7	0.0%	0	9.5%	6	13.6%	6	5.2%	2	10.1%	14	18.2%	23	9.5%	8	0.0%	0
35-44	14.9%	179	12.1%	7	12.4%	27	6.3%	4	18.9%	27	17.4%	15	17.6%	11	6.3%	3	12.1%	5	14.0%	19	16.8%	21	11.0%	9	21.8%	30
45-54	17.8%	214	13.1%	7	15.7%	35	13.5%	8	12.6%	18	29.0%	25	19.3%	12	17.5%	8	16.6%	8	23.2%	32	20.0%	25	10.9%	9	19.4%	26
55-64	19.5%	235	21.4%	12	27.0%	59	24.2%	14	21.4%	30	18.6%	16	15.5%	10	14.7%	7	18.2%	8	13.0%	18	6.3%	8	25.4%	22	21.9%	30
65+	29.9%	360	25.2%	14	25.1%	55	29.6%	17	35.5%	50	19.7%	17	30.5%	19	29.6%	14	38.3%	17	31.2%	43	32.1%	40	30.5%	26	33.6%	46
(Refused)	4.6%	56	6.4%	4	1.9%	4	3.8%	2	6.4%	9	5.9%	5	3.0%	2	4.7%	2	4.4%	2	8.5%	12	1.9%	2	8.0%	7	3.3%	5
Weighted base:	1204	56		219	58	142	88	63	46	45	137	126	86	137	126	100	100	100	100	100	100	100	101	100	137	100
Sample:	1204	100		101	102	100	100	100	100	100	100	100	101	100	100	100	100	100	100	100	100	100	101	100	137	100
CAR How many cars does your household own or have the use of?																										
None	7.7%	93	14.2%	8	8.8%	19	7.0%	4	8.2%	12	9.3%	8	5.5%	3	2.2%	1	8.2%	4	8.7%	12	4.2%	5	5.5%	5	8.6%	12
One	42.3%	509	49.1%	27	45.4%	100	45.2%	26	44.5%	63	40.2%	35	45.2%	28	33.3%	15	36.6%	17	45.1%	62	37.8%	48	42.2%	36	37.0%	51
Two	31.2%	375	19.4%	11	31.8%	70	35.3%	21	29.0%	41	29.1%	26	29.3%	18	35.8%	17	27.4%	12	25.6%	35	41.7%	53	30.7%	26	33.4%	46
Three or more	16.0%	192	14.6%	8	12.1%	27	10.7%	6	15.0%	21	14.3%	13	17.3%	11	25.3%	12	22.1%	10	19.5%	27	16.3%	21	14.2%	12	18.8%	26
(Refused)	2.9%	34	2.7%	2	1.9%	4	1.9%	1	3.2%	5	7.1%	6	2.8%	2	3.4%	2	5.7%	3	1.1%	1	0.0%	0	7.4%	6	2.2%	3
Weighted base:	1204	56		219	58	142	88	63	46	45	137	126	86	137	126	100	100	100	100	100	100	100	101	100	137	100
Sample:	1204	100		101	102	100	100	100	100	100	100	100	101	100	100	100	100	100	100	100	100	100	101	100	137	100
EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]																										
Working full time	44.5%	535	38.8%	22	48.0%	105	42.2%	25	38.3%	54	46.0%	40	43.6%	27	45.3%	21	37.5%	17	44.9%	62	53.5%	67	36.9%	32	45.9%	63
Working part time	8.9%	107	18.1%	10	5.5%	12	7.1%	4	10.5%	15	11.0%	10	5.8%	4	7.4%	3	7.2%	3	11.5%	16	7.9%	10	10.4%	9	7.8%	11
Unemployed	1.5%	18	7.9%	4	1.8%	4	0.0%	0	1.2%	2	0.8%	1	1.1%	1	0.0%	0	0.0%	0	2.3%	3	0.8%	1	2.2%	2	0.0%	0
Retired	34.8%	419	28.5%	16	33.3%	73	39.5%	23	38.4%	54	24.4%	21	31.9%	20	36.1%	17	42.3%	19	36.1%	50	30.1%	38	40.0%	34	38.7%	53
A housewife	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.8%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
A student	1.0%	11	0.0%	0	4.5%	10	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Self employed	2.9%	35	0.0%	0	4.2%	9	4.8%	3	5.4%	8	1.1%	1	3.8%	2	7.5%	3	5.9%	3	0.9%	1	0.8%	1	2.8%	2	0.7%	1
Sick / disabled	1.0%	12	1.9%	1	0.0%	0	0.0%	0	1.2%	2	3.0%	3	0.0%	0	0.0%	0	2.4%	1	1.2%	2	0.0%	0	1.1%	1	2.4%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	5.1%	62	4.7%	3	2.7%	6	6.4%	4	3.9%	6	13.7%	12	8.2%	5	2.8%	1	4.6%	2	2.1%	3	6.9%	9	6.6%	6	4.5%	6
Weighted base:	1204	56		219	58	142	88	63	46	45	137	126	86	137	126	100	100	100	100	100	100	100	101	100	137	100
Sample:	1204	100		101	102	100	100	100	100	100	100	100	101	100	100	100	100	100	100	100	100	100	101	100	137	100

Dorset Household Survey For Carter Jonas

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
QUOTA Zone													
Zone 1	4.6%	56	100.0%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2	18.2%	219	0.0%	0	100.0%	219	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3	4.8%	58	0.0%	0	0.0%	0	100.0%	58	0.0%	0	0.0%	0	0.0%
Zone 4	11.8%	142	0.0%	0	0.0%	0	0.0%	0	100.0%	142	0.0%	0	0.0%
Zone 5	7.3%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	88	0.0%
Zone 6	5.2%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	63	0.0%
Zone 7	3.8%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Zone 8	3.8%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 9	11.4%	137	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 10	10.5%	126	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 11	7.2%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 12	11.3%	137	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	1204	56	219	58	142	88	63	46	45	137	126	86	137
Sample:	1204	100	101	102	100	100	100	100	100	100	100	101	100

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
PC Postcode Sector													
BA126	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BA215	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
BA227	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
BA229	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BA8 0	2.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	34	0.0%
BH205	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	5	0.0%
BH206	2.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.9%	30	0.0%
DT1 1	1.9%	23	0.0%	0	0.0%	0	0.0%	0	26.5%	23	0.0%	0	0.0%
DT1 2	4.6%	55	0.0%	0	0.0%	0	0.0%	0	63.0%	55	0.0%	0	0.0%
DT1 3	0.7%	8	0.0%	0	0.0%	0	0.0%	0	9.7%	8	0.0%	0	0.0%
DT101	3.1%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
DT102	4.7%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
DT110	2.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%
DT117	4.6%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.9%
DT118	3.1%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%
DT119	1.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%
DT2 0	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	34.8%
DT2 7	2.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	50.5%
DT2 8	2.8%	34	0.0%	0	0.0%	0	1.2%	1	0.0%	0	40.0%	25	17.7%
DT2 9	3.3%	39	0.0%	0	0.0%	0	16.7%	10	5.9%	8	0.0%	0	31.2%
DT3 4	2.2%	26	0.0%	0	0.0%	0	45.1%	26	0.0%	0	0.0%	0	0.0%
DT3 5	3.4%	41	0.0%	0	12.3%	27	24.2%	14	0.0%	0	0.0%	0	0.0%
DT3 6	2.4%	29	0.0%	0	13.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%
DT4 0	5.2%	63	0.0%	0	28.1%	62	1.8%	1	0.0%	0	0.0%	0	0.0%
DT4 7	1.8%	21	0.0%	0	9.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%
DT4 8	1.0%	12	0.0%	0	5.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%
DT4 9	6.3%	75	0.0%	0	31.4%	69	11.1%	6	0.0%	0	0.0%	0	0.0%
DT5 1	2.0%	24	42.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
DT5 2	2.7%	32	57.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
DT6 3	1.7%	20	0.0%	0	0.0%	0	0.0%	0	14.2%	20	0.0%	0	0.0%
DT6 4	1.2%	14	0.0%	0	0.0%	0	0.0%	0	9.9%	14	0.0%	0	0.0%
DT6 5	1.8%	21	0.0%	0	0.0%	0	0.0%	0	14.9%	21	0.0%	0	0.0%
DT6 6	1.3%	15	0.0%	0	0.0%	0	0.0%	0	10.9%	15	0.0%	0	0.0%
DT7 3	2.7%	32	0.0%	0	0.0%	0	0.0%	0	22.7%	32	0.0%	0	0.0%
DT8 3	2.8%	34	0.0%	0	0.0%	0	0.0%	0	10.4%	15	0.0%	0	0.0%
DT9 3	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%
DT9 4	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%
DT9 5	1.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	11.0%
DT9 6	1.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	12.6%
EX124	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%
EX135	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%
SP2 0	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
SP3 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
SP3 5	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%
SP3 6	2.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.1%

Dorset Household Survey For Carter Jonas

Weighted:

July 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
SP7 0	1.1% 14	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.6% 1	14.8% 13	0.0% 0
SP7 8	3.2% 38	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	44.1% 38	0.0% 0
SP7 9	1.2% 14	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	4.9% 6	9.2% 8	0.0% 0
SP8 4	3.2% 39	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	30.9% 39	0.0% 0	0.0% 0
SP8 5	1.1% 14	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	10.8% 14	0.0% 0	0.0% 0
TA188	0.6% 7	0.0% 0	0.0% 0	0.0% 0	5.1% 7	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
TA204	0.3% 4	0.0% 0	0.0% 0	0.0% 0	2.8% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	1204	56	219	58	142	88	63	46	45	137	126	86	137
Sample:	1204	100	101	102	100	100	100	100	100	100	100	101	100

Appendix 2:

Sample Questionnaire

Job No. 040717

North Dorset, West Dorset and Weymouth & Portland: Retail and Commercial Leisure Needs Assessment

Good morning / afternoon / evening, I am from NEMS Market Research and we are conducting a short survey in your area about shopping and leisure activities, on behalf of the Dorset Councils Partnership (including North Dorset, West Dorset and Weymouth & Portland Councils). Do you have time to answer some questions please? It will take about five to ten minutes.

QA Are you the person responsible, or jointly responsible for food and non-food shopping in your household?

YES – CONTINUE INTERVIEW.

NO – ASK TO SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE household's SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW.

Q01 In which store or shopping centre do you NORMALLY shop at for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS.

#Food Food list

CLOSE IF 'DON'T DO'
OR 'DON'T KNOW'

Not those who said Internet at Q01

Q02 What do you like about (LOCATION MENTIONED AT Q01)?

DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

- 001 Clean store
- 002 Close to family / friends
- 003 Convenient to home
- 004 Convenient to work
- 005 Delivery service
- 006 Easy to get to by car
- 007 Easy to get to by foot
- 008 Easy to get to by public transport
- 009 Ethical policy
- 010 Friendly / helpful staff
- 011 Good layout / easy to get around
- 012 Good offers
- 013 Habit / always used it
- 014 Has a cafe
- 015 Has a petrol station
- 016 Large store
- 017 Long opening hours
- 018 Low prices / value for money
- 019 Loyalty scheme / reward points
- 020 Online shopping is convenient
- 021 Only one in the area
- 022 Parking is free
- 023 Parking prices are low
- 024 Parking provision is good
- 025 Pleasant shopping environment
- 026 Preference for retailer
- 027 Quality of food goods available
- 028 Self-service checkouts
- 029 Quality of non-food goods available
- 030 Range of food goods available
- 031 Range of non-food goods available
- 032 Safe shopping environment
- 033 Small / quiet store
- 034 Staff discount / work there
- 035 Supporting local business
- 036 Other (PLEASE WRITE IN)
- 037 (Don't know / nothing)

Not those who said Internet at Q01

Q03 How do you normally travel to (STORE MENTIONED AT Q01)?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus, minibus or coach
- 4 Using park & ride facility
- 5 Motorcycle, scooter or moped
- 6 Walk
- 7 Taxi
- 8 Train
- 9 Bicycle
- A Mobility scooter / wheelchair
- B Other (PLEASE WRITE IN)
- C (Don't know)
- D (Varies)

Not those who said Internet at Q01

Q04

When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)?

DO NOT READ OUT. CAN BE MULTICODED. PROBE FULLY. Anywhere else?

1	Yes - non-food shopping	GO TO Q05
2	Yes - other food shopping	GO TO Q05
3	Yes - bars / pubs	GO TO Q05
4	Yes - bingo	GO TO Q05
5	Yes - cafés	GO TO Q05
6	Yes - cinemas	GO TO Q05
7	Yes - get petrol	GO TO Q05
8	Yes - go to park	GO TO Q05
9	Yes - gyms / health and fitness	GO TO Q05
A	Yes - library	GO TO Q05
B	Yes - markets	GO TO Q05
C	Yes - meeting family	GO TO Q05
D	Yes - meeting friends	GO TO Q05
E	Yes - museums / art gallery	GO TO Q05
F	Yes - other service (e.g. travel agent, estate agent etc.)	GO TO Q05
G	Yes - personal service (e.g. hairdressers, beauty salon etc.)	GO TO Q05
H	Yes - restaurants	GO TO Q05
I	Yes - swimming	GO TO Q05
J	Yes - theatre	GO TO Q05
K	Yes - visiting services such as banks and other financial institutions	GO TO Q05
L	Yes - work	GO TO Q05
M	Yes - other (PLEASE WRITE IN)	GO TO Q05
N	No - do NOT do ANY other activities	GO TO Q06
O	(Don't know)	GO TO Q06

Not those who said Internet at Q01

Q05

When you combine your trip with other activities, where do you normally go?

DO NOT READ OUT. ONE ANSWER ONLY.

#LinkedTrip Linked Trip List

Q06

In addition to (STORE MENTIONED AT Q01), is there any other store that you regularly use for your main-food shopping?

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS.

#Food Food list

Q07

In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS.

#Food Food List

Those who do top-up shopping at Q07:

Q08

In addition to (STORE MENTIONED AT Q07), is there any other store that you regularly use for your household's small scale top-up food shopping?

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS.

#Food Food List

Those who do top-up shopping at Q07:

Q09

Of all the money you spend on your main and top-up food shopping, what share goes to your main food shopping?

DO NOT READ OUT. PLEASE WRITE IN TO THE NEAREST WHOLE %

X % (PLEASE WRITE IN)
Y (Dont know)
Z (Refused)

READ OUT: I would now like to ask you some questions about your non-food shopping habits / preferences.

Q10

Where do you normally do most of your household's shopping for mens, womens, childrens and baby clothing and footwear (fashion items - not sports clothing and footwear)?

DO NOT READ OUT. ONE ANSWER ONLY.

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFood Non-Food List

Those who buy clothing and footwear (excluding via the Internet) at Q10:

Q11

How do you normally travel to (STORE OR CENTRE MENTIONED AT Q10)?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus, minibus or coach
- 4 Using park & ride facility
- 5 Motorcycle, scooter or moped
- 6 Walk
- 7 Taxi
- 8 Train
- 9 Bicycle
- A Mobility scooter / wheelchair
- B Other (PLEASE WRITE IN)
- C (Don't know)
- D (Varies)

Q12

Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?

DO NOT READ OUT. ONE ANSWER ONLY.

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFood

Non-Food List

Q13

Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, kindles, ipads, telephones, etc.)?

DO NOT READ OUT. ONE ANSWER ONLY.

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFood

Non-Food List

Q14

Where do you normally do most of your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?

DO NOT READ OUT. ONE ANSWER ONLY.

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFood

Non-Food List

Q15

Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFood

Non-Food List

Q16

Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?

DO NOT READ OUT. ONE ANSWER ONLY.

#NonFood

Non-Food List

Q17

Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFood

Non-Food List

Q18

Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFood

Non-Food List

Q19

Where do you normally do most of your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFood

Non-Food List

Q20

Where do you normally do most of your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFood

Non-Food List

Q21 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses):
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFood Non-Food List

Q22 How often do you or your household visit Weymouth town centre for shopping and other town centre uses?
DO NOT READ OUT. ONE ANSWER ONLY.

1	Daily	GO TO Q23
2	4-6 days a week	GO TO Q23
3	2-3 days a week	GO TO Q23
4	One day a week	GO TO Q23
5	Every two weeks	GO TO Q23
6	Monthly	GO TO Q23
7	Once every two months	GO TO Q23
8	Three-four times a year	GO TO Q23
9	Once a year	GO TO Q23
A	Less often	GO TO Q23
B	Never	GO TO Q24
C	(Don't know)	GO TO Q23
D	(Varies)	GO TO Q23

Q23 What do you like about Weymouth town centre?
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.
IF THE RESPONDENT STATES THEY LIKE A SPECIFIC SHOP OR ATTRACTION USE THE OTHER BOX TO GIVE FULL DETAILS OF THE SHOP AND IT'S NAME OR THE ATTRACTION AND IT'S NAME

001	(Nothing / very little)
002	Attractive environment / nice place
003	Close to friends or relatives
004	Close to home
005	Close to work
006	Compact
007	Easy to get to by bike
008	Easy to get to by bus
009	Easy to get to by car
010	Easy to park
011	Good facilities in general
012	Good food stores
013	Good pubs, cafés or restaurants
014	Good range of non-food shops
015	Good range of independent shops
016	Good range of 'high street' retailers/ multiples
017	Affordable shops
018	High quality shops
019	The street market
020	Makes a change from other places
021	Quiet
022	Safe and secure
024	Traditional
025	The beach
026	Traffic free shopping centre
027	Other (PLEASE WRITE IN)
028	(Dont know)

Q24 What could be improved about Weymouth town centre that would make you visit more often?

DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

001	(Nothing)
002	Better access by road
003	Better public transport
004	Better signposting
005	Cleaner streets
006	Facilities which would assist you if shopping with children
007	Free car parking
008	More / better town centre events
009	More / better comparison retailers (i.e. non-food shops)
010	More / better value or affordable shops
011	More / better entertainment
012	More / better places for eating out (e.g. cafes and restaurants)
013	More / better food shops
014	More / better parking
015	More / better pedestrianised streets
016	More / better public conveniences
017	More / better seats / flower displays
018	More / better services
019	More advertising
020	More national multiple shops / High Street shops
021	More independent shops
022	Street markets - physical improvements
023	Street markets - better range and quality of offer
024	Protection from the weather (ie. covered shopping malls)
025	Shops / services open on Sundays
026	The beach
027	Other (PLEASE WRITE IN)
028	(Don't know)

Q25 How often do you or your household visit Dorchester town centre for shopping and other town centre uses?

DO NOT READ OUT. ONE ANSWER ONLY.

- | | | |
|---|-------------------------|------------------|
| 1 | Daily | GO TO Q26 |
| 2 | 4-6 days a week | GO TO Q26 |
| 3 | 2-3 days a week | GO TO Q26 |
| 4 | One day a week | GO TO Q26 |
| 5 | Every two weeks | GO TO Q26 |
| 6 | Monthly | GO TO Q26 |
| 7 | Once every two months | GO TO Q26 |
| 8 | Three-four times a year | GO TO Q26 |
| 9 | Once a year | GO TO Q26 |
| A | Less often | GO TO Q26 |
| B | Never | GO TO Q27 |
| C | (Don't know) | GO TO Q26 |
| D | (Varies) | GO TO Q26 |

Q26 What do you like about Dorchester town centre?

DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

IF THE RESPONDENT STATES THEY LIKE A SPECIFIC SHOP OR ATTRACTION USE THE OTHER BOX TO GIVE FULL DETAILS OF THE SHOP AND IT'S NAME OR THE ATTRACTION AND IT'S NAME

- | | |
|-----|--|
| 001 | (Nothing / very little) |
| 002 | Attractive environment / nice place |
| 003 | Close to friends or relatives |
| 004 | Close to home |
| 005 | Close to work |
| 006 | Compact |
| 007 | Easy to get to by bike |
| 008 | Easy to get to by bus |
| 009 | Easy to get to by car |
| 010 | Easy to park |
| 011 | Good facilities in general |
| 012 | Good food stores |
| 013 | Good pubs, cafés or restaurants |
| 014 | Good range of non-food shops |
| 015 | Good range of independent shops |
| 016 | Good range of 'high street' retailers/ multiples |
| 017 | Affordable shops |
| 018 | High quality shops |
| 019 | The street markets |
| 020 | Makes a change from other places |
| 021 | Quiet |
| 022 | Safe and secure |
| 023 | The street markets |
| 024 | Traditional |
| 025 | Traffic free shopping centre |
| 026 | Other (PLEASE WRITE IN) |
| 027 | (Don't know) |

Q27 What could be improved about Dorchester town centre that would make you visit more often?

DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

- | | |
|-----|--|
| 001 | (Nothing) |
| 002 | Better access by road |
| 003 | Better public transport |
| 004 | Better signposting |
| 005 | Cleaner streets |
| 006 | Facilities which would assist you if shopping with children |
| 007 | Free car parking |
| 008 | More / better town centre events |
| 009 | More / better comparison retailers (i.e. non-food shops) |
| 010 | More / better value or affordable shops |
| 011 | More / better entertainment |
| 012 | More / better places for eating out (e.g. cafes and restaurants) |
| 013 | More / better food shops |
| 014 | More / better parking |
| 015 | More / better pedestrianised streets |
| 016 | More / better public conveniences |
| 017 | More / better seats / flower displays |
| 018 | More / better services |
| 019 | More advertising |
| 020 | More national multiple shops / High Street shops |
| 021 | More independent shops |
| 022 | Street markets - physical improvements |
| 023 | Street markets - better range and quality of offer |
| 024 | Protection from the weather (ie. covered shopping malls) |
| 025 | Shops / services open on Sundays |
| 026 | Other (PLEASE WRITE IN) |
| 027 | (Don't know) |

Q28 How often do you or your household visit Bridport town centre for shopping and other town centre uses?

DO NOT READ OUT. ONE ANSWER ONLY.

- | | | |
|---|-------------------------|------------------|
| 1 | Daily | GO TO Q29 |
| 2 | 4-6 days a week | GO TO Q29 |
| 3 | 2-3 days a week | GO TO Q29 |
| 4 | One day a week | GO TO Q29 |
| 5 | Every two weeks | GO TO Q29 |
| 6 | Monthly | GO TO Q29 |
| 7 | Once every two months | GO TO Q29 |
| 8 | Three-four times a year | GO TO Q29 |
| 9 | Once a year | GO TO Q29 |
| A | Less often | GO TO Q29 |
| B | Never | GO TO Q30 |
| C | (Don't know) | GO TO Q29 |
| D | (Varies) | GO TO Q29 |

Q29 What do you like about Bridport town centre?

DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

IF THE RESPONDENT STATES THEY LIKE A SPECIFIC SHOP OR ATTRACTION USE THE OTHER BOX TO GIVE FULL DETAILS OF THE SHOP AND IT'S NAME OR THE ATTRACTION AND IT'S NAME

- | | |
|-----|--|
| 001 | (Nothing / very little) |
| 002 | Attractive environment / nice place |
| 003 | Close to friends or relatives |
| 004 | Close to home |
| 005 | Close to work |
| 006 | Compact |
| 007 | Easy to get to by bike |
| 008 | Easy to get to by bus |
| 009 | Easy to get to by car |
| 010 | Easy to park |
| 011 | Good facilities in general |
| 012 | Good food stores |
| 013 | Good pubs, cafés or restaurants |
| 014 | Good range of non-food shops |
| 015 | Good range of independent shops |
| 016 | Good range of 'high street' retailers/ multiples |
| 017 | Affordable shops |
| 018 | High quality shops |
| 019 | The street markets |
| 020 | Makes a change from other places |
| 021 | Quiet |
| 022 | Safe and secure |
| 023 | The street markets |
| 024 | Traditional |
| 025 | Traffic free shopping centre |
| 026 | Other (PLEASE WRITE IN) |
| 027 | (Don't know) |

Q30 What could be improved about Bridport town centre that would make you visit more often?

DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

- | | |
|-----|--|
| 001 | (Nothing) |
| 002 | Better access by road |
| 003 | Better public transport |
| 004 | Better signposting |
| 005 | Cleaner streets |
| 006 | Facilities which would assist you if shopping with children |
| 007 | Free car parking |
| 008 | More / better town centre events |
| 009 | More / better comparison retailers (i.e. non-food shops) |
| 010 | More / better value or affordable shops |
| 011 | More / better entertainment |
| 012 | More / better places for eating out (e.g. cafes and restaurants) |
| 013 | More / better food shops |
| 014 | More / better parking |
| 015 | More / better pedestrianised streets |
| 016 | More / better public conveniences |
| 017 | More / better seats / flower displays |
| 018 | More / better services |
| 019 | More advertising |
| 020 | More national multiple shops / High Street shops |
| 021 | More independent shops |
| 022 | Street markets - physical improvements |
| 023 | Street markets - better range and quality of offer |
| 024 | Protection from the weather (ie. covered shopping malls) |
| 025 | Shops / services open on Sundays |
| 026 | Other (PLEASE WRITE IN) |
| 027 | (Don't know) |

Q31 How often do you or your household visit Blandford Forum town centre for shopping and other town centre uses?

DO NOT READ OUT. ONE ANSWER ONLY.

- | | | |
|---|-------------------------|------------------|
| 1 | Daily | GO TO Q32 |
| 2 | 4-6 days a week | GO TO Q32 |
| 3 | 2-3 days a week | GO TO Q32 |
| 4 | One day a week | GO TO Q32 |
| 5 | Every two weeks | GO TO Q32 |
| 6 | Monthly | GO TO Q32 |
| 7 | Once every two months | GO TO Q32 |
| 8 | Three-four times a year | GO TO Q32 |
| 9 | Once a year | GO TO Q32 |
| A | Less often | GO TO Q32 |
| B | Never | GO TO Q33 |
| C | (Don't know) | GO TO Q32 |
| D | (Varies) | GO TO Q32 |

Q32 What do you like about Blandford Forum town centre?

DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

IF THE RESPONDENT STATES THEY LIKE A SPECIFIC SHOP OR ATTRACTION USE THE OTHER BOX TO GIVE FULL DETAILS OF THE SHOP AND IT'S NAME OR THE ATTRACTION AND IT'S NAME

- | | |
|-----|--|
| 001 | (Nothing / very little) |
| 002 | Attractive environment / nice place |
| 003 | Close to friends or relatives |
| 004 | Close to home |
| 005 | Close to work |
| 006 | Compact |
| 007 | Easy to get to by bike |
| 008 | Easy to get to by bus |
| 009 | Easy to get to by car |
| 010 | Easy to park |
| 011 | Good facilities in general |
| 012 | Good food stores |
| 013 | Good pubs, cafés or restaurants |
| 014 | Good range of non-food shops |
| 015 | Good range of independent shops |
| 016 | Good range of 'high street' retailers/ multiples |
| 017 | Affordable shops |
| 018 | High quality shops |
| 019 | The street markets |
| 020 | Makes a change from other places |
| 021 | Quiet |
| 022 | Safe and secure |
| 023 | The street markets |
| 024 | Traditional |
| 025 | Traffic free shopping centre |
| 026 | Other (PLEASE WRITE IN) |
| 027 | (Don't know) |

Q33 What could be improved about Blandford Forum town centre that would make you visit more often?

DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

- | | |
|-----|--|
| 001 | (Nothing) |
| 002 | Better access by road |
| 003 | Better public transport |
| 004 | Better signposting |
| 005 | Cleaner streets |
| 006 | Facilities which would assist you if shopping with children |
| 007 | Free car parking |
| 008 | More / better town centre events |
| 009 | More / better comparison retailers (i.e. non-food shops) |
| 010 | More / better value or affordable shops |
| 011 | More / better entertainment |
| 012 | More / better places for eating out (e.g. cafes and restaurants) |
| 013 | More / better food shops |
| 014 | More / better parking |
| 015 | More / better pedestrianised streets |
| 016 | More / better public conveniences |
| 017 | More / better seats / flower displays |
| 018 | More / better services |
| 019 | More advertising |
| 020 | More national multiple shops / High Street shops |
| 021 | More independent shops |
| 022 | Street markets - physical improvements |
| 023 | Street markets - better range and quality of offer |
| 024 | Protection from the weather (ie. covered shopping malls) |
| 025 | Shops / services open on Sundays |
| 026 | Other (PLEASE WRITE IN) |
| 027 | (Don't know) |

Q34 How often do you or your household visit Gillingham town centre for shopping and other town centre uses?

DO NOT READ OUT. ONE ANSWER ONLY.

- | | | |
|---|-------------------------|------------------|
| 1 | Daily | GO TO Q35 |
| 2 | 4-6 days a week | GO TO Q35 |
| 3 | 2-3 days a week | GO TO Q35 |
| 4 | One day a week | GO TO Q35 |
| 5 | Every two weeks | GO TO Q35 |
| 6 | Monthly | GO TO Q35 |
| 7 | Once every two months | GO TO Q35 |
| 8 | Three-four times a year | GO TO Q35 |
| 9 | Once a year | GO TO Q35 |
| A | Less often | GO TO Q35 |
| B | Never | GO TO Q36 |
| C | (Don't know) | GO TO Q35 |
| D | (Varies) | GO TO Q35 |

Q35 What do you like about Gillingham town centre?

DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

IF THE RESPONDENT STATES THEY LIKE A SPECIFIC SHOP OR ATTRACTION USE THE OTHER BOX TO GIVE FULL DETAILS OF THE SHOP AND IT'S NAME OR THE ATTRACTION AND IT'S NAME

- | | |
|-----|--|
| 001 | (Nothing / very little) |
| 002 | Attractive environment / nice place |
| 003 | Close to friends or relatives |
| 004 | Close to home |
| 005 | Close to work |
| 006 | Compact |
| 007 | Easy to get to by bike |
| 008 | Easy to get to by bus |
| 009 | Easy to get to by car |
| 010 | Easy to park |
| 011 | Good facilities in general |
| 012 | Good food stores |
| 013 | Good pubs, cafés or restaurants |
| 014 | Good range of non-food shops |
| 015 | Good range of independent shops |
| 016 | Good range of 'high street' retailers/ multiples |
| 017 | Affordable shops |
| 018 | High quality shops |
| 019 | The street markets |
| 020 | Makes a change from other places |
| 021 | Quiet |
| 022 | Safe and secure |
| 023 | The street markets |
| 024 | Traditional |
| 025 | Traffic free shopping centre |
| 026 | Other (PLEASE WRITE IN) |
| 027 | (Don't know) |

Q36 What could be improved about Gillingham town centre that would make you visit more often?

DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

- | | |
|-----|--|
| 001 | (Nothing) |
| 002 | Better access by road |
| 003 | Better public transport |
| 004 | Better signposting |
| 005 | Cleaner streets |
| 006 | Facilities which would assist you if shopping with children |
| 007 | Free car parking |
| 008 | More / better town centre events |
| 009 | More / better comparison retailers (i.e. non-food shops) |
| 010 | More / better value or affordable shops |
| 011 | More / better entertainment |
| 012 | More / better places for eating out (e.g. cafes and restaurants) |
| 013 | More / better food shops |
| 014 | More / better parking |
| 015 | More / better pedestrianised streets |
| 016 | More / better public conveniences |
| 017 | More / better seats / flower displays |
| 018 | More / better services |
| 019 | More advertising |
| 020 | More national multiple shops / High Street shops |
| 021 | More independent shops |
| 022 | Street markets - physical improvements |
| 023 | Street markets - better range and quality of offer |
| 024 | Protection from the weather (ie. covered shopping malls) |
| 025 | Shops / services open on Sundays |
| 026 | Other (PLEASE WRITE IN) |
| 027 | (Don't know) |

Q37 **How often do you or your household visit Shaftesbury town centre for shopping and other town centre uses?**
DO NOT READ OUT. ONE ANSWER ONLY.

- | | | |
|---|-------------------------|------------------|
| 1 | Daily | GO TO Q38 |
| 2 | 4-6 days a week | GO TO Q38 |
| 3 | 2-3 days a week | GO TO Q38 |
| 4 | One day a week | GO TO Q38 |
| 5 | Every two weeks | GO TO Q38 |
| 6 | Monthly | GO TO Q38 |
| 7 | Once every two months | GO TO Q38 |
| 8 | Three-four times a year | GO TO Q38 |
| 9 | Once a year | GO TO Q38 |
| A | Less often | GO TO Q38 |
| B | Never | GO TO Q39 |
| C | (Don't know) | GO TO Q38 |
| D | (Varies) | GO TO Q38 |

Q38 **What do you like about Shaftesbury town centre?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.
IF THE RESPONDENT STATES THEY LIKE A SPECIFIC SHOP OR ATTRACTION USE THE OTHER BOX TO GIVE FULL DETAILS OF THE SHOP AND ITS NAME OR THE ATTRACTION AND ITS NAME

- | | |
|-----|--|
| 001 | (Nothing / very little) |
| 002 | Attractive environment / nice place |
| 003 | Close to friends or relatives |
| 004 | Close to home |
| 005 | Close to work |
| 006 | Compact |
| 007 | Easy to get to by bike |
| 008 | Easy to get to by bus |
| 009 | Easy to get to by car |
| 010 | Easy to park |
| 011 | Good facilities in general |
| 012 | Good food stores |
| 013 | Good pubs, cafés or restaurants |
| 014 | Good range of non-food shops |
| 015 | Good range of independent shops |
| 016 | Good range of 'high street' retailers/ multiples |
| 017 | Affordable shops |
| 018 | High quality shops |
| 019 | The street markets |
| 020 | Makes a change from other places |
| 021 | Quiet |
| 022 | Safe and secure |
| 023 | The street markets |
| 024 | Traditional |
| 025 | Traffic free shopping centre |
| 026 | Other (PLEASE WRITE IN) |
| 027 | (Dont know) |

Q39 **What could be improved about Shaftesbury town centre that would make you visit more often?**

DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

- | | |
|-----|--|
| 001 | (Nothing) |
| 002 | Better access by road |
| 003 | Better public transport |
| 004 | Better signposting |
| 005 | Cleaner streets |
| 006 | Facilities which would assist you if shopping with children |
| 007 | Free car parking |
| 008 | More / better town centre events |
| 009 | More / better comparison retailers (i.e. non-food shops) |
| 010 | More / better value or affordable shops |
| 011 | More / better entertainment |
| 012 | More / better places for eating out (e.g. cafes and restaurants) |
| 013 | More / better food shops |
| 014 | More / better parking |
| 015 | More / better pedestrianised streets |
| 016 | More / better public conveniences |
| 017 | More / better seats / flower displays |
| 018 | More / better services |
| 019 | More advertising |
| 020 | More national multiple shops / High Street shops |
| 021 | More independent shops |
| 022 | Street markets - physical improvements |
| 023 | Street markets - better range and quality of offer |
| 024 | Protection from the weather (ie. covered shopping malls) |
| 025 | Shops / services open on Sundays |
| 026 | Other (PLEASE WRITE IN) |
| 027 | (Don't know) |

Question to be asked to all respondents

Q40 Do you or your household visit the following leisure attractions?
READ OUT. SELECT ALL THAT APPLY.

- | | | |
|---|---|-----------|
| 1 | Bingo / casino / bookmaker | GO TO Q41 |
| 2 | Cinema | GO TO Q43 |
| 3 | Gym / health club / sports facility | GO TO Q45 |
| 4 | Theatre / concert / music venue | GO TO Q47 |
| 5 | Museum / gallery or place of historical / cultural interest | GO TO Q49 |
| 6 | Pub / bar / nightclub | GO TO Q51 |
| 7 | Restaurant / café | GO TO Q53 |
| 8 | Family entertainment (e.g. tenpin bowling, skating rink) | GO TO Q55 |
| 9 | Other activity (PLEASE WRITE IN) | GO TO Q57 |
| A | Don't visit ANY leisure activities | GO TO Q59 |

Those who visit bingo / casino / bookmakers at Q40:

Q41 How often do you or your household play bingo or visit casinos or bookmakers?
ONE ANSWER ONLY. DO NOT READ OUT.

- | | |
|---|-----------------------|
| 1 | More than once a week |
| 2 | Once a week |
| 3 | Once a fortnight |
| 4 | Once a month |
| 5 | Once every two months |
| 6 | Once every six months |
| 7 | Once a year or less |
| 8 | (Dont know / varies) |

Those who visit bingo / casino / bookmakers at Q40:

Q42 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?

DO NOT READ OUT. ONE ANSWER ONLY.

IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Bingo Bingo List

Those who visit the cinema at Q40:

Q43 How often do you or your household go to the cinema?
ONE ANSWER ONLY. DO NOT READ OUT.

- | | |
|---|-----------------------|
| 1 | More than once a week |
| 2 | Once a week |
| 3 | Once a fortnight |
| 4 | Once a month |
| 5 | Once every two months |
| 6 | Once every six months |
| 7 | Once a year or less |
| 8 | (Dont know / varies) |

Those who visit the cinema at Q40:

Q44 Where do you or members of your household normally go to the cinema?

DO NOT READ OUT. ONE ANSWER ONLY.

IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Cinema Cinema List

Those who go to the gym / healthclub / sports facilities at Q40:

Q45 How often do you or your household use a gym / healthclub / sports facility?
ONE ANSWER ONLY. DO NOT READ OUT.

- | | |
|---|-----------------------|
| 1 | More than once a week |
| 2 | Once a week |
| 3 | Once a fortnight |
| 4 | Once a month |
| 5 | Once every two months |
| 6 | Once every six months |
| 7 | Once a year or less |
| 8 | (Dont know / varies) |

Those who go to the gym / healthclub / sports facilities at Q40:

Q46 Where do you or members of your household normally go to use a gym / healthclub / sports facility?

DO NOT READ OUT. ONE ANSWER ONLY.

IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Health Healthclub List

Those who visit the theatre / concert / music venues at Q40:
Q47 **How often do you or your household visit a theatre / concert / music venue?**
ONE ANSWER ONLY. DO NOT READ OUT.

- 1 More than once a week
- 2 Once a week
- 3 Once a fortnight
- 4 Once a month
- 5 Once every two months
- 6 Once every six months
- 7 Once a year or less
- 8 (Dont know / varies)

Those who visit the theatre / concert / music venues at Q40:
Q48 **Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?**
DO NOT READ OUT. ONE ANSWER ONLY.

#TheatreMusic Theatre & Music List

Those who visit museum / gallery or place of historical / cultural interest at Q40:
Q49 **How often do you or your household go to a museum, gallery, or other place of historical / cultural interest?**
ONE ANSWER ONLY. DO NOT READ OUT.

- 1 More than once a week
- 2 Once a week
- 3 Once a fortnight
- 4 Once a month
- 5 Once every two months
- 6 Once every six months
- 7 Once a year or less
- 8 (Dont know / varies)

Those who visit museum / gallery or place of historical / cultural interest at Q40:
Q50 **Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?**
DO NOT READ OUT. ONE ANSWER ONLY.

#Museum Museum & Attractions List

Those who visit pubs / bars / nightclubs at Q40:
Q51 **How often do you or your household go to pubs / bars / nightclubs?**
ONE ANSWER ONLY. DO NOT READ OUT.

- 1 More than once a week
- 2 Once a week
- 3 Once a fortnight
- 4 Once a month
- 5 Once every two months
- 6 Once every six months
- 7 Once a year or less
- 8 (Dont know / varies)

Those who visit pubs / bars / nightclubs at Q40:
Q52 **What location (e.g. town centre, shopping centre, retail / leisure park) do you or members of your household normally go to when visiting pubs / bars / nightclubs?**
DO NOT READ OUT. ONE ANSWER ONLY.

#Leisure Leisure List

Those who visit restaurants / cafés at Q40:
Q53 **How often do you or your household eat out (e.g. visit cafes and restaurants)?**
ONE ANSWER ONLY. DO NOT READ OUT.

- 1 More than once a week
- 2 Once a week
- 3 Once a fortnight
- 4 Once a month
- 5 Once every two months
- 6 Once every six months
- 7 Once a year or less
- 8 (Dont know / varies)

Those who visit restaurants / cafés at Q40:
Q54 **What location (e.g. town centre, shopping centre, retail / leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?**
DO NOT READ OUT. ONE ANSWER ONLY.

#Leisure Leisure List

Those who partake in family entertainment activities at Q40:
Q55 **How often do you or your household go to family entertainment venues?**
ONE ANSWER ONLY. DO NOT READ OUT.

- 1 More than once a week
- 2 Once a week
- 3 Once a fortnight
- 4 Once a month
- 5 Once every two months
- 6 Once every six months
- 7 Once a year or less
- 8 (Dont know / varies)

Those who partake in family entertainment activities at Q40:

Q56 **Where do you or members of your household normally go for family entertainment?**
DO NOT READ OUT. ONE ANSWER ONLY.
IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY
NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Family Family Entertainment List

Those who go to other leisure attractions at Q40:

Q57 **How often do you or your household do (OTHER ACTIVITY FROM Q40)?**
ONE ANSWER ONLY. DO NOT READ OUT.

- 1 More than once a week
- 2 Once a week
- 3 Once a fortnight
- 4 Once a month
- 5 Once every two months
- 6 Once every six months
- 7 Once a year or less
- 8 (Dont know / varies)

Those who go to other leisure attractions at Q40:

Q58 **Where do you or members of your household normally go for (OTHER ACTIVITY FROM Q40)?**
DO NOT READ OUT. ONE ANSWER ONLY.

#Leisure Leisure List

Q59 **What improvements could be made to the leisure offer in your district council area that would make you visit / partake in leisure activities more often?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

- 001 (Nothing)
- 002 A casino
- 003 A swimming pool
- 004 A theatre
- 005 A multi-screen cinema
- 006 An art house cinema
- 007 Bingo
- 008 Cheaper prices
- 009 Improved access by foot and cycle
- 010 Improved public transport
- 011 Improved security / CCTV
- 012 Improved street furniture
- 013 Improvements in the built environment
- 014 More / better car parking
- 015 More / better cultural facilities
- 016 More / better disabled access
- 017 More / better health clubs / gyms
- 018 More / better policing
- 019 More / better public houses
- 020 More / better seats
- 021 More / better signposting and information
- 022 More better parks / green spaces
- 023 More for children
- 024 More local sports & recreation facilities
- 025 More nightclubs
- 026 More pavement cafes
- 027 More quality restaurants
- 028 More street cleaning
- 029 Provision of public toilets
- 030 Ten-pin bowling
- 031 Other (PLEASE WRITE IN)
- 032 (Dont do leisure activities)
- 033 (Don't know)

GEN **Gender of respondent:**
DO NOT READ OUT. CODE FROM OBSERVATION.

- 1 Male
- 2 Female

AGE **Can I ask how old you are please?**
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 18-24
- 2 25-34
- 3 35-44
- 4 45-54
- 5 55-64
- 6 65+
- 7 (Refused)

CAR **How many cars does your household own or have the use of?**
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 None
- 2 One
- 3 Two
- 4 Three or more
- 5 (Refused)

EMP **Which of the following best describes the chief wage earner of your household's current employment situation?**
READ OUT. ONE ANSWER ONLY.

- | | | |
|---|-------------------------|-------------|
| 1 | Working full time | GO TO OCC |
| 2 | Working part time | GO TO OCC |
| 3 | Unemployed | GO TO OCC |
| 4 | Retired | GO TO OCC |
| 5 | A housewife | GO TO CLOSE |
| 6 | A student | GO TO CLOSE |
| 7 | Self employed | GO TO OCC |
| 8 | Sick / disabled | GO TO CLOSE |
| 9 | Other (PLEASE WRITE IN) | GO TO OCC |
| A | (Refused) | GO TO OCC |

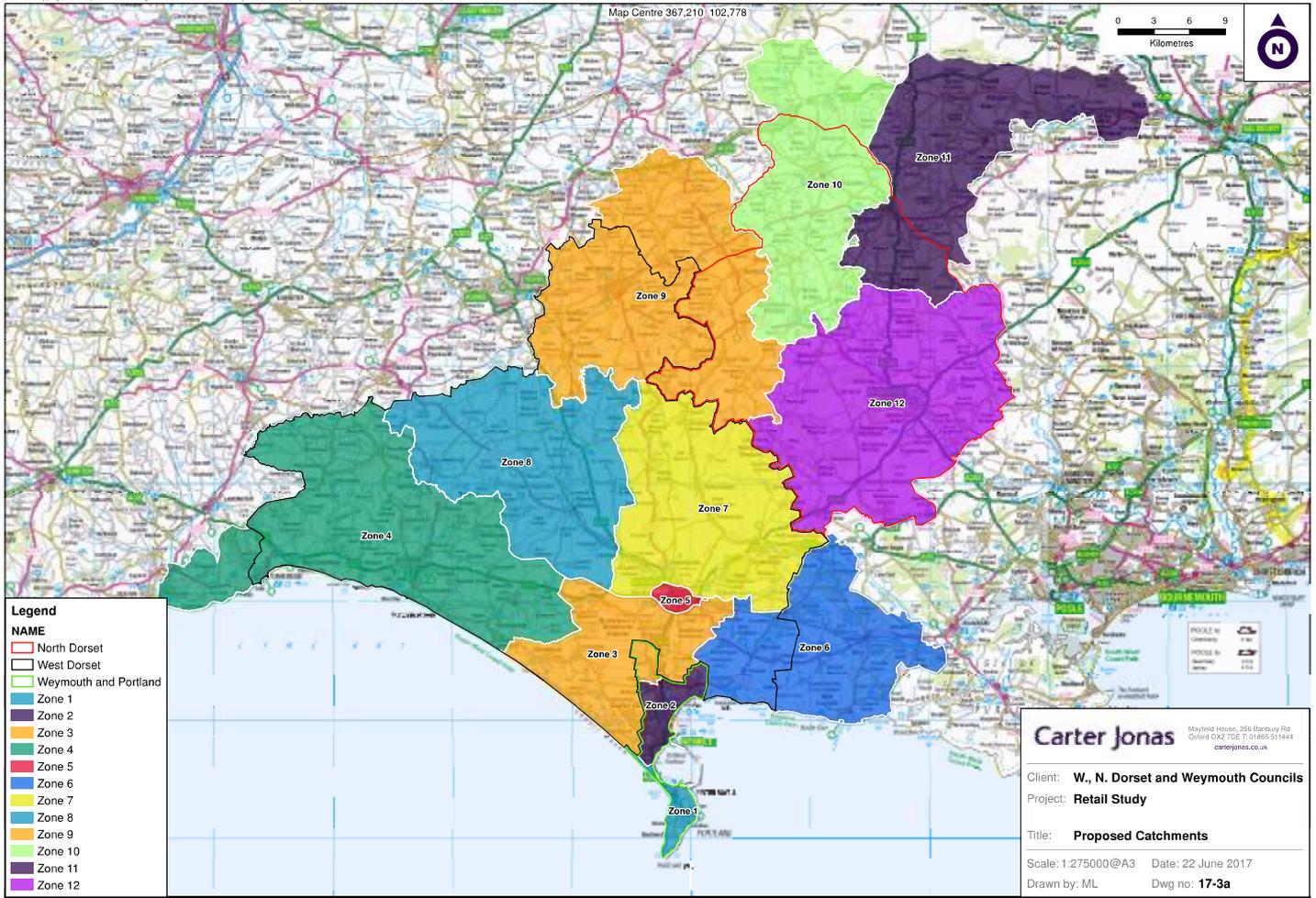
OCC **What is the occupation of the chief income earner of your household?**
DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Occupation / job description
- 2 Retired - Basic state pension
- 3 (Refused)

Thank & close.

Appendix 3:

Map



APPENDIX 26: NEMS IN-CENTRE SURVEY RESULTS



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**Weymouth & Dorchester In-Centre Survey
for
Carter Jonas**

July 2017

Job Ref: 030717

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Maps

Introduction

1.1 Research Background & Objectives

To conduct an independent face to face survey amongst a sample of visitors to Weymouth Town Centre and Dorchester Town Centre.

The main aims and objectives of the study were as follows:

- To find out respondents' main purpose for visiting the two centres;
- To determine what respondents like and dislike about the individual centres;
- To ascertain whether respondents would like to see any improvements made to the centres.

1.2 Research Methodology

A total of 173 face to face interviews were conducted. Fieldwork was carried out between Friday 7th July 2017 and Saturday 15th July 2017.

Interviews were conducted using NEMS field interviewers. We engaged our resident professional field market researchers on this project, virtually all of who possess substantial experience in shopper research studies.

The interviews were subject to a 10% random back check to ensure the survey was being conducted to the required standard.

1.3 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

For example, if 50% of a sample of 173 answers “Yes” to a question we can be 95% sure that between 42.5% and 57.5% of the population holds the same opinion (i.e. +/- 7.5%).

%age Response	95% confidence interval
10%	±4.5%
20%	±6.0%
30%	±6.8%
40%	±7.3%
50%	±7.5%

1.4 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

Appendix 1:

Data Tabulations
By Demographics

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weymouth		Dorchester		
Q01 How did you travel to (STUDY CENTRE) today?																				
Car-driver	33.5%	58	43.1%	25	28.7%	33	28.6%	10	45.1%	23	28.7%	25	37.5%	36	28.6%	22	20.9%	18	46.0%	40
Car-passenger	18.5%	32	12.1%	7	21.7%	25	20.0%	7	13.7%	7	20.7%	18	20.8%	20	15.6%	12	26.7%	23	10.3%	9
Bus	15.6%	27	13.8%	8	16.5%	19	14.3%	5	9.8%	5	19.5%	17	11.5%	11	20.8%	16	23.3%	20	8.0%	7
Bicycle	0.6%	1	1.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1
Rail	1.2%	2	0.0%	0	1.7%	2	0.0%	0	2.0%	1	1.1%	1	2.1%	2	0.0%	0	2.3%	2	0.0%	0
Taxi	1.7%	3	1.7%	1	1.7%	2	0.0%	0	2.0%	1	2.3%	2	1.0%	1	2.6%	2	3.5%	3	0.0%	0
Walk	28.9%	50	27.6%	16	29.6%	34	37.1%	13	25.5%	13	27.6%	24	27.1%	26	31.2%	24	23.3%	20	34.5%	30
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		173		58		115		35		51		87		96		77		86		87

Q02 Where did you park today?*Those in Weymouth who travelled by car at Q01*

Beach car park	2.4%	1	0.0%	0	4.2%	1	0.0%	0	6.7%	1	0.0%	0	4.2%	1	0.0%	0	2.4%	1	0.0%	0
Cosens Quay car park	4.9%	2	5.9%	1	4.2%	1	16.7%	1	6.7%	1	0.0%	0	0.0%	0	11.8%	2	4.9%	2	0.0%	0
Council Offices car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Governor's Lane car park	2.4%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	5.0%	1	4.2%	1	0.0%	0	2.4%	1	0.0%	0
Harbourside car park	4.9%	2	11.8%	2	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	11.8%	2	4.9%	2	0.0%	0
Lodmoor car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melcombe Regis car park	2.4%	1	5.9%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	4.2%	1	0.0%	0	2.4%	1	0.0%	0
Multi storey car park	4.9%	2	5.9%	1	4.2%	1	0.0%	0	6.7%	1	5.0%	1	4.2%	1	5.9%	1	4.9%	2	0.0%	0
Nothe car park	2.4%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	5.9%	1	2.4%	1	0.0%	0
Overcombe car park	2.4%	1	0.0%	0	4.2%	1	0.0%	0	6.7%	1	0.0%	0	4.2%	1	0.0%	0	2.4%	1	0.0%	0
Park Street car park	14.6%	6	11.8%	2	16.7%	4	33.3%	2	20.0%	3	5.0%	1	8.3%	2	23.5%	4	14.6%	6	0.0%	0
Pavilion car park	4.9%	2	5.9%	1	4.2%	1	0.0%	0	6.7%	1	5.0%	1	8.3%	2	0.0%	0	4.9%	2	0.0%	0
Royal Yard car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swannery car park	7.3%	3	11.8%	2	4.2%	1	0.0%	0	6.7%	1	10.0%	2	8.3%	2	5.9%	1	7.3%	3	0.0%	0
Weymouth Park and Ride	4.9%	2	5.9%	1	4.2%	1	0.0%	0	6.7%	1	5.0%	1	4.2%	1	5.9%	1	4.9%	2	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairhaven Hotel	4.9%	2	11.8%	2	0.0%	0	0.0%	0	6.7%	1	5.0%	1	8.3%	2	0.0%	0	4.9%	2	0.0%	0
Hotel Rembrandt	2.4%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	5.0%	1	4.2%	1	0.0%	0	2.4%	1	0.0%	0
On Street	14.6%	6	11.8%	2	16.7%	4	16.7%	1	13.3%	2	15.0%	3	25.0%	6	0.0%	0	14.6%	6	0.0%	0
Park and Ride	2.4%	1	0.0%	0	4.2%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	2.4%	1	0.0%	0
Wilkinsons	2.4%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	5.9%	1	2.4%	1	0.0%	0
(Didn't park – got dropped off)	14.6%	6	11.8%	2	16.7%	4	16.7%	1	6.7%	1	20.0%	4	12.5%	3	17.6%	3	14.6%	6	0.0%	0
Base:		41		17		24		6		15		20		24		17		41		0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
Mean score [rating as given]																				
Q03 On a scale of 1 to 10, where 1 is very easy and 10 is very difficult, how would you rate finding a parking space today?																				
<i>Those in Weymouth who travelled by car at Q01</i>																				
1 - Very easy	58.5%	24	58.8%	10	58.3%	14	50.0%	3	66.7%	10	55.0%	11	58.3%	14	58.8%	10	58.5%	24	0.0%	0
2	7.3%	3	5.9%	1	8.3%	2	0.0%	0	0.0%	0	15.0%	3	4.2%	1	11.8%	2	7.3%	3	0.0%	0
3	4.9%	2	11.8%	2	0.0%	0	0.0%	0	6.7%	1	5.0%	1	0.0%	0	11.8%	2	4.9%	2	0.0%	0
4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - Neither easy nor difficult	4.9%	2	5.9%	1	4.2%	1	0.0%	0	6.7%	1	5.0%	1	8.3%	2	0.0%	0	4.9%	2	0.0%	0
6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
7	7.3%	3	5.9%	1	8.3%	2	33.3%	2	6.7%	1	0.0%	0	12.5%	3	0.0%	0	7.3%	3	0.0%	0
8	2.4%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	5.9%	1	2.4%	1	0.0%	0
9	2.4%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	5.9%	1	2.4%	1	0.0%	0
A - Very difficult	2.4%	1	0.0%	0	4.2%	1	0.0%	0	6.7%	1	0.0%	0	4.2%	1	0.0%	0	2.4%	1	0.0%	0
B - (Don't know)	9.8%	4	5.9%	1	12.5%	3	16.7%	1	6.7%	1	10.0%	2	12.5%	3	5.9%	1	9.8%	4	0.0%	0
Mean:	2.54	2.44	2.62	3.40	2.50	2.33	2.71	2.31	2.54	0.00										
Base:	41	17	24	6	15	20	24	17	41	0										

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
Mean score [rating as given]																				
Q04 On a scale of 1 to 10, where 1 is very low and 10 is very expensive, how would you rate the cost of parking in Weymouth?																				
<i>Those in Weymouth who travelled by car at Q01</i>																				
1 - Very Low	17.1%	7	11.8%	2	20.8%	5	16.7%	1	13.3%	2	20.0%	4	25.0%	6	5.9%	1	17.1%	7	0.0%	0
2	2.4%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	5.9%	1	2.4%	1	0.0%	0
3	2.4%	1	0.0%	0	4.2%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	2.4%	1	0.0%	0
4	4.9%	2	5.9%	1	4.2%	1	0.0%	0	6.7%	1	5.0%	1	4.2%	1	5.9%	1	4.9%	2	0.0%	0
5 - About right	26.8%	11	29.4%	5	25.0%	6	33.3%	2	26.7%	4	25.0%	5	20.8%	5	35.3%	6	26.8%	11	0.0%	0
6	2.4%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	5.0%	1	4.2%	1	0.0%	0	2.4%	1	0.0%	0
7	4.9%	2	5.9%	1	4.2%	1	16.7%	1	0.0%	0	5.0%	1	4.2%	1	5.9%	1	4.9%	2	0.0%	0
8	12.2%	5	11.8%	2	12.5%	3	0.0%	0	20.0%	3	10.0%	2	8.3%	2	17.6%	3	12.2%	5	0.0%	0
9	2.4%	1	5.9%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	4.2%	1	0.0%	0	2.4%	1	0.0%	0
A - Very Expensive	7.3%	3	11.8%	2	4.2%	1	0.0%	0	13.3%	2	5.0%	1	8.3%	2	5.9%	1	7.3%	3	0.0%	0
B - (Don't know)	17.1%	7	11.8%	2	20.8%	5	16.7%	1	13.3%	2	20.0%	4	20.8%	5	11.8%	2	17.1%	7	0.0%	0
Mean:	5.12	5.67	4.68	4.20	6.08	4.63	4.89	5.40	5.12	0.00										
Base:	41	17	24	6	15	20	24	17	41	0										

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weymouth		Dorchester		
Q05 How long do you intend to stay in (STUDY CENTRE) today?																				
Less than 30 minutes	4.0%	7	1.7%	1	5.2%	6	5.7%	2	7.8%	4	1.1%	1	5.2%	5	2.6%	2	0.0%	0	8.0%	7
31-59 minutes	5.8%	10	5.2%	3	6.1%	7	8.6%	3	3.9%	2	5.7%	5	3.1%	3	9.1%	7	5.8%	5	5.7%	5
Between 1-2 hours	34.1%	59	29.3%	17	36.5%	42	31.4%	11	35.3%	18	34.5%	30	35.4%	34	32.5%	25	27.9%	24	40.2%	35
Between 2-3 hours	22.0%	38	22.4%	13	21.7%	25	22.9%	8	23.5%	12	20.7%	18	18.8%	18	26.0%	20	20.9%	18	23.0%	20
Between 3-4 hours	6.9%	12	8.6%	5	6.1%	7	5.7%	2	0.0%	0	11.5%	10	9.4%	9	3.9%	3	7.0%	6	6.9%	6
Over 4 hours	19.1%	33	24.1%	14	16.5%	19	14.3%	5	19.6%	10	20.7%	18	14.6%	14	24.7%	19	23.3%	20	14.9%	13
Overnight stay	0.6%	1	0.0%	0	0.9%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1
Multiple night stay (on holiday)	4.0%	7	5.2%	3	3.5%	4	5.7%	2	3.9%	2	3.4%	3	7.3%	7	0.0%	0	8.1%	7	0.0%	0
(Don't know)	3.5%	6	3.4%	2	3.5%	4	2.9%	1	5.9%	3	2.3%	2	6.3%	6	0.0%	0	7.0%	6	0.0%	0
Base:		173		58		115		35		51		87		96		77		86		87

Mean score [visits per week]

Q06 How often do you visit (STUDY CENTRE) (including Sunday)?

Everyday	16.8%	29	17.2%	10	16.5%	19	11.4%	4	17.6%	9	18.4%	16	12.5%	12	22.1%	17	11.6%	10	21.8%	19
4-6 times a week	4.6%	8	5.2%	3	4.3%	5	8.6%	3	3.9%	2	3.4%	3	3.1%	3	6.5%	5	1.2%	1	8.0%	7
2-3 times a week	22.0%	38	22.4%	13	21.7%	25	20.0%	7	21.6%	11	23.0%	20	25.0%	24	18.2%	14	16.3%	14	27.6%	24
Once a week	16.2%	28	15.5%	9	16.5%	19	25.7%	9	13.7%	7	13.8%	12	17.7%	17	14.3%	11	14.0%	12	18.4%	16
Once every 2 weeks	5.8%	10	6.9%	4	5.2%	6	11.4%	4	5.9%	3	3.4%	3	6.3%	6	5.2%	4	4.7%	4	6.9%	6
Once every month	5.2%	9	3.4%	2	6.1%	7	2.9%	1	2.0%	1	8.0%	7	4.2%	4	6.5%	5	5.8%	5	4.6%	4
Once a quarter	5.8%	10	5.2%	3	6.1%	7	2.9%	1	5.9%	3	6.9%	6	5.2%	5	6.5%	5	5.8%	5	5.7%	5
Less than once a quarter	15.6%	27	12.1%	7	17.4%	20	11.4%	4	17.6%	9	16.1%	14	13.5%	13	18.2%	14	26.7%	23	4.6%	4
First time today	7.5%	13	12.1%	7	5.2%	6	5.7%	2	9.8%	5	6.9%	6	11.5%	11	2.6%	2	12.8%	11	2.3%	2
(Don't know)	0.6%	1	0.0%	0	0.9%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0	1.2%	1	0.0%	0
Mean:		1.63		1.67		1.61		1.38		1.68		1.70		1.33		1.99		1.11		2.13
Base:		173		58		115		35		51		87		96		77		86		87

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weymouth		Dorchester		
Q07 What is the main reason for your visit to (STUDY CENTRE)?																				
To visit the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To buy non-food goods at the shops (e.g. shoes, clothes, jewellery)	25.4%	44	25.9%	15	25.2%	29	28.6%	10	19.6%	10	27.6%	24	29.2%	28	20.8%	16	14.0%	12	36.8%	32
To buy food goods at the shops (not take-away / café / restaurant)	12.7%	22	8.6%	5	14.8%	17	8.6%	3	7.8%	4	17.2%	15	13.5%	13	11.7%	9	10.5%	9	14.9%	13
For services (e.g. bank, building society, hairdressers)	9.2%	16	10.3%	6	8.7%	10	8.6%	3	17.6%	9	4.6%	4	6.3%	6	13.0%	10	10.5%	9	8.0%	7
To use a leisure facility (eg. sports centre)	0.6%	1	1.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
As a day visitor to the Town Centre	5.8%	10	5.2%	3	6.1%	7	5.7%	2	2.0%	1	8.0%	7	5.2%	5	6.5%	5	11.6%	10	0.0%	0
As a staying visitor to the Town Centre (holiday)	9.8%	17	12.1%	7	8.7%	10	0.0%	0	15.7%	8	10.3%	9	11.5%	11	7.8%	6	19.8%	17	0.0%	0
Eat out (e.g. take-away / café / restaurant)	4.6%	8	3.4%	2	5.2%	6	0.0%	0	5.9%	3	5.7%	5	7.3%	7	1.3%	1	4.7%	4	4.6%	4
Work	5.2%	9	5.2%	3	5.2%	6	17.1%	6	3.9%	2	1.1%	1	5.2%	5	5.2%	4	3.5%	3	6.9%	6
To meet someone	11.0%	19	10.3%	6	11.3%	13	8.6%	3	9.8%	5	12.6%	11	10.4%	10	11.7%	9	9.3%	8	12.6%	11
To visit Weymouth Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the beach	4.6%	8	5.2%	3	4.3%	5	2.9%	1	5.9%	3	4.6%	4	1.0%	1	9.1%	7	9.3%	8	0.0%	0
To visit the Tudor House Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the Sea Life Centre	0.6%	1	1.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0	1.2%	1	0.0%	0
To visit Nothe Fort	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the harbour	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	1.2%	1	0.0%	0
To visit the amusements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre (Weymouth Pavillion)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit Jurassic Skyline	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit Brewery Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the Dinosaur Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the Teddy Bear Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the Dorchester Arts Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the Keep Military Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the Tutankhamun Exhibition	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the Terracotta Warrior Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weymouth		Dorchester		
To visit the Odeon cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the Plaza cinema	0.6%	1	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1
To visit Dorset History Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the Old Crown Court and Cells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library / Public services (doctor, dentist, etc	4.6%	8	1.7%	1	6.1%	7	8.6%	3	3.9%	2	3.4%	3	3.1%	3	6.5%	5	0.0%	0	9.2%	8
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing	4.0%	7	5.2%	3	3.5%	4	5.7%	2	3.9%	2	3.4%	3	6.3%	6	1.3%	1	3.5%	3	4.6%	4
Passing through	0.6%	1	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1
Base:		173		58		115		35		51		87		96		77		86		87

Q08 Which types of market stall do you intend to visit or are likely to visit today?

Those who mentioned Market at Q07

Food and grocery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothing and footwear	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture, carpets, soft household furnishings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DIY and decorating goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Domestic appliances	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CDs, DVDs, games, books etc....	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gifts and antiques	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arts and crafts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other specialist non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None of the above	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
Q09 Which types of shop are you most likely to visit today?																				
<i>Those who mentioned non food items at Q07</i>																				
Food and grocery	9.1%	4	26.7%	4	0.0%	0	20.0%	2	10.0%	1	4.2%	1	3.6%	1	18.8%	3	0.0%	0	12.5%	4
Clothing and footwear	50.0%	22	40.0%	6	55.2%	16	60.0%	6	60.0%	6	41.7%	10	53.6%	15	43.8%	7	50.0%	6	50.0%	16
Furniture, carpets, soft household furnishings	2.3%	1	0.0%	0	3.4%	1	0.0%	0	10.0%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	3.1%	1
DIY and decorating goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Domestic appliances	2.3%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	3.6%	1	0.0%	0	0.0%	0	3.1%	1
CDs, DVDs, games, books etc....	2.3%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	4.2%	1	3.6%	1	0.0%	0	8.3%	1	0.0%	0
Gifts and antiques	6.8%	3	0.0%	0	10.3%	3	10.0%	1	10.0%	1	4.2%	1	3.6%	1	12.5%	2	8.3%	1	6.3%	2
Arts and crafts	13.6%	6	20.0%	3	10.3%	3	0.0%	0	0.0%	0	25.0%	6	10.7%	3	18.8%	3	25.0%	3	9.4%	3
Other specialist non-food items	6.8%	3	6.7%	1	6.9%	2	0.0%	0	10.0%	1	8.3%	2	7.1%	2	6.3%	1	0.0%	0	9.4%	3
None of the above	4.5%	2	0.0%	0	6.9%	2	10.0%	1	0.0%	0	4.2%	1	7.1%	2	0.0%	0	0.0%	0	6.3%	2
(Don't know)	2.3%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	4.2%	1	3.6%	1	0.0%	0	8.3%	1	0.0%	0
Base:		44		15		29		10		10		24		28		16		12		32

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1	C2DE	Weymouth	Dorchester					
Q10 What are the names of the MAIN non-food shops you have visited or intend to visit today?																				
<i>Those who mentioned non food items at Q07</i>																				
Argos	20.5%	9	0.0%	0	31.0%	9	20.0%	2	20.0%	2	20.8%	5	32.1%	9	0.0%	0	41.7%	5	12.5%	4
Poundland	15.9%	7	26.7%	4	10.3%	3	40.0%	4	10.0%	1	8.3%	2	10.7%	3	25.0%	4	8.3%	1	18.8%	6
Marks & Spencers	13.6%	6	13.3%	2	13.8%	4	0.0%	0	0.0%	0	25.0%	6	10.7%	3	18.8%	3	25.0%	3	9.4%	3
Goulds	9.1%	4	6.7%	1	10.3%	3	10.0%	1	0.0%	0	12.5%	3	10.7%	3	6.3%	1	0.0%	0	12.5%	4
Peacocks	9.1%	4	13.3%	2	6.9%	2	10.0%	1	10.0%	1	8.3%	2	3.6%	1	18.8%	3	16.7%	2	6.3%	2
New Look	9.1%	4	6.7%	1	10.3%	3	10.0%	1	20.0%	2	4.2%	1	10.7%	3	6.3%	1	0.0%	0	12.5%	4
Boots	6.8%	3	6.7%	1	6.9%	2	10.0%	1	0.0%	0	8.3%	2	7.1%	2	6.3%	1	8.3%	1	6.3%	2
Superdrug	6.8%	3	13.3%	2	3.4%	1	10.0%	1	10.0%	1	4.2%	1	7.1%	2	6.3%	1	0.0%	0	9.4%	3
M & Co	6.8%	3	13.3%	2	3.4%	1	10.0%	1	10.0%	1	4.2%	1	7.1%	2	6.3%	1	0.0%	0	9.4%	3
Blacks	6.8%	3	13.3%	2	3.4%	1	0.0%	0	20.0%	2	4.2%	1	10.7%	3	0.0%	0	0.0%	0	9.4%	3
White Stuff	4.5%	2	6.7%	1	3.4%	1	0.0%	0	10.0%	1	4.2%	1	7.1%	2	0.0%	0	0.0%	0	6.3%	2
Next	4.5%	2	0.0%	0	6.9%	2	10.0%	1	10.0%	1	0.0%	0	3.6%	1	6.3%	1	0.0%	0	6.3%	2
Wilko	4.5%	2	6.7%	1	3.4%	1	0.0%	0	0.0%	0	8.3%	2	3.6%	1	6.3%	1	16.7%	2	0.0%	0
Debenhams	2.3%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	6.3%	1	8.3%	1	0.0%	0
Ladybird	2.3%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	6.3%	1	8.3%	1	0.0%	0
Natural Wholefoods	2.3%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	6.3%	1	0.0%	0	3.1%	1
Herrings	2.3%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	4.2%	1	3.6%	1	0.0%	0	0.0%	0	3.1%	1
Frederick L Mabb	2.3%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	3.6%	1	0.0%	0	0.0%	0	3.1%	1
Card Factory	2.3%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	3.6%	1	0.0%	0	0.0%	0	3.1%	1
Charity shops	2.3%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	4.2%	1	3.6%	1	0.0%	0	0.0%	0	3.1%	1
Maman Bebe	2.3%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	4.2%	1	3.6%	1	0.0%	0	0.0%	0	3.1%	1
Fat Face	2.3%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	3.6%	1	0.0%	0	0.0%	0	3.1%	1
The Works	2.3%	1	0.0%	0	3.4%	1	10.0%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	3.1%	1
Toymaster	2.3%	1	6.7%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0	3.1%	1
Warren James	2.3%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	6.3%	1	8.3%	1	0.0%	0
JD Sports	2.3%	1	0.0%	0	3.4%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	6.3%	1	8.3%	1	0.0%	0
WHSmith	2.3%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	4.2%	1	3.6%	1	0.0%	0	8.3%	1	0.0%	0
Robert Dyas	2.3%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	4.2%	1	3.6%	1	0.0%	0	0.0%	0	3.1%	1
Base:		44		15		29		10		10		24		28		16		12		32

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
Mean score [£]																				
Q11 How much have you spent or intend to spend today on non-food items?																				
<i>Those who mentioned non food items at Q07</i>																				
Nothing	2.3%	1	0.0%	0	3.4%	1	0.0%	0	10.0%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	3.1%	1
Less than £5.00	11.4%	5	20.0%	3	6.9%	2	10.0%	1	10.0%	1	12.5%	3	14.3%	4	6.3%	1	0.0%	0	15.6%	5
£5.01-£10.00	18.2%	8	26.7%	4	13.8%	4	10.0%	1	10.0%	1	25.0%	6	10.7%	3	31.3%	5	16.7%	2	18.8%	6
£10.01-£20.00	11.4%	5	6.7%	1	13.8%	4	40.0%	4	0.0%	0	4.2%	1	10.7%	3	12.5%	2	8.3%	1	12.5%	4
£20.01-£30.00	6.8%	3	0.0%	0	10.3%	3	10.0%	1	10.0%	1	4.2%	1	7.1%	2	6.3%	1	8.3%	1	6.3%	2
£30.01-£50.00	15.9%	7	33.3%	5	6.9%	2	0.0%	0	20.0%	2	20.8%	5	17.9%	5	12.5%	2	16.7%	2	15.6%	5
£50.01-£100.00	18.2%	8	6.7%	1	24.1%	7	0.0%	0	30.0%	3	20.8%	5	17.9%	5	18.8%	3	41.7%	5	9.4%	3
£100.01-£150.00	2.3%	1	0.0%	0	3.4%	1	0.0%	0	10.0%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	3.1%	1
£150.01-£200.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01-£250.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over £250.00	2.3%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	3.6%	1	0.0%	0	0.0%	0	3.1%	1
(Don't know)	11.4%	5	0.0%	0	17.2%	5	30.0%	3	0.0%	0	8.3%	2	10.7%	3	12.5%	2	8.3%	1	12.5%	4
Mean:	37.63	38.50	37.08	13.57	45.50	41.70	43.10	27.86	45.45	34.55										
Base:	44	15	29	10	10	24	28	16	12	32										
Q12 What are the names of the MAIN food shops you have visited or intend to visit today? [MR]																				
<i>Those who mentioned food items at Q07</i>																				
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencers	13.6%	3	0.0%	0	17.6%	3	0.0%	0	0.0%	0	20.0%	3	15.4%	2	11.1%	1	11.1%	1	15.4%	2
Aldi	4.5%	1	20.0%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	7.7%	1	0.0%	0	11.1%	1	0.0%	0
Iceland	18.2%	4	20.0%	1	17.6%	3	0.0%	0	0.0%	0	26.7%	4	7.7%	1	33.3%	3	44.4%	4	0.0%	0
Tesco Metro	27.3%	6	20.0%	1	29.4%	5	33.3%	1	0.0%	0	33.3%	5	15.4%	2	44.4%	4	55.6%	5	7.7%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	27.3%	6	40.0%	2	23.5%	4	0.0%	0	0.0%	0	40.0%	6	46.2%	6	0.0%	0	0.0%	0	46.2%	6
Tesco, Weymouth Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Forum Centre	9.1%	2	20.0%	1	5.9%	1	0.0%	0	0.0%	0	13.3%	2	0.0%	0	22.2%	2	22.2%	2	0.0%	0
Marks & Spencers	9.1%	2	0.0%	0	11.8%	2	0.0%	0	25.0%	1	6.7%	1	7.7%	1	11.1%	1	0.0%	0	15.4%	2
Lidl, The Grove	4.5%	1	20.0%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	7.7%	1
Iceland	4.5%	1	0.0%	0	5.9%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	7.7%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	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)	9.1%	2	0.0%	0	11.8%	2	33.3%	1	25.0%	1	0.0%	0	15.4%	2	0.0%	0	0.0%	0	15.4%	2
Base:	22	5	17	3	4	15	13	9	9	13										

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
Mean score [£]																				
Q13 How much have you spent or intend to spend today on food items?																				
<i>Those who mentioned food items at Q07</i>																				
Nothing	9.1%	2	20.0%	1	5.9%	1	0.0%	0	0.0%	0	13.3%	2	0.0%	0	22.2%	2	22.2%	2	0.0%	0
Less than £5.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£5.01-£10.00	27.3%	6	0.0%	0	35.3%	6	66.7%	2	25.0%	1	20.0%	3	23.1%	3	33.3%	3	33.3%	3	23.1%	3
£10.01-£20.00	18.2%	4	20.0%	1	17.6%	3	0.0%	0	25.0%	1	20.0%	3	30.8%	4	0.0%	0	22.2%	2	15.4%	2
£20.01-£30.00	4.5%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	11.1%	1	0.0%	0	7.7%	1
£30.01-£50.00	22.7%	5	20.0%	1	23.5%	4	33.3%	1	0.0%	0	26.7%	4	23.1%	3	22.2%	2	11.1%	1	30.8%	4
£50.01-£100.00	18.2%	4	40.0%	2	11.8%	2	0.0%	0	50.0%	2	13.3%	2	23.1%	3	11.1%	1	11.1%	1	23.1%	3
£100.01-£150.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£150.01-£200.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01-£250.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over £250.00	0.0%	0	0.0%	0	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>27.50</i>		<i>40.00</i>		<i>23.82</i>		<i>16.67</i>		<i>43.13</i>		<i>25.50</i>		<i>31.73</i>		<i>21.39</i>		<i>18.06</i>		<i>34.04</i>	
<i>Base:</i>	<i>22</i>	<i>5</i>	<i>17</i>	<i>3</i>	<i>4</i>	<i>15</i>	<i>13</i>	<i>9</i>	<i>9</i>	<i>13</i>										

Q14 When visiting the food store do you intend to link your shopping trip with a visit to other shops or services in the town centre? [MR]

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
<i>Those who mentioned food items at Q07</i>																				
No	31.8%	7	20.0%	1	35.3%	6	33.3%	1	50.0%	2	26.7%	4	38.5%	5	22.2%	2	55.6%	5	15.4%	2
Yes – other food shop	9.1%	2	20.0%	1	5.9%	1	33.3%	1	0.0%	0	6.7%	1	15.4%	2	0.0%	0	0.0%	0	15.4%	2
Yes – Other non-food shops	40.9%	9	20.0%	1	47.1%	8	33.3%	1	0.0%	0	53.3%	8	46.2%	6	33.3%	3	44.4%	4	38.5%	5
Yes – Café / restaurant	27.3%	6	60.0%	3	17.6%	3	33.3%	1	50.0%	2	20.0%	3	15.4%	2	44.4%	4	0.0%	0	46.2%	6
Yes – Gym	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – Leisure (e.g.cinema)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	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>Base:</i>	<i>22</i>	<i>5</i>	<i>17</i>	<i>3</i>	<i>4</i>	<i>15</i>	<i>13</i>	<i>9</i>	<i>9</i>	<i>13</i>										

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester	
Q15 What do you like MOST about (STUDY CENTRE)? [MR]											
Near / convenient	17.3%	30 13.8%	8 19.1%	22 25.7%	9 11.8%	6 17.2%	15 15.6%	15 19.5%	15 14.0%	12 20.7%	18
Easy walking distance	8.7%	15 0.0%	0 13.0%	15 8.6%	3 3.9%	2 11.5%	10 12.5%	12 3.9%	3 11.6%	10 5.7%	5
Parking is easy	6.4%	11 8.6%	5 5.2%	6 5.7%	2 7.8%	4 5.7%	5 9.4%	9 2.6%	2 2.3%	2 10.3%	9
Parking is cheap	3.5%	6 6.9%	4 1.7%	2 0.0%	0 2.0%	1 5.7%	5 5.2%	5 1.3%	1 0.0%	0 6.9%	6
Lack of congestion on roads	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Pedestrianised streets	17.3%	30 20.7%	12 15.7%	18 20.0%	7 15.7%	8 17.2%	15 16.7%	16 18.2%	14 16.3%	14 18.4%	16
Little traffic-pedestrian conflict	2.9%	5 0.0%	0 4.3%	5 2.9%	1 2.0%	1 3.4%	3 4.2%	4 1.3%	1 4.7%	4 1.1%	1
Good directional signs to centre	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Convenient drop off / pick up stops for buses / good location of bus station	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Ease of access to all (with pushchairs, wheelchairs, etc)	1.7%	3 1.7%	1 1.7%	2 0.0%	0 0.0%	0 3.4%	3 1.0%	1 2.6%	2 2.3%	2 1.1%	1
Well signposted route ways / good local maps	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
General cleanliness of shopping streets	4.6%	8 5.2%	3 4.3%	5 2.9%	1 3.9%	2 5.7%	5 4.2%	4 5.2%	4 5.8%	5 3.4%	3
Feels safe / absence of threatening individuals / groups	8.7%	15 8.6%	5 8.7%	10 14.3%	5 3.9%	2 9.2%	8 10.4%	10 6.5%	5 3.5%	3 13.8%	12
Presence of police / other security measures	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Nice street furniture / floral displays	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Nice busy feel	1.2%	2 1.7%	1 0.9%	1 2.9%	1 0.0%	0 1.1%	1 1.0%	1 1.3%	1 1.2%	1 1.1%	1
Not too crowded	7.5%	13 6.9%	4 7.8%	9 14.3%	5 7.8%	4 4.6%	4 6.3%	6 9.1%	7 3.5%	3 11.5%	10
Character / atmosphere	15.0%	26 19.0%	11 13.0%	15 14.3%	5 17.6%	9 13.8%	12 15.6%	15 14.3%	11 4.7%	4 25.3%	22
Historic buildings / tourist attractions	2.9%	5 1.7%	1 3.5%	4 0.0%	0 2.0%	1 4.6%	4 3.1%	3 2.6%	2 0.0%	0 5.7%	5
The beach	28.3%	49 32.8%	19 26.1%	30 20.0%	7 33.3%	17 28.7%	25 30.2%	29 26.0%	20 57.0%	49 0.0%	0
The harbour	16.8%	29 19.0%	11 15.7%	18 2.9%	1 13.7%	7 24.1%	21 16.7%	16 16.9%	13 33.7%	29 0.0%	0
The Jurassic Skyline	0.6%	1 0.0%	0 0.9%	1 0.0%	0 0.0%	0 1.1%	1 1.0%	1 0.0%	0 1.2%	1 0.0%	0
The Sea Life Centre	1.7%	3 3.4%	2 0.9%	1 0.0%	0 3.9%	2 1.1%	1 3.1%	3 0.0%	0 3.5%	3 0.0%	0
The amusements	0.6%	1 0.0%	0 0.9%	1 0.0%	0 2.0%	1 0.0%	0 1.0%	1 0.0%	0 1.2%	1 0.0%	0
The theatre	0.6%	1 0.0%	0 0.9%	1 0.0%	0 0.0%	0 1.1%	1 1.0%	1 0.0%	0 1.2%	1 0.0%	0
The cinema	0.6%	1 1.7%	1 0.0%	0 0.0%	0 0.0%	0 1.1%	1 1.0%	1 0.0%	0 0.0%	0 1.1%	1
The markets	0.6%	1 1.7%	1 0.0%	0 0.0%	0 0.0%	0 1.1%	1 1.0%	1 0.0%	0 0.0%	0 1.1%	1
Selection / choice of independent / specialist shops	12.1%	21 1.7%	1 17.4%	20 11.4%	4 11.8%	6 12.6%	11 13.5%	13 10.4%	8 3.5%	3 20.7%	18
Presence of a large supermarket	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weymouth		Dorchester		
Selection / choice of multiple shops (i.e. high street chains)	8.7%	15	8.6%	5	8.7%	10	14.3%	5	11.8%	6	4.6%	4	9.4%	9	7.8%	6	0.0%	0	17.2%	15
Quality of shops	5.2%	9	3.4%	2	6.1%	7	5.7%	2	7.8%	4	3.4%	3	4.2%	4	6.5%	5	4.7%	4	5.7%	5
Specified shops (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices are competitive in shops compared to other town/district centres	1.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	2.6%	2	1.2%	1	1.1%	1
Play area for children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of places to eat out (e.g. cafes, restaurants, takeaways)	5.2%	9	3.4%	2	6.1%	7	5.7%	2	5.9%	3	4.6%	4	5.2%	5	5.2%	4	4.7%	4	5.7%	5
Range of pubs / bars	0.6%	1	0.0%	0	0.9%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1
Range of services (banks, insurance, hairdressers, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Availability of employment opportunities	2.3%	4	3.4%	2	1.7%	2	0.0%	0	3.9%	2	2.3%	2	2.1%	2	2.6%	2	0.0%	0	4.6%	4
Brewery Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dinosaur Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester Arts Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorset History Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keep Military Museum	0.6%	1	0.0%	0	0.9%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1
Odeon cinema	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	1.1%	1
Plaza cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddy Bear Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Terracotta Warrior Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Old Crown Court and Cells	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	1.1%	1
Tutankhamun Exhibition	2.9%	5	3.4%	2	2.6%	3	2.9%	1	2.0%	1	3.4%	3	5.2%	5	0.0%	0	5.8%	5	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	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 like everything about the Town Centre	1.7%	3	1.7%	1	1.7%	2	5.7%	2	0.0%	0	1.1%	1	2.1%	2	1.3%	1	2.3%	2	1.1%	1
(Nothing in particular)	2.3%	4	5.2%	3	0.9%	1	0.0%	0	5.9%	3	1.1%	1	2.1%	2	2.6%	2	3.5%	3	1.1%	1
All on one level	1.2%	2	0.0%	0	1.7%	2	0.0%	0	2.0%	1	1.1%	1	1.0%	1	1.3%	1	2.3%	2	0.0%	0
Compact	4.6%	8	6.9%	4	3.5%	4	5.7%	2	2.0%	1	5.7%	5	5.2%	5	3.9%	3	4.7%	4	4.6%	4
Punch & Judy	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Quaint	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quirky	1.2%	2	0.0%	0	1.7%	2	2.9%	1	0.0%	0	1.1%	1	0.0%	0	2.6%	2	0.0%	0	2.3%	2
The promenade	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good public transport links	3.5%	6	0.0%	0	5.2%	6	2.9%	1	0.0%	0	5.7%	5	4.2%	4	2.6%	2	7.0%	6	0.0%	0
(No opinion)	4.0%	7	1.7%	1	5.2%	6	2.9%	1	5.9%	3	3.4%	3	2.1%	2	6.5%	5	3.5%	3	4.6%	4
Base:		173		58		115		35		51		87		96		77		86		87

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester
Q16 How could (STUDY CENTRE) be improved? [MR]										
Specified new shop (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market stalls	1.2%	2	1.7%	1	0.9%	1	0.0%	0	2.0%	1
Better choice of leisure destinations in general	0.6%	1	1.7%	1	0.0%	0	2.9%	1	0.0%	0
Better quality of leisure uses	0.6%	1	1.7%	1	0.0%	0	2.9%	1	0.0%	0
More choice of restaurants / cafes	2.9%	5	3.4%	2	2.6%	3	2.9%	1	2.0%	1
Better quality restaurants/ cafes	1.2%	2	0.0%	0	1.7%	2	2.9%	1	0.0%	0
More choice of pubs / bars	0.6%	1	1.7%	1	0.0%	0	2.9%	1	0.0%	0
Better quality pubs / bars	1.2%	2	0.0%	0	1.7%	2	0.0%	0	2.0%	1
Cleaner/better beach	1.2%	2	1.7%	1	0.9%	1	2.9%	1	0.0%	0
More/better overnight accommodation	0.6%	1	1.7%	1	0.0%	0	0.0%	0	2.0%	1
More priority of pedestrians / pedestrianisation	2.9%	5	1.7%	1	3.5%	4	2.9%	1	3.9%	2
More/better tourist facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic / congestion	1.7%	3	0.0%	0	2.6%	3	2.9%	1	0.0%	0
More shelter from wind / rain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve appearance / environment of centre	2.3%	4	1.7%	1	2.6%	3	0.0%	0	2.0%	1
Remove litter more often	4.6%	8	6.9%	4	3.5%	4	2.9%	1	3.9%	2
More ATMs (cash machines)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic / congestion	1.2%	2	1.7%	1	0.9%	1	0.0%	0	3.9%	2
More parking	2.9%	5	1.7%	1	3.5%	4	0.0%	0	2.0%	1
Cheaper parking	5.8%	10	5.2%	3	6.1%	7	2.9%	1	9.8%	5
More accessible car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better bus services to the centre	2.3%	4	1.7%	1	2.6%	3	0.0%	0	5.9%	3
New / relocated bus stops	0.6%	1	1.7%	1	0.0%	0	0.0%	0	2.0%	1
Improved security measures / policing	0.6%	1	1.7%	1	0.0%	0	2.9%	1	0.0%	0
Better signposting within the centre	1.2%	2	0.0%	0	1.7%	2	0.0%	0	2.0%	1
Redevelopments/changes to site (PLEASE SPECIFY SITES)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better range of shops	13.9%	24	6.9%	4	17.4%	20	28.6%	10	15.7%	8
Decrease rents	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Fill the empty shops	2.9%	5	3.4%	2	2.6%	3	2.9%	1	2.0%	1
Finish the road works	2.3%	4	1.7%	1	2.6%	3	0.0%	0	0.0%	0
Improve pavements	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
Less coffee shops	0.6%	1	0.0%	0	0.9%	1	2.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1		
More seating	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	1.1%	1
More social housing	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	1.1%	1
More toilets	1.7%	3	1.7%	1	1.7%	2	0.0%	0	2.0%	1	2.3%	2	1.0%	1	2.6%	2	2.3%	2	1.1%	1
Needs revamping	4.6%	8	1.7%	1	6.1%	7	0.0%	0	0.0%	0	9.2%	8	5.2%	5	3.9%	3	9.3%	8	0.0%	0
No one way system	0.6%	1	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1
Park and ride	0.6%	1	0.0%	0	0.9%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1
Primark	0.6%	1	0.0%	0	0.9%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1
Remove the A boards from footpath	1.7%	3	1.7%	1	1.7%	2	0.0%	0	0.0%	0	3.4%	3	3.1%	3	0.0%	0	0.0%	0	3.4%	3
Remove the beggars / homeless	1.7%	3	3.4%	2	0.9%	1	2.9%	1	3.9%	2	0.0%	0	2.1%	2	1.3%	1	2.3%	2	1.1%	1
Remove the seagulls	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	1.2%	1	0.0%	0
River Island	1.2%	2	0.0%	0	1.7%	2	5.7%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	2.3%	2
Top Shop	0.6%	1	0.0%	0	0.9%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1
(Don't know)	20.2%	35	19.0%	11	20.9%	24	17.1%	6	25.5%	13	18.4%	16	18.8%	18	22.1%	17	19.8%	17	20.7%	18
(None mentioned)	20.8%	36	27.6%	16	17.4%	20	20.0%	7	17.6%	9	23.0%	20	14.6%	14	28.6%	22	22.1%	19	19.5%	17
Base:		173		58		115		35		51		87		96		77		86		87

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weymouth		Dorchester		
Q17 Is there a specific shop / type of shop that would encourage you to visit (STUDY CENTRE) more often?																				
Yes (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	55.5%	96	60.3%	35	53.0%	61	42.9%	15	66.7%	34	54.0%	47	54.2%	52	57.1%	44	59.3%	51	51.7%	45
Boutique	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	1.2%	1	0.0%	0
Clothes shop	1.7%	3	0.0%	0	2.6%	3	2.9%	1	2.0%	1	1.1%	1	2.1%	2	1.3%	1	1.2%	1	2.3%	2
Computer shop	1.2%	2	1.7%	1	0.9%	1	2.9%	1	0.0%	0	1.1%	1	1.0%	1	1.3%	1	0.0%	0	2.3%	2
Costa Coffee	0.6%	1	0.0%	0	0.9%	1	2.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1
Department store	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	1.2%	1	0.0%	0
Dress shop	1.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	2.3%	2	2.1%	2	0.0%	0	1.2%	1	1.1%	1
Goulds	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	0.0%	0	1.1%	1
Greengrocer	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	1.1%	1
Hardware store	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Home Bargains	1.2%	2	1.7%	1	0.9%	1	0.0%	0	2.0%	1	1.1%	1	2.1%	2	0.0%	0	2.3%	2	0.0%	0
Independent stores	4.0%	7	3.4%	2	4.3%	5	2.9%	1	0.0%	0	6.9%	6	6.3%	6	1.3%	1	5.8%	5	2.3%	2
John Lewis	2.3%	4	3.4%	2	1.7%	2	0.0%	0	0.0%	0	4.6%	4	3.1%	3	1.3%	1	2.3%	2	2.3%	2
KFC	1.2%	2	3.4%	2	0.0%	0	2.9%	1	2.0%	1	0.0%	0	1.0%	1	1.3%	1	0.0%	0	2.3%	2
Ladies clothes shop	1.2%	2	0.0%	0	1.7%	2	0.0%	0	2.0%	1	1.1%	1	1.0%	1	1.3%	1	2.3%	2	0.0%	0
Large Marks & Spencer	1.7%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0	3.4%	3	1.0%	1	2.6%	2	0.0%	0	3.4%	3
Lush	0.6%	1	0.0%	0	0.9%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1
Model shop	0.6%	1	1.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1
Mountain Warehouse	0.6%	1	0.0%	0	0.9%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1
Music shop	1.2%	2	3.4%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	2.3%	2
Newsagents	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Next	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	1.2%	1	0.0%	0
Primark	10.4%	18	6.9%	4	12.2%	14	22.9%	8	9.8%	5	5.7%	5	6.3%	6	15.6%	12	11.6%	10	9.2%	8
River Island	1.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	2.3%	2	1.0%	1	1.3%	1	0.0%	0	2.3%	2
Sports shop	0.6%	1	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1
The Range	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	1.1%	1
Top Man	0.6%	1	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1
Toy shop	1.7%	3	3.4%	2	0.9%	1	5.7%	2	2.0%	1	0.0%	0	2.1%	2	1.3%	1	0.0%	0	3.4%	3
Vans	0.6%	1	0.0%	0	0.9%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1
Waitrose	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	1.2%	1	0.0%	0
Wilkos	1.2%	2	0.0%	0	1.7%	2	2.9%	1	0.0%	0	1.1%	1	1.0%	1	1.3%	1	0.0%	0	2.3%	2
(Don't know)	4.0%	7	6.9%	4	2.6%	3	2.9%	1	3.9%	2	4.6%	4	4.2%	4	3.9%	3	7.0%	6	1.1%	1
Base:		173		58		115		35		51		87		96		77		86		87

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
Q18 What other CENTRE or RETAIL PARK do you regularly visit (once a month or more)? [MR]																				
Retail Parks																				
Weymouth Avenue Retail Park, Weymouth Avenue, Dorchester	2.9%	5	1.7%	1	3.5%	4	0.0%	0	3.9%	2	3.4%	3	5.2%	5	0.0%	0	1.2%	1	4.6%	4
Brewery Square, Weymouth Avenue, Dorchester	6.4%	11	3.4%	2	7.8%	9	2.9%	1	5.9%	3	8.0%	7	9.4%	9	2.6%	2	12.8%	11	0.0%	0
Jubilee Retail Park, Weymouth	2.3%	4	1.7%	1	2.6%	3	2.9%	1	2.0%	1	2.3%	2	2.1%	2	2.6%	2	3.5%	3	1.1%	1
Harwood Retail Centre, Station Road, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Babylon Hill Retail Park, Yeovil (The Peel Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quedam Shopping Centre, Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houndstone Retail Park, Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wessex Gate Retail Park, 10 Broadstone Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole Retail Park	2.3%	4	1.7%	1	2.6%	3	5.7%	2	3.9%	2	0.0%	0	2.1%	2	2.6%	2	0.0%	0	4.6%	4
Branksome	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mallard Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Turbary/Ringwood Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlepoint Shopping Park, Castle Lane West, Bournemouth	3.5%	6	5.2%	3	2.6%	3	0.0%	0	2.0%	1	5.7%	5	2.1%	2	5.2%	4	2.3%	2	4.6%	4
Southampton Road Retail Park, Southampton Road, Salisbury	0.6%	1	0.0%	0	0.9%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Bourne Retail Park, 72 Hatches Lane, Salisbury	1.7%	3	0.0%	0	2.6%	3	2.9%	1	3.9%	2	0.0%	0	1.0%	1	2.6%	2	2.3%	2	1.1%	1
Clarks Village, Farm Road, Street	0.6%	1	0.0%	0	0.9%	1	2.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1
Local shops																				
Abbotsbury Road, Westham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.6%	1	0.0%	0	0.9%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1
Beaminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blandford Forum (or Blandford)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boscombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	1.7%	3	1.7%	1	1.7%	2	0.0%	0	2.0%	1	2.3%	2	2.1%	2	1.3%	1	1.2%	1	2.3%	2
Bridport	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	1.2%	1	0.0%	0
Bristol	0.6%	1	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1
Broadstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chickerell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
Christchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Dorchester	1.7%	3	1.7%	1	1.7%	2	0.0%	0	0.0%	0	3.4%	3	2.1%	2	1.3%	1	3.5%	3	0.0%	0
Easton, Portland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordingbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fortuneswell, Portland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.6%	1	0.0%	0	0.9%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1
Grove, Portland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littlemoor Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyme Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Milton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole	4.6%	8	6.9%	4	3.5%	4	2.9%	1	5.9%	3	4.6%	4	5.2%	5	3.9%	3	2.3%	2	6.9%	6
Portland Road, Wyke Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundbury	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	1.1%	1
Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne	1.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	2.3%	2	2.1%	2	0.0%	0	0.0%	0	2.3%	2
Southampton	1.2%	2	1.7%	1	0.9%	1	5.7%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	2.3%	2
Southill Centre, Radipole Lane, Weymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Verwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	1.2%	2	1.7%	1	0.9%	1	0.0%	0	2.0%	1	1.1%	1	1.0%	1	1.3%	1	1.2%	1	1.1%	1
Weymouth	15.0%	26	17.2%	10	13.9%	16	31.4%	11	13.7%	7	9.2%	8	14.6%	14	15.6%	12	0.0%	0	29.9%	26
Wincanton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeovil	1.2%	2	0.0%	0	1.7%	2	0.0%	0	2.0%	1	1.1%	1	1.0%	1	1.3%	1	0.0%	0	2.3%	2
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't visit any other Retail Park / Centre	41.0%	71	39.7%	23	41.7%	48	25.7%	9	45.1%	23	44.8%	39	34.4%	33	49.4%	38	60.5%	52	21.8%	19
Birmingham	0.6%	1	0.0%	0	0.9%	1	2.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.2%	1	0.0%	0
Cheltenham	1.2%	2	1.7%	1	0.9%	1	0.0%	0	2.0%	1	1.1%	1	2.1%	2	0.0%	0	2.3%	2	0.0%	0
Fareham	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	1.2%	1	0.0%	0
Leighton Buzzard	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	1.2%	1	0.0%	0
Luton	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Milton Keynes	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	1.2%	1	0.0%	0
Rugby	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Street	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	1.1%	1
Swindon	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	1.2%	1	0.0%	0
Taunton	1.2%	2	1.7%	1	0.9%	1	2.9%	1	2.0%	1	0.0%	0	0.0%	0	2.6%	2	1.2%	1	1.1%	1
Torquay	0.6%	1	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1
Worcester	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	1.1%	1
(Don't know)	2.3%	4	1.7%	1	2.6%	3	2.9%	1	0.0%	0	3.4%	3	2.1%	2	2.6%	2	0.0%	0	4.6%	4
Base:	173		58		115		35		51		87		96		77		86		87	

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weymouth		Dorchester		
Q19 What is the purpose of your visit to this other centre or retail park (MENTIONED IN Q. 18) [MR]																				
<i>Those who visit another retail park or town at Q.18</i>																				
To buy food items (not take-away / café / restaurant)	34.3%	35	25.7%	9	38.8%	26	23.1%	6	32.1%	9	41.7%	20	39.7%	25	25.6%	10	29.4%	10	36.8%	25
To buy non-food goods (e.g. shoes, clothes, jewellery)	70.6%	72	62.9%	22	74.6%	50	80.8%	21	75.0%	21	62.5%	30	69.8%	44	71.8%	28	61.8%	21	75.0%	51
For services (e.g. bank, building society, hairdressers)	4.9%	5	0.0%	0	7.5%	5	3.8%	1	7.1%	2	4.2%	2	6.3%	4	2.6%	1	2.9%	1	5.9%	4
To use a leisure facility (cinema, sports centre, bowling)	3.9%	4	5.7%	2	3.0%	2	0.0%	0	10.7%	3	2.1%	1	6.3%	4	0.0%	0	8.8%	3	1.5%	1
As a day visitor to the Town Centre	10.8%	11	5.7%	2	13.4%	9	3.8%	1	3.6%	1	18.8%	9	7.9%	5	15.4%	6	23.5%	8	4.4%	3
As a staying visitor to the Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eat out (e.g. take-away / café / restaurant)	9.8%	10	11.4%	4	9.0%	6	7.7%	2	17.9%	5	6.3%	3	14.3%	9	2.6%	1	17.6%	6	5.9%	4
Work	2.9%	3	2.9%	1	3.0%	2	0.0%	0	7.1%	2	2.1%	1	3.2%	2	2.6%	1	5.9%	2	1.5%	1
To meet someone	6.9%	7	14.3%	5	3.0%	2	11.5%	3	3.6%	1	6.3%	3	6.3%	4	7.7%	3	8.8%	3	5.9%	4
Library / public services (doctor, dentist, etc)	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.6%	1	0.0%	0	2.9%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to college	1.0%	1	2.9%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.5%	1
To visit the seafood festival	1.0%	1	0.0%	0	1.5%	1	0.0%	0	3.6%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.5%	1
(Don't know)	3.9%	4	2.9%	1	4.5%	3	3.8%	1	0.0%	0	6.3%	3	3.2%	2	5.1%	2	2.9%	1	4.4%	3
Base:		102		35		67		26		28		48		63		39		34		68

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
Q20 What do you like about this centre? (MENTIONED IN Q. 15) [MR]																				
<i>Those who visit another retail park or town at Q.18</i>																				
Better choice of shops	54.9%	56	48.6%	17	58.2%	39	65.4%	17	53.6%	15	50.0%	24	55.6%	35	53.8%	21	47.1%	16	58.8%	40
Better quality of shops	11.8%	12	17.1%	6	9.0%	6	7.7%	2	17.9%	5	10.4%	5	9.5%	6	15.4%	6	14.7%	5	10.3%	7
Better non-food shopping	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.1%	1	1.6%	1	0.0%	0	2.9%	1	0.0%	0
Better food shopping	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.6%	1	2.9%	1	0.0%	0
Better range of places to eat and drink	3.9%	4	5.7%	2	3.0%	2	0.0%	0	14.3%	4	0.0%	0	6.3%	4	0.0%	0	5.9%	2	2.9%	2
Street market / farmers market	3.9%	4	2.9%	1	4.5%	3	0.0%	0	3.6%	1	6.3%	3	1.6%	1	7.7%	3	11.8%	4	0.0%	0
More available car parking	3.9%	4	2.9%	1	4.5%	3	0.0%	0	3.6%	1	6.3%	3	6.3%	4	0.0%	0	2.9%	1	4.4%	3
Cheaper car parking	8.8%	9	14.3%	5	6.0%	4	0.0%	0	10.7%	3	12.5%	6	11.1%	7	5.1%	2	23.5%	8	1.5%	1
Other (WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better value	2.0%	2	2.9%	1	1.5%	1	3.8%	1	0.0%	0	2.1%	1	3.2%	2	0.0%	0	0.0%	0	2.9%	2
Central to everywhere	1.0%	1	0.0%	0	1.5%	1	3.8%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.9%	1	0.0%	0
Close to college	1.0%	1	2.9%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.5%	1
Close to home	11.8%	12	5.7%	2	14.9%	10	7.7%	2	10.7%	3	14.6%	7	14.3%	9	7.7%	3	0.0%	0	17.6%	12
Good entertainment	1.0%	1	2.9%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	1.6%	1	0.0%	0	2.9%	1	0.0%	0
Modern	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.6%	1	0.0%	0	2.9%	1	0.0%	0
Near the beach	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.6%	1	0.0%	0	0.0%	0	1.5%	1
Peaceful	1.0%	1	2.9%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.5%	1
Seafront	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.6%	1	0.0%	0	1.5%	1
Unspoilt (Don't know)	1.0%	1	2.9%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.5%	1
Base:		102		35		67		26		28		48		63		39		34		68
Q21 Are there any types of leisure facilities that you feel (STUDY CENTRE) is lacking in?																				
Yes	22.5%	39	24.1%	14	21.7%	25	28.6%	10	19.6%	10	21.8%	19	27.1%	26	16.9%	13	25.6%	22	19.5%	17
No	68.2%	118	60.3%	35	72.2%	83	68.6%	24	68.6%	35	67.8%	59	61.5%	59	76.6%	59	59.3%	51	77.0%	67
(Don't know)	9.2%	16	15.5%	9	6.1%	7	2.9%	1	11.8%	6	10.3%	9	11.5%	11	6.5%	5	15.1%	13	3.4%	3
Base:		173		58		115		35		51		87		96		77		86		87

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester
Q22 What types of leisure facilities (including food and drink uses) do you feel (STUDY CENTRE) is lacking in? [MR]										
<i>Those who said yes at Q21</i>										
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	10.3%	4	21.4%	3	4.0%	1	20.0%	2	20.0%	2
Swimming pool	25.6%	10	35.7%	5	20.0%	5	20.0%	2	30.0%	3
Health and fitness club	2.6%	1	7.1%	1	0.0%	0	10.0%	1	0.0%	0
Theatre	10.3%	4	21.4%	3	4.0%	1	0.0%	0	10.0%	1
Pubs / bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafes	5.1%	2	0.0%	0	8.0%	2	20.0%	2	0.0%	0
Nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amusement arcade	2.6%	1	7.1%	1	0.0%	0	10.0%	1	0.0%	0
Athletics centre	2.6%	1	0.0%	0	4.0%	1	0.0%	0	5.3%	1
Bowling complex	10.3%	4	7.1%	1	12.0%	3	10.0%	1	10.5%	2
Casino	2.6%	1	0.0%	0	4.0%	1	0.0%	0	5.3%	1
Childrens activities	15.4%	6	21.4%	3	12.0%	3	20.0%	2	10.5%	2
Crazy golf	2.6%	1	0.0%	0	4.0%	1	10.0%	1	0.0%	0
Dance studio	2.6%	1	0.0%	0	4.0%	1	0.0%	0	5.3%	1
Gym	2.6%	1	0.0%	0	4.0%	1	10.0%	1	0.0%	0
Horse riding centre	2.6%	1	0.0%	0	4.0%	1	10.0%	1	0.0%	0
Indoor rock climbing	2.6%	1	0.0%	0	4.0%	1	0.0%	0	5.3%	1
Roller skate rink	2.6%	1	0.0%	0	4.0%	1	0.0%	0	5.3%	1
Sailing club	2.6%	1	0.0%	0	4.0%	1	0.0%	0	5.3%	1
Speedway	2.6%	1	0.0%	0	4.0%	1	0.0%	0	5.3%	1
Steam Room	2.6%	1	0.0%	0	4.0%	1	0.0%	0	5.3%	1
Water park	2.6%	1	0.0%	0	4.0%	1	0.0%	0	7.7%	1
(Don't know)	2.6%	1	0.0%	0	4.0%	1	0.0%	0	7.7%	1
Base:	39	14	25	10	10	19	26	13	22	17
GEN Gender:										
Male	33.5%	58	100.0%	58	0.0%	0	28.6%	10	52.9%	27
Female	66.5%	115	0.0%	0	100.0%	115	71.4%	25	47.1%	24
Base:	173	58	115	35	51	87	96	77	86	87

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weymouth		Dorchester		
AGE AGE:																				
16 - 24 years	9.8%	17	10.3%	6	9.6%	11	48.6%	17	0.0%	0	0.0%	0	7.3%	7	13.0%	10	7.0%	6	12.6%	11
25 - 34 years	10.4%	18	6.9%	4	12.2%	14	51.4%	18	0.0%	0	0.0%	0	8.3%	8	13.0%	10	5.8%	5	14.9%	13
35 - 44 years	9.8%	17	19.0%	11	5.2%	6	0.0%	0	33.3%	17	0.0%	0	7.3%	7	13.0%	10	11.6%	10	8.0%	7
45 - 54 years	19.7%	34	27.6%	16	15.7%	18	0.0%	0	66.7%	34	0.0%	0	21.9%	21	16.9%	13	16.3%	14	23.0%	20
55 - 64 years	17.9%	31	10.3%	6	21.7%	25	0.0%	0	0.0%	0	35.6%	31	19.8%	19	15.6%	12	20.9%	18	14.9%	13
65+ years	32.4%	56	25.9%	15	35.7%	41	0.0%	0	0.0%	0	64.4%	56	35.4%	34	28.6%	22	38.4%	33	26.4%	23
Base:		173		58		115		35		51		87		96		77		86		87
EMP Are you in paid employment																				
Yes	52.6%	91	62.1%	36	47.8%	55	68.6%	24	82.4%	42	28.7%	25	55.2%	53	49.4%	38	52.3%	45	52.9%	46
No	47.4%	82	37.9%	22	52.2%	60	31.4%	11	17.6%	9	71.3%	62	44.8%	43	50.6%	39	47.7%	41	47.1%	41
Base:		173		58		115		35		51		87		96		77		86		87

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
EMPLOC Location of Workplace:																				
<i>Those who are in paid employment</i>																				
Weymouth	35.2%	32	36.1%	13	34.5%	19	54.2%	13	31.0%	13	24.0%	6	26.4%	14	47.4%	18	33.3%	15	37.0%	17
Dorchester	25.3%	23	19.4%	7	29.1%	16	20.8%	5	23.8%	10	32.0%	8	24.5%	13	26.3%	10	8.9%	4	41.3%	19
Varies	6.6%	6	8.3%	3	5.5%	3	4.2%	1	11.9%	5	0.0%	0	3.8%	2	10.5%	4	6.7%	3	6.5%	3
Dorset	2.2%	2	2.8%	1	1.8%	1	0.0%	0	2.4%	1	4.0%	1	3.8%	2	0.0%	0	0.0%	0	4.3%	2
Birmingham	2.2%	2	0.0%	0	3.6%	2	4.2%	1	2.4%	1	0.0%	0	3.8%	2	0.0%	0	4.4%	2	0.0%	0
Eastleigh	2.2%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	8.0%	2	1.9%	1	2.6%	1	4.4%	2	0.0%	0
Cheltenham	1.1%	1	2.8%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.9%	1	0.0%	0	2.2%	1	0.0%	0
Bolton	1.1%	1	0.0%	0	1.8%	1	0.0%	0	2.4%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	2.2%	1
Bridport	1.1%	1	0.0%	0	1.8%	1	4.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	2.2%	1
Bristol	1.1%	1	2.8%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.9%	1	0.0%	0	2.2%	1	0.0%	0
Winchester	1.1%	1	0.0%	0	1.8%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.2%	1	0.0%	0
France	1.1%	1	2.8%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.9%	1	0.0%	0	2.2%	1	0.0%	0
Bournemouth	1.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	4.0%	1	1.9%	1	0.0%	0	2.2%	1	0.0%	0
Granby	1.1%	1	2.8%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.9%	1	0.0%	0	2.2%	1	0.0%	0
Leighton Buzzard	1.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	4.0%	1	1.9%	1	0.0%	0	2.2%	1	0.0%	0
Devizes	1.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	4.0%	1	1.9%	1	0.0%	0	2.2%	1	0.0%	0
Milton Abbas	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	2.6%	1	2.2%	1	0.0%	0
Germany	1.1%	1	0.0%	0	1.8%	1	0.0%	0	2.4%	1	0.0%	0	1.9%	1	0.0%	0	2.2%	1	0.0%	0
North Bristol	1.1%	1	2.8%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.9%	1	0.0%	0	2.2%	1	0.0%	0
Poole	1.1%	1	0.0%	0	1.8%	1	0.0%	0	2.4%	1	0.0%	0	1.9%	1	0.0%	0	2.2%	1	0.0%	0
Poundbury	1.1%	1	2.8%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	2.2%	1
Romford	1.1%	1	0.0%	0	1.8%	1	0.0%	0	2.4%	1	0.0%	0	1.9%	1	0.0%	0	2.2%	1	0.0%	0
Rugby	1.1%	1	0.0%	0	1.8%	1	4.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.2%	1	0.0%	0
Taunton	1.1%	1	2.8%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	2.6%	1	2.2%	1	0.0%	0
London	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	1.9%	1	0.0%	0	0.0%	0	2.2%	1
Wells	1.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	4.0%	1	1.9%	1	0.0%	0	2.2%	1	0.0%	0
New Zealand	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	1.9%	1	0.0%	0	2.2%	1	0.0%	0
Yeovil	1.1%	1	2.8%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	2.2%	1
Worksop	1.1%	1	2.8%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	2.6%	1	2.2%	1	0.0%	0
Yate	1.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	2.6%	1	2.2%	1	0.0%	0
Base:		91		36		55		24		42		25		53		38		45		46
SEG SEG:																				
AB	21.4%	37	19.0%	11	22.6%	26	17.1%	6	21.6%	11	23.0%	20	38.5%	37	0.0%	0	17.4%	15	25.3%	22
C1	34.1%	59	27.6%	16	37.4%	43	25.7%	9	33.3%	17	37.9%	33	61.5%	59	0.0%	0	37.2%	32	31.0%	27
C2	26.0%	45	34.5%	20	21.7%	25	37.1%	13	29.4%	15	19.5%	17	0.0%	0	58.4%	45	26.7%	23	25.3%	22
DE	18.5%	32	19.0%	11	18.3%	21	20.0%	7	15.7%	8	19.5%	17	0.0%	0	41.6%	32	18.6%	16	18.4%	16
Base:		173		58		115		35		51		87		96		77		86		87

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
ADU Number of adults incl Resp: [MR]																				
1 adult in hhold	19.7%	34	17.2%	10	20.9%	24	11.4%	4	11.8%	6	27.6%	24	16.7%	16	23.4%	18	20.9%	18	18.4%	16
2 adults in hhold	63.0%	109	62.1%	36	63.5%	73	62.9%	22	64.7%	33	62.1%	54	60.4%	58	66.2%	51	64.0%	55	62.1%	54
3 adults in hhold	12.7%	22	17.2%	10	10.4%	12	20.0%	7	15.7%	8	8.0%	7	16.7%	16	7.8%	6	12.8%	11	12.6%	11
4 or more adults in hhold	4.6%	8	3.4%	2	5.2%	6	5.7%	2	7.8%	4	2.3%	2	6.3%	6	2.6%	2	2.3%	2	6.9%	6
Base:		173		58		115		35		51		87		96		77		86		87
CHI No. of children 15 years and under: [MR]																				
1 child in hhold	8.7%	15	5.2%	3	10.4%	12	17.1%	6	17.6%	9	0.0%	0	10.4%	10	6.5%	5	11.6%	10	5.7%	5
2 children in hhold	12.7%	22	17.2%	10	10.4%	12	22.9%	8	27.5%	14	0.0%	0	7.3%	7	19.5%	15	12.8%	11	12.6%	11
3 children in hhold	4.0%	7	6.9%	4	2.6%	3	11.4%	4	5.9%	3	0.0%	0	3.1%	3	5.2%	4	0.0%	0	8.0%	7
4 or more children in hhold	1.2%	2	1.7%	1	0.9%	1	0.0%	0	3.9%	2	0.0%	0	0.0%	0	2.6%	2	1.2%	1	1.1%	1
No children in hhold	73.4%	127	69.0%	40	75.7%	87	48.6%	17	45.1%	23	100.0%	87	79.2%	76	66.2%	51	74.4%	64	72.4%	63
Base:		173		58		115		35		51		87		96		77		86		87
CARS Number of cars in household: [MR]																				
1 car in hhold	38.2%	66	34.5%	20	40.0%	46	45.7%	16	23.5%	12	43.7%	38	39.6%	38	36.4%	28	41.9%	36	34.5%	30
2 cars in hhold	32.4%	56	36.2%	21	30.4%	35	25.7%	9	47.1%	24	26.4%	23	37.5%	36	26.0%	20	32.6%	28	32.2%	28
3 cars in hhold	6.9%	12	1.7%	1	9.6%	11	8.6%	3	7.8%	4	5.7%	5	10.4%	10	2.6%	2	5.8%	5	8.0%	7
4 or more cars in hhold	2.9%	5	3.4%	2	2.6%	3	5.7%	2	3.9%	2	1.1%	1	2.1%	2	3.9%	3	2.3%	2	3.4%	3
No cars in hhold	19.7%	34	24.1%	14	17.4%	20	14.3%	5	17.6%	9	23.0%	20	10.4%	10	31.2%	24	17.4%	15	21.8%	19
Base:		173		58		115		35		51		87		96		77		86		87
DAY Day:																				
Monday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thursday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friday	30.1%	52	20.7%	12	34.8%	40	37.1%	13	25.5%	13	29.9%	26	26.0%	25	35.1%	27	27.9%	24	32.2%	28
Saturday	69.9%	121	79.3%	46	65.2%	75	62.9%	22	74.5%	38	70.1%	61	74.0%	71	64.9%	50	72.1%	62	67.8%	59
Base:		173		58		115		35		51		87		96		77		86		87
CENT Centre:																				
Weymouth	49.7%	86	44.8%	26	52.2%	60	31.4%	11	47.1%	24	58.6%	51	49.0%	47	50.6%	39	100.0%	86	0.0%	0
Dorchester	50.3%	87	55.2%	32	47.8%	55	68.6%	24	52.9%	27	41.4%	36	51.0%	49	49.4%	38	0.0%	0	100.0%	87
Base:		173		58		115		35		51		87		96		77		86		87

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weymouth		Dorchester		
LOC Location:																				
Weymouth - Junction of St Thomas Street / New Bond Street	7.5%	13	3.4%	2	9.6%	11	2.9%	1	3.9%	2	11.5%	10	9.4%	9	5.2%	4	15.1%	13	0.0%	0
Weymouth - St Marys Street, around M&S	6.9%	12	8.6%	5	6.1%	7	5.7%	2	13.7%	7	3.4%	3	5.2%	5	9.1%	7	14.0%	12	0.0%	0
Weymouth - Outside Railway Station	12.1%	21	12.1%	7	12.2%	14	8.6%	3	13.7%	7	12.6%	11	10.4%	10	14.3%	11	24.4%	21	0.0%	0
Weymouth - Brunswick Terrace - sea front	8.1%	14	5.2%	3	9.6%	11	8.6%	3	3.9%	2	10.3%	9	8.3%	8	7.8%	6	16.3%	14	0.0%	0
Weymouth - Top of steps leading to Custom House Quay (on bridge)	4.6%	8	5.2%	3	4.3%	5	2.9%	1	3.9%	2	5.7%	5	4.2%	4	5.2%	4	9.3%	8	0.0%	0
Weymouth - Cove Street / Trinity Street (harbour)	10.4%	18	10.3%	6	10.4%	12	2.9%	1	7.8%	4	14.9%	13	11.5%	11	9.1%	7	20.9%	18	0.0%	0
Dorchester - To the front of the Odeon	3.5%	6	1.7%	1	4.3%	5	2.9%	1	5.9%	3	2.3%	2	3.1%	3	3.9%	3	0.0%	0	6.9%	6
Dorchester - Weymouth Avenue	2.3%	4	1.7%	1	2.6%	3	0.0%	0	3.9%	2	2.3%	2	1.0%	1	3.9%	3	0.0%	0	4.6%	4
Dorchester - Junction of South Street / Trinity Street	9.8%	17	17.2%	10	6.1%	7	17.1%	6	5.9%	3	9.2%	8	9.4%	9	10.4%	8	0.0%	0	19.5%	17
Dorchester - Outside the Forum Centre	9.2%	16	13.8%	8	7.0%	8	17.1%	6	7.8%	4	6.9%	6	5.2%	5	14.3%	11	0.0%	0	18.4%	16
Dorchester - Around Tudor Arcade entrance	19.7%	34	17.2%	10	20.9%	24	22.9%	8	21.6%	11	17.2%	15	24.0%	23	14.3%	11	0.0%	0	39.1%	34
Dorchester - Junction of Trinity Street / High Street West	5.8%	10	3.4%	2	7.0%	8	8.6%	3	7.8%	4	3.4%	3	8.3%	8	2.6%	2	0.0%	0	11.5%	10
Base:		173		58		115		35		51		87		96		77		86		87

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
PC																				
B21 8	0.6%	1	0.0%	0	0.9%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0	1.2%	1	0.0%	0
B6 4	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	1.2%	1	0.0%	0
BA13 3	0.6%	1	0.0%	0	0.9%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
BA16 0	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	1.2%	1	0.0%	0
BA21 5	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	1.2%	1	0.0%	0
BH20 4	0.6%	1	1.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1
BH20 6	0.6%	1	1.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1
BL2 4	0.6%	1	0.0%	0	0.9%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1
BS15 1	0.6%	1	1.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0	1.2%	1	0.0%	0
BS16 4	0.6%	1	1.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0	1.2%	1	0.0%	0
BS34 8	0.6%	1	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1
BS37 6	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	1.2%	1	0.0%	0
BT1 2	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	1.1%	1
CM1 7	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	1.2%	1	0.0%	0
CV22 7	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	1.2%	1	0.0%	0
CV23 9	0.6%	1	0.0%	0	0.9%	1	2.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.2%	1	0.0%	0
DE12 6	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	1.2%	1	0.0%	0
DT1 1	9.2%	16	8.6%	5	9.6%	11	11.4%	4	11.8%	6	6.9%	6	7.3%	7	11.7%	9	0.0%	0	18.4%	16
DT1 2	9.2%	16	10.3%	6	8.7%	10	17.1%	6	7.8%	4	6.9%	6	6.3%	6	13.0%	10	1.2%	1	17.2%	15
DT1 3	2.9%	5	5.2%	3	1.7%	2	5.7%	2	2.0%	1	2.3%	2	4.2%	4	1.3%	1	0.0%	0	5.7%	5
DT10	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	1.1%	1
DT11 0	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	0.0%	0	1.1%	1
DT11 8	0.6%	1	0.0%	0	0.9%	1	2.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.2%	1	0.0%	0
DT2 0	0.6%	1	0.0%	0	0.9%	1	2.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1
DT2 7	1.2%	2	1.7%	1	0.9%	1	2.9%	1	0.0%	0	1.1%	1	1.0%	1	1.3%	1	0.0%	0	2.3%	2
DT2 8	3.5%	6	3.4%	2	3.5%	4	5.7%	2	3.9%	2	2.3%	2	4.2%	4	2.6%	2	0.0%	0	6.9%	6
DT2 9	4.0%	7	6.9%	4	2.6%	3	2.9%	1	5.9%	3	3.4%	3	6.3%	6	1.3%	1	0.0%	0	8.0%	7
DT3	0.6%	1	0.0%	0	0.9%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1
DT3 4	2.9%	5	3.4%	2	2.6%	3	2.9%	1	5.9%	3	1.1%	1	2.1%	2	3.9%	3	3.5%	3	2.3%	2
DT3 5	2.9%	5	3.4%	2	2.6%	3	2.9%	1	5.9%	3	1.1%	1	4.2%	4	1.3%	1	3.5%	3	2.3%	2
DT3 6	3.5%	6	1.7%	1	4.3%	5	2.9%	1	0.0%	0	5.7%	5	5.2%	5	1.3%	1	4.7%	4	2.3%	2
DT4	4.0%	7	5.2%	3	3.5%	4	0.0%	0	3.9%	2	5.7%	5	3.1%	3	5.2%	4	8.1%	7	0.0%	0
DT4 0	3.5%	6	0.0%	0	5.2%	6	0.0%	0	3.9%	2	4.6%	4	2.1%	2	5.2%	4	5.8%	5	1.1%	1
DT4 7	3.5%	6	1.7%	1	4.3%	5	2.9%	1	0.0%	0	5.7%	5	3.1%	3	3.9%	3	7.0%	6	0.0%	0
DT4 8	2.3%	4	0.0%	0	3.5%	4	0.0%	0	0.0%	0	4.6%	4	4.2%	4	0.0%	0	3.5%	3	1.1%	1
DT4 9	2.3%	4	3.4%	2	1.7%	2	2.9%	1	3.9%	2	1.1%	1	1.0%	1	3.9%	3	2.3%	2	2.3%	2
DT4 8	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	1.2%	1	0.0%	0
DT5 2	1.7%	3	1.7%	1	1.7%	2	0.0%	0	3.9%	2	1.1%	1	2.1%	2	1.3%	1	3.5%	3	0.0%	0
DT6 5	0.6%	1	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1
DT8	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	1.2%	1	0.0%	0
DT8 3	0.6%	1	1.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
DT9 6	0.6%	1	1.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1
DY10 4	0.6%	1	0.0%	0	0.9%	1	2.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.2%	1	0.0%	0
GU2 4	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	1.2%	1	0.0%	0
GU46 6	0.6%	1	0.0%	0	0.9%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0	1.2%	1	0.0%	0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
HP13 7	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	1.2%	1	0.0%	0
LU3 2	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	1.2%	1	0.0%	0
LU5 4	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	1.2%	1	0.0%	0
MK45 4	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	1.2%	1	0.0%	0
NN12 8	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	1.2%	1	0.0%	0
NP26 3	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	1.1%	1
NR18 9	0.6%	1	1.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1
S81 7	0.6%	1	1.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
SA10 8	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	1.2%	1	0.0%	0
SG2 0	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	0.0%	0	1.1%	1
SN10	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	1.2%	1	0.0%	0
SN2 1	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	1.2%	1	0.0%	0
SN5 8	0.6%	1	0.0%	0	0.9%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
SO22 6	0.6%	1	0.0%	0	0.9%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
SO31 6	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	1.2%	1	0.0%	0
SO42 7	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	1.2%	1	0.0%	0
SO50 4	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	1.2%	1	0.0%	0
SO50 5	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	1.2%	1	0.0%	0
SP8 4	0.6%	1	0.0%	0	0.9%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1
SP8 5	0.6%	1	0.0%	0	0.9%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1
TA1 1	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	1.2%	1	0.0%	0
TA1 5	0.6%	1	1.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
TW1 2	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	1.1%	1
WR2 5	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	1.1%	1
Refused	12.1%	21	13.8%	8	11.3%	13	14.3%	5	11.8%	6	11.5%	10	14.6%	14	9.1%	7	15.1%	13	9.2%	8
Base:		173		58		115		35		51		87		96		77		86		87

Appendix 2:

Data Tabulations

By Weymouth

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weymouth		Dorchester		
Q01 How did you travel to (STUDY CENTRE) today?																				
Car-driver	20.9%	18	46.2%	12	10.0%	6	18.2%	2	41.7%	10	11.8%	6	25.5%	12	15.4%	6	20.9%	18	0.0%	0
Car-passenger	26.7%	23	19.2%	5	30.0%	18	36.4%	4	20.8%	5	27.5%	14	25.5%	12	28.2%	11	26.7%	23	0.0%	0
Bus	23.3%	20	15.4%	4	26.7%	16	18.2%	2	16.7%	4	27.5%	14	19.1%	9	28.2%	11	23.3%	20	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rail	2.3%	2	0.0%	0	3.3%	2	0.0%	0	4.2%	1	2.0%	1	4.3%	2	0.0%	0	2.3%	2	0.0%	0
Taxi	3.5%	3	3.8%	1	3.3%	2	0.0%	0	4.2%	1	3.9%	2	2.1%	1	5.1%	2	3.5%	3	0.0%	0
Walk	23.3%	20	15.4%	4	26.7%	16	27.3%	3	12.5%	3	27.5%	14	23.4%	11	23.1%	9	23.3%	20	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		86		26		60		11		24		51		47		39		86		0

Q02 Where did you park today?*Those in Weymouth who travelled by car at Q01*

Beach car park	2.4%	1	0.0%	0	4.2%	1	0.0%	0	6.7%	1	0.0%	0	4.2%	1	0.0%	0	2.4%	1	0.0%	0
Cosens Quay car park	4.9%	2	5.9%	1	4.2%	1	16.7%	1	6.7%	1	0.0%	0	0.0%	0	11.8%	2	4.9%	2	0.0%	0
Council Offices car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Governor's Lane car park	2.4%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	5.0%	1	4.2%	1	0.0%	0	2.4%	1	0.0%	0
Harbourside car park	4.9%	2	11.8%	2	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	11.8%	2	4.9%	2	0.0%	0
Lodmoor car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melcombe Regis car park	2.4%	1	5.9%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	4.2%	1	0.0%	0	2.4%	1	0.0%	0
Multi storey car park	4.9%	2	5.9%	1	4.2%	1	0.0%	0	6.7%	1	5.0%	1	4.2%	1	5.9%	1	4.9%	2	0.0%	0
Nothe car park	2.4%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	5.9%	1	2.4%	1	0.0%	0
Overcombe car park	2.4%	1	0.0%	0	4.2%	1	0.0%	0	6.7%	1	0.0%	0	4.2%	1	0.0%	0	2.4%	1	0.0%	0
Park Street car park	14.6%	6	11.8%	2	16.7%	4	33.3%	2	20.0%	3	5.0%	1	8.3%	2	23.5%	4	14.6%	6	0.0%	0
Pavilion car park	4.9%	2	5.9%	1	4.2%	1	0.0%	0	6.7%	1	5.0%	1	8.3%	2	0.0%	0	4.9%	2	0.0%	0
Royal Yard car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swannery car park	7.3%	3	11.8%	2	4.2%	1	0.0%	0	6.7%	1	10.0%	2	8.3%	2	5.9%	1	7.3%	3	0.0%	0
Weymouth Park and Ride	4.9%	2	5.9%	1	4.2%	1	0.0%	0	6.7%	1	5.0%	1	4.2%	1	5.9%	1	4.9%	2	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairhaven Hotel	4.9%	2	11.8%	2	0.0%	0	0.0%	0	6.7%	1	5.0%	1	8.3%	2	0.0%	0	4.9%	2	0.0%	0
Hotel Rembrandt	2.4%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	5.0%	1	4.2%	1	0.0%	0	2.4%	1	0.0%	0
On Street	14.6%	6	11.8%	2	16.7%	4	16.7%	1	13.3%	2	15.0%	3	25.0%	6	0.0%	0	14.6%	6	0.0%	0
Park and Ride	2.4%	1	0.0%	0	4.2%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	2.4%	1	0.0%	0
Wilkinsons	2.4%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	5.9%	1	2.4%	1	0.0%	0
(Didn't park – got dropped off)	14.6%	6	11.8%	2	16.7%	4	16.7%	1	6.7%	1	20.0%	4	12.5%	3	17.6%	3	14.6%	6	0.0%	0
Base:		41		17		24		6		15		20		24		17		41		0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
Mean score [rating as given]																				
Q03 On a scale of 1 to 10, where 1 is very easy and 10 is very difficult, how would you rate finding a parking space today?																				
<i>Those in Weymouth who travelled by car at Q01</i>																				
1 - Very easy	58.5%	24	58.8%	10	58.3%	14	50.0%	3	66.7%	10	55.0%	11	58.3%	14	58.8%	10	58.5%	24	0.0%	0
2	7.3%	3	5.9%	1	8.3%	2	0.0%	0	0.0%	0	15.0%	3	4.2%	1	11.8%	2	7.3%	3	0.0%	0
3	4.9%	2	11.8%	2	0.0%	0	0.0%	0	6.7%	1	5.0%	1	0.0%	0	11.8%	2	4.9%	2	0.0%	0
4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - Neither easy nor difficult	4.9%	2	5.9%	1	4.2%	1	0.0%	0	6.7%	1	5.0%	1	8.3%	2	0.0%	0	4.9%	2	0.0%	0
6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
7	7.3%	3	5.9%	1	8.3%	2	33.3%	2	6.7%	1	0.0%	0	12.5%	3	0.0%	0	7.3%	3	0.0%	0
8	2.4%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	5.9%	1	2.4%	1	0.0%	0
9	2.4%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	5.9%	1	2.4%	1	0.0%	0
A - Very difficult	2.4%	1	0.0%	0	4.2%	1	0.0%	0	6.7%	1	0.0%	0	4.2%	1	0.0%	0	2.4%	1	0.0%	0
B - (Don't know)	9.8%	4	5.9%	1	12.5%	3	16.7%	1	6.7%	1	10.0%	2	12.5%	3	5.9%	1	9.8%	4	0.0%	0
Mean:	2.54		2.44		2.62		3.40		2.50		2.33		2.71		2.31		2.54		0.00	
Base:	41		17		24		6		15		20		24		17		41		0	

Mean score [rating as given]																				
Q04 On a scale of 1 to 10, where 1 is very low and 10 is very expensive, how would you rate the cost of parking in Weymouth?																				
<i>Those in Weymouth who travelled by car at Q01</i>																				
1 - Very Low	17.1%	7	11.8%	2	20.8%	5	16.7%	1	13.3%	2	20.0%	4	25.0%	6	5.9%	1	17.1%	7	0.0%	0
2	2.4%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	5.9%	1	2.4%	1	0.0%	0
3	2.4%	1	0.0%	0	4.2%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	2.4%	1	0.0%	0
4	4.9%	2	5.9%	1	4.2%	1	0.0%	0	6.7%	1	5.0%	1	4.2%	1	5.9%	1	4.9%	2	0.0%	0
5 - About right	26.8%	11	29.4%	5	25.0%	6	33.3%	2	26.7%	4	25.0%	5	20.8%	5	35.3%	6	26.8%	11	0.0%	0
6	2.4%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	5.0%	1	4.2%	1	0.0%	0	2.4%	1	0.0%	0
7	4.9%	2	5.9%	1	4.2%	1	16.7%	1	0.0%	0	5.0%	1	4.2%	1	5.9%	1	4.9%	2	0.0%	0
8	12.2%	5	11.8%	2	12.5%	3	0.0%	0	20.0%	3	10.0%	2	8.3%	2	17.6%	3	12.2%	5	0.0%	0
9	2.4%	1	5.9%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	4.2%	1	0.0%	0	2.4%	1	0.0%	0
A - Very Expensive	7.3%	3	11.8%	2	4.2%	1	0.0%	0	13.3%	2	5.0%	1	8.3%	2	5.9%	1	7.3%	3	0.0%	0
B - (Don't know)	17.1%	7	11.8%	2	20.8%	5	16.7%	1	13.3%	2	20.0%	4	20.8%	5	11.8%	2	17.1%	7	0.0%	0
Mean:	5.12		5.67		4.68		4.20		6.08		4.63		4.89		5.40		5.12		0.00	
Base:	41		17		24		6		15		20		24		17		41		0	

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester
Q05 How long do you intend to stay in (STUDY CENTRE) today?										
Less than 30 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
31-59 minutes	5.8%	5	3.8%	1	6.7%	4	9.1%	1	4.2%	1
Between 1-2 hours	27.9%	24	26.9%	7	28.3%	17	18.2%	2	29.2%	7
Between 2-3 hours	20.9%	18	19.2%	5	21.7%	13	18.2%	2	20.8%	5
Between 3-4 hours	7.0%	6	3.8%	1	8.3%	5	9.1%	1	0.0%	0
Over 4 hours	23.3%	20	26.9%	7	21.7%	13	18.2%	2	25.0%	6
Overnight stay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Multiple night stay (on holiday)	8.1%	7	11.5%	3	6.7%	4	18.2%	2	5.9%	3
(Don't know)	7.0%	6	7.7%	2	6.7%	4	9.1%	1	12.5%	3
Base:		86		26		60		11		24
										51
										47
										39
										86
										0
Mean score [visits per week]										
Q06 How often do you visit (STUDY CENTRE) (including Sunday)?										
Everyday	11.6%	10	7.7%	2	13.3%	8	0.0%	0	8.3%	2
4-6 times a week	1.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
2-3 times a week	16.3%	14	11.5%	3	18.3%	11	18.2%	2	16.7%	4
Once a week	14.0%	12	19.2%	5	11.7%	7	27.3%	3	12.5%	3
Once every 2 weeks	4.7%	4	7.7%	2	3.3%	2	0.0%	0	8.3%	2
Once every month	5.8%	5	3.8%	1	6.7%	4	0.0%	0	0.0%	0
Once a quarter	5.8%	5	3.8%	1	6.7%	4	0.0%	0	4.2%	1
Less than once a quarter	26.7%	23	26.9%	7	26.7%	16	36.4%	4	29.2%	7
First time today	12.8%	11	19.2%	5	10.0%	6	18.2%	2	16.7%	4
(Don't know)	1.2%	1	0.0%	0	1.7%	1	0.0%	0	4.2%	1
Mean:		1.11		0.78		1.26		0.32		0.88
Base:		86		26		60		11		24
										51
										47
										39
										86
										0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weymouth		Dorchester		
Q07 What is the main reason for your visit to (STUDY CENTRE)?																				
To visit the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To buy non-food goods at the shops (e.g. shoes, clothes, jewellery)	14.0%	12	7.7%	2	16.7%	10	9.1%	1	8.3%	2	17.6%	9	12.8%	6	15.4%	6	14.0%	12	0.0%	0
To buy food goods at the shops (not take-away / café / restaurant)	10.5%	9	7.7%	2	11.7%	7	9.1%	1	4.2%	1	13.7%	7	10.6%	5	10.3%	4	10.5%	9	0.0%	0
For services (e.g. bank, building society, hairdressers)	10.5%	9	11.5%	3	10.0%	6	9.1%	1	16.7%	4	7.8%	4	10.6%	5	10.3%	4	10.5%	9	0.0%	0
To use a leisure facility (eg. sports centre)	1.2%	1	3.8%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	2.6%	1	1.2%	1	0.0%	0
As a day visitor to the Town Centre	11.6%	10	11.5%	3	11.7%	7	18.2%	2	4.2%	1	13.7%	7	10.6%	5	12.8%	5	11.6%	10	0.0%	0
As a staying visitor to the Town Centre (holiday)	19.8%	17	26.9%	7	16.7%	10	0.0%	0	33.3%	8	17.6%	9	23.4%	11	15.4%	6	19.8%	17	0.0%	0
Eat out (e.g. take-away / café / restaurant)	4.7%	4	0.0%	0	6.7%	4	0.0%	0	0.0%	0	7.8%	4	6.4%	3	2.6%	1	4.7%	4	0.0%	0
Work	3.5%	3	0.0%	0	5.0%	3	27.3%	3	0.0%	0	0.0%	0	6.4%	3	0.0%	0	3.5%	3	0.0%	0
To meet someone	9.3%	8	7.7%	2	10.0%	6	18.2%	2	8.3%	2	7.8%	4	8.5%	4	10.3%	4	9.3%	8	0.0%	0
To visit Weymouth Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the beach	9.3%	8	11.5%	3	8.3%	5	9.1%	1	12.5%	3	7.8%	4	2.1%	1	17.9%	7	9.3%	8	0.0%	0
To visit the Tudor House Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the Sea Life Centre	1.2%	1	3.8%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	2.1%	1	0.0%	0	1.2%	1	0.0%	0
To visit Nothe Fort	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the harbour	1.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.6%	1	1.2%	1	0.0%	0
To visit the amusements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre (Weymouth Pavillion)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit Jurassic Skyline	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit Brewery Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the Dinosaur Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the Teddy Bear Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the Dorchester Arts Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the Keep Military Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the Tutankhamun Exhibition	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the Terracotta Warrior Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
To visit the Odeon cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
To visit the Plaza cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
To visit Dorset History Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
To visit the Old Crown Court and Cells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Library / Public services (doctor, dentist, etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Browsing	3.5%	3	7.7%	2	1.7%	1	0.0%	0	4.2%	1	3.9%	2	6.4%	3	0.0%	0	3.5%	3	0.0%	0
Passing through	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	86	26	60	11	24	51	47	39	86	0										

Q08 Which types of market stall do you intend to visit or are likely to visit today?

Those who mentioned Market at Q07

Food and grocery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothing and footwear	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture, carpets, soft household furnishings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DIY and decorating goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Domestic appliances	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CDs, DVDs, games, books etc....	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gifts and antiques	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arts and crafts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other specialist non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None of the above	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	0	0	0	0	0	0	0	0	0	0										

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
Mean score [£]																				
Q11 How much have you spent or intend to spend today on non-food items?																				
<i>Those who mentioned non food items at Q07</i>																				
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Less than £5.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
£5.01-£10.00	16.7%	2	50.0%	1	10.0%	1	0.0%	0	0.0%	2	16.7%	1	16.7%	1	16.7%	2	0.0%	0		
£10.01-£20.00	8.3%	1	0.0%	0	10.0%	1	100.0%	1	0.0%	0	16.7%	1	0.0%	0	8.3%	1	0.0%	0		
£20.01-£30.00	8.3%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	1	16.7%	1	0.0%	0	8.3%	1	0.0%	0		
£30.01-£50.00	16.7%	2	0.0%	0	20.0%	2	0.0%	0	0.0%	2	0.0%	0	33.3%	2	16.7%	2	0.0%	0		
£50.01-£100.00	41.7%	5	50.0%	1	40.0%	4	0.0%	0	100.0%	2	33.3%	3	33.3%	2	50.0%	3	41.7%	5	0.0%	0
£100.01-£150.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£150.01-£200.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01-£250.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over £250.00	0.0%	0	0.0%	0	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)	8.3%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	1	16.7%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0
Mean:	45.45		41.25		46.39		15.00		75.00		41.88		39.50		50.42		45.45		0.00	
Base:	12		2		10		1		2		9		6		6		12		0	

Q12 What are the names of the MAIN food shops you have visited or intend to visit today? [MR]

Those who mentioned food items at Q07

Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencers	11.1%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	14.3%	1	20.0%	1	0.0%	0	11.1%	1	0.0%	0
Aldi	11.1%	1	50.0%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	20.0%	1	0.0%	0	11.1%	1	0.0%	0
Iceland	44.4%	4	50.0%	1	42.9%	3	0.0%	0	0.0%	0	57.1%	4	20.0%	1	75.0%	3	44.4%	4	0.0%	0
Tesco Metro	55.6%	5	50.0%	1	57.1%	4	100.0%	1	0.0%	0	57.1%	4	40.0%	2	75.0%	3	55.6%	5	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Weymouth Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Forum Centre	22.2%	2	50.0%	1	14.3%	1	0.0%	0	0.0%	0	28.6%	2	0.0%	0	50.0%	2	22.2%	2	0.0%	0
Marks & Spencers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Grove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	9		2		7		1		1		7		5		4		9		0	

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester	
Mean score [£]											
Q13 How much have you spent or intend to spend today on food items?											
<i>Those who mentioned food items at Q07</i>											
Nothing	22.2%	2 50.0%	1 14.3%	1 0.0%	0 0.0%	0 28.6%	2 0.0%	0 50.0%	2 22.2%	2 0.0%	0
Less than £5.00	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£5.01-£10.00	33.3%	3 0.0%	0 42.9%	3 100.0%	1 0.0%	0 28.6%	2 40.0%	2 25.0%	1 33.3%	3 0.0%	0
£10.01-£20.00	22.2%	2 0.0%	0 28.6%	2 0.0%	0 0.0%	0 28.6%	2 40.0%	2 0.0%	0 22.2%	2 0.0%	0
£20.01-£30.00	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£30.01-£50.00	11.1%	1 0.0%	0 14.3%	1 0.0%	0 0.0%	0 14.3%	1 0.0%	0 25.0%	1 11.1%	1 0.0%	0
£50.01-£100.00	11.1%	1 50.0%	1 0.0%	0 0.0%	0 100.0%	1 0.0%	0 20.0%	1 0.0%	0 11.1%	1 0.0%	0
£100.01-£150.00	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£150.01-£200.00	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£200.01-£250.00	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Over £250.00	0.0%	0 0.0%	0 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>18.06</i>	<i>37.50</i>	<i>12.50</i>	<i>7.50</i>	<i>75.00</i>	<i>11.43</i>	<i>24.00</i>	<i>10.63</i>	<i>18.06</i>	<i>0.00</i>	
<i>Base:</i>	<i>9</i>	<i>2</i>	<i>7</i>	<i>1</i>	<i>1</i>	<i>7</i>	<i>5</i>	<i>4</i>	<i>9</i>	<i>0</i>	

Q14 When visiting the food store do you intend to link your shopping trip with a visit to other shops or services in the town centre? [MR]

<i>Those who mentioned food items at Q07</i>											
No	55.6%	5 50.0%	1 57.1%	4 100.0%	1 100.0%	1 42.9%	3 60.0%	3 50.0%	2 55.6%	5 0.0%	0
Yes – other food shop	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Yes – Other non-food shops	44.4%	4 50.0%	1 42.9%	3 0.0%	0 0.0%	0 57.1%	4 40.0%	2 50.0%	2 44.4%	4 0.0%	0
Yes – Café / restaurant	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Yes – Gym	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Yes - Library	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Yes – Leisure (e.g.cinema)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Yes – Other (PLEASE WRITE IN)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
(Don't know)	0.0%	0 0.0%	0 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>Base:</i>	<i>9</i>	<i>2</i>	<i>7</i>	<i>1</i>	<i>1</i>	<i>7</i>	<i>5</i>	<i>4</i>	<i>9</i>	<i>0</i>	

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester	
Q15 What do you like MOST about (STUDY CENTRE)? [MR]											
Near / convenient	14.0%	12 15.4%	4 13.3%	8 9.1%	1 16.7%	4 13.7%	7 12.8%	6 15.4%	6 14.0%	12 0.0%	0
Easy walking distance	11.6%	10 0.0%	0 16.7%	10 9.1%	1 8.3%	2 13.7%	7 17.0%	8 5.1%	2 11.6%	10 0.0%	0
Parking is easy	2.3%	2 0.0%	0 3.3%	2 18.2%	2 0.0%	0 0.0%	0 2.1%	1 2.6%	1 2.3%	2 0.0%	0
Parking is cheap	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Lack of congestion on roads	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Pedestrianised streets	16.3%	14 15.4%	4 16.7%	10 36.4%	4 12.5%	3 13.7%	7 12.8%	6 20.5%	8 16.3%	14 0.0%	0
Little traffic-pedestrian conflict	4.7%	4 0.0%	0 6.7%	4 9.1%	1 0.0%	0 5.9%	3 6.4%	3 2.6%	1 4.7%	4 0.0%	0
Good directional signs to centre	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Convenient drop off / pick up stops for buses / good location of bus station	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Ease of access to all (with pushchairs, wheelchairs, etc)	2.3%	2 0.0%	0 3.3%	2 0.0%	0 0.0%	0 3.9%	2 0.0%	0 5.1%	2 2.3%	2 0.0%	0
Well signposted route ways / good local maps	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
General cleanliness of shopping streets	5.8%	5 7.7%	2 5.0%	3 9.1%	1 8.3%	2 3.9%	2 4.3%	2 7.7%	3 5.8%	5 0.0%	0
Feels safe / absence of threatening individuals / groups	3.5%	3 3.8%	1 3.3%	2 18.2%	2 0.0%	0 2.0%	1 4.3%	2 2.6%	1 3.5%	3 0.0%	0
Presence of police / other security measures	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Nice street furniture / floral displays	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Nice busy feel	1.2%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 2.0%	1 2.1%	1 0.0%	0 1.2%	1 0.0%	0
Not too crowded	3.5%	3 3.8%	1 3.3%	2 0.0%	0 4.2%	1 3.9%	2 0.0%	0 7.7%	3 3.5%	3 0.0%	0
Character / atmosphere	4.7%	4 0.0%	0 6.7%	4 18.2%	2 0.0%	0 3.9%	2 4.3%	2 5.1%	2 4.7%	4 0.0%	0
Historic buildings / tourist attractions	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
The beach	57.0%	49 73.1%	19 50.0%	30 63.6%	7 70.8%	17 49.0%	25 61.7%	29 51.3%	20 57.0%	49 0.0%	0
The harbour	33.7%	29 42.3%	11 30.0%	18 9.1%	1 29.2%	7 41.2%	21 34.0%	16 33.3%	13 33.7%	29 0.0%	0
The Jurassic Skyline	1.2%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 2.0%	1 2.1%	1 0.0%	0 1.2%	1 0.0%	0
The Sea Life Centre	3.5%	3 7.7%	2 1.7%	1 0.0%	0 8.3%	2 2.0%	1 6.4%	3 0.0%	0 3.5%	3 0.0%	0
The amusements	1.2%	1 0.0%	0 1.7%	1 0.0%	0 4.2%	1 0.0%	0 2.1%	1 0.0%	0 1.2%	1 0.0%	0
The theatre	1.2%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 2.0%	1 2.1%	1 0.0%	0 1.2%	1 0.0%	0
The cinema	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
The markets	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Selection / choice of independent / specialist shops	3.5%	3 0.0%	0 5.0%	3 0.0%	0 0.0%	0 5.9%	3 2.1%	1 5.1%	2 3.5%	3 0.0%	0
Presence of a large supermarket	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weymouth		Dorchester		
Selection / choice of multiple shops (i.e. high street chains)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops	4.7%	4	7.7%	2	3.3%	2	9.1%	1	4.2%	1	3.9%	2	4.3%	2	5.1%	2	4.7%	4	0.0%	0
Specified shops (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices are competitive in shops compared to other town/district centres	1.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.6%	1	1.2%	1	0.0%	0
Play area for children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of places to eat out (e.g. cafes, restaurants, takeaways)	4.7%	4	3.8%	1	5.0%	3	18.2%	2	4.2%	1	2.0%	1	2.1%	1	7.7%	3	4.7%	4	0.0%	0
Range of pubs / bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of services (banks, insurance, hairdressers, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Availability of employment opportunities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewery Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dinosaur Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester Arts Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorset History Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keep Military Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plaza cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddy Bear Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Terracotta Warrior Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Old Crown Court and Cells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tutankhamun Exhibition	5.8%	5	7.7%	2	5.0%	3	9.1%	1	4.2%	1	5.9%	3	10.6%	5	0.0%	0	5.8%	5	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	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 like everything about the Town Centre	2.3%	2	0.0%	0	3.3%	2	9.1%	1	0.0%	0	2.0%	1	4.3%	2	0.0%	0	2.3%	2	0.0%	0
(Nothing in particular)	3.5%	3	7.7%	2	1.7%	1	0.0%	0	8.3%	2	2.0%	1	4.3%	2	2.6%	1	3.5%	3	0.0%	0
All on one level	2.3%	2	0.0%	0	3.3%	2	0.0%	0	4.2%	1	2.0%	1	2.1%	1	2.6%	1	2.3%	2	0.0%	0
Compact	4.7%	4	3.8%	1	5.0%	3	0.0%	0	0.0%	0	7.8%	4	2.1%	1	7.7%	3	4.7%	4	0.0%	0
Punch & Judy	1.2%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.6%	1	1.2%	1	0.0%	0
Quaint	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quirky	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The promenade	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good public transport links	7.0%	6	0.0%	0	10.0%	6	9.1%	1	0.0%	0	9.8%	5	8.5%	4	5.1%	2	7.0%	6	0.0%	0
(No opinion)	3.5%	3	0.0%	0	5.0%	3	0.0%	0	4.2%	1	3.9%	2	2.1%	1	5.1%	2	3.5%	3	0.0%	0
Base:		86		26		60		11		24		51		47		39		86		0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester
Q16 How could (STUDY CENTRE) be improved? [MR]										
Specified new shop (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market stalls	1.2%	1	3.8%	1	0.0%	0	0.0%	0	2.6%	1
Better choice of leisure destinations in general	1.2%	1	3.8%	1	0.0%	0	9.1%	1	0.0%	0
Better quality of leisure uses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice of restaurants / cafes	4.7%	4	3.8%	1	5.0%	3	9.1%	1	0.0%	0
Better quality restaurants/ cafes	2.3%	2	0.0%	0	3.3%	2	9.1%	1	0.0%	0
More choice of pubs / bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality pubs / bars	2.3%	2	0.0%	0	3.3%	2	0.0%	0	4.2%	1
Cleaner/better beach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better overnight accommodation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More priority of pedestrians / pedestrianisation	4.7%	4	3.8%	1	5.0%	3	9.1%	1	4.2%	1
More/better tourist facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic / congestion	1.2%	1	0.0%	0	1.7%	1	9.1%	1	0.0%	0
More shelter from wind / rain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve appearance / environment of centre	4.7%	4	3.8%	1	5.0%	3	0.0%	0	4.2%	1
Remove litter more often	9.3%	8	15.4%	4	6.7%	4	9.1%	1	8.3%	2
More ATMs (cash machines)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic / congestion	2.3%	2	3.8%	1	1.7%	1	0.0%	0	8.3%	2
More parking	2.3%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Cheaper parking	10.5%	9	7.7%	2	11.7%	7	9.1%	1	16.7%	4
More accessible car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better bus services to the centre	2.3%	2	3.8%	1	1.7%	1	0.0%	0	4.2%	1
New / relocated bus stops	1.2%	1	3.8%	1	0.0%	0	0.0%	0	4.2%	1
Improved security measures / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting within the centre	1.2%	1	0.0%	0	1.7%	1	0.0%	0	4.2%	1
Redevelopments/changes to site (PLEASE SPECIFY SITES)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better range of shops	5.8%	5	3.8%	1	6.7%	4	9.1%	1	8.3%	2
Decrease rents	1.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Fill the empty shops	3.5%	3	3.8%	1	3.3%	2	0.0%	0	4.2%	1
Finish the road works	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve pavements	1.2%	1	0.0%	0	1.7%	1	0.0%	0	2.0%	1

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weymouth		Dorchester		
Less coffee shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More social housing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More toilets	2.3%	2	3.8%	1	1.7%	1	0.0%	0	4.2%	1	2.0%	1	2.1%	1	2.6%	1	2.3%	2	0.0%	0
Needs revamping	9.3%	8	3.8%	1	11.7%	7	0.0%	0	0.0%	0	15.7%	8	10.6%	5	7.7%	3	9.3%	8	0.0%	0
No one way system	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park and ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove the A boards from footpath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove the beggars / homeless	2.3%	2	3.8%	1	1.7%	1	9.1%	1	4.2%	1	0.0%	0	4.3%	2	0.0%	0	2.3%	2	0.0%	0
Remove the seagulls	1.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.0%	1	2.1%	1	0.0%	0	1.2%	1	0.0%	0
River Island	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Top Shop	0.0%	0	0.0%	0	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)	19.8%	17	23.1%	6	18.3%	11	27.3%	3	20.8%	5	17.6%	9	23.4%	11	15.4%	6	19.8%	17	0.0%	0
(None mentioned)	22.1%	19	19.2%	5	23.3%	14	27.3%	3	16.7%	4	23.5%	12	8.5%	4	38.5%	15	22.1%	19	0.0%	0
Base:		86		26		60		11		24		51		47		39		86		0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weymouth		Dorchester		
Q17 Is there a specific shop / type of shop that would encourage you to visit (STUDY CENTRE) more often?																				
Yes (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	59.3%	51	69.2%	18	55.0%	33	45.5%	5	79.2%	19	52.9%	27	53.2%	25	66.7%	26	59.3%	51	0.0%	0
Boutique	1.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.0%	1	2.1%	1	0.0%	0	1.2%	1	0.0%	0
Clothes shop	1.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.0%	1	2.1%	1	0.0%	0	1.2%	1	0.0%	0
Computer shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costa Coffee	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Department store	1.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.0%	1	2.1%	1	0.0%	0	1.2%	1	0.0%	0
Dress shop	1.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.0%	1	2.1%	1	0.0%	0	1.2%	1	0.0%	0
Goulds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greengrocer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardware store	1.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.6%	1	1.2%	1	0.0%	0
Home Bargains	2.3%	2	3.8%	1	1.7%	1	0.0%	0	4.2%	1	2.0%	1	4.3%	2	0.0%	0	2.3%	2	0.0%	0
Independent stores	5.8%	5	3.8%	1	6.7%	4	9.1%	1	0.0%	0	7.8%	4	8.5%	4	2.6%	1	5.8%	5	0.0%	0
John Lewis	2.3%	2	3.8%	1	1.7%	1	0.0%	0	0.0%	0	3.9%	2	2.1%	1	2.6%	1	2.3%	2	0.0%	0
KFC	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladies clothes shop	2.3%	2	0.0%	0	3.3%	2	0.0%	0	4.2%	1	2.0%	1	2.1%	1	2.6%	1	2.3%	2	0.0%	0
Large Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lush	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Model shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountain Warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Music shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsagents	1.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.6%	1	1.2%	1	0.0%	0
Next	1.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.0%	1	2.1%	1	0.0%	0	1.2%	1	0.0%	0
Primark	11.6%	10	7.7%	2	13.3%	8	36.4%	4	8.3%	2	7.8%	4	8.5%	4	15.4%	6	11.6%	10	0.0%	0
River Island	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Top Man	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toy shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vans	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	1.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.0%	1	2.1%	1	0.0%	0	1.2%	1	0.0%	0
Wilkos	0.0%	0	0.0%	0	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)	7.0%	6	11.5%	3	5.0%	3	9.1%	1	4.2%	1	7.8%	4	8.5%	4	5.1%	2	7.0%	6	0.0%	0
Base:		86		26		60		11		24		51		47		39		86		0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
Q18 What other CENTRE or RETAIL PARK do you regularly visit (once a month or more)? [MR]																				
Retail Parks																				
Weymouth Avenue Retail Park, Weymouth Avenue, Dorchester	1.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.0%	1	2.1%	1	0.0%	0	1.2%	1	0.0%	0
Brewery Square, Weymouth Avenue, Dorchester	12.8%	11	7.7%	2	15.0%	9	9.1%	1	12.5%	3	13.7%	7	19.1%	9	5.1%	2	12.8%	11	0.0%	0
Jubilee Retail Park, Weymouth	3.5%	3	3.8%	1	3.3%	2	9.1%	1	0.0%	0	3.9%	2	2.1%	1	5.1%	2	3.5%	3	0.0%	0
Harwood Retail Centre, Station Road, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Babylon Hill Retail Park, Yeovil (The Peel Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quedam Shopping Centre, Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houndstone Retail Park, Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wessex Gate Retail Park, 10 Broadstone Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Branksome	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mallard Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Turbary/Ringwood Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlepoint Shopping Park, Castle Lane West, Bournemouth	2.3%	2	3.8%	1	1.7%	1	0.0%	0	0.0%	0	3.9%	2	0.0%	0	5.1%	2	2.3%	2	0.0%	0
Southampton Road Retail Park, Southampton Road, Salisbury	1.2%	1	0.0%	0	1.7%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.2%	1	0.0%	0
Bourne Retail Park, 72 Hatches Lane, Salisbury	2.3%	2	0.0%	0	3.3%	2	0.0%	0	8.3%	2	0.0%	0	2.1%	1	2.6%	1	2.3%	2	0.0%	0
Clarks Village, Farm Road, Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops																				
Abbotsbury Road, Westham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blandford Forum (or Blandford)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boscombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	1.2%	1	0.0%	0	1.7%	1	0.0%	0	4.2%	1	0.0%	0	2.1%	1	0.0%	0	1.2%	1	0.0%	0
Bridport	1.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.0%	1	2.1%	1	0.0%	0	1.2%	1	0.0%	0
Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chickerell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weymouth		Dorchester		
Christchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	3.5%	3	3.8%	1	3.3%	2	0.0%	0	0.0%	0	5.9%	3	4.3%	2	2.6%	1	3.5%	3	0.0%	0
Easton, Portland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordingbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fortuneswell, Portland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grove, Portland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littlemoor Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyme Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Milton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole	2.3%	2	3.8%	1	1.7%	1	0.0%	0	4.2%	1	2.0%	1	4.3%	2	0.0%	0	2.3%	2	0.0%	0
Portland Road, Wyke Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southill Centre, Radipole Lane, Weymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Verwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	1.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.0%	1	2.1%	1	0.0%	0	1.2%	1	0.0%	0
Weymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wincanton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't visit any other Retail Park / Centre	60.5%	52	57.7%	15	61.7%	37	63.6%	7	62.5%	15	58.8%	30	53.2%	25	69.2%	27	60.5%	52	0.0%	0
Birmingham	1.2%	1	0.0%	0	1.7%	1	9.1%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.2%	1	0.0%	0
Cheltenham	2.3%	2	3.8%	1	1.7%	1	0.0%	0	4.2%	1	2.0%	1	4.3%	2	0.0%	0	2.3%	2	0.0%	0
Fareham	1.2%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.1%	1	0.0%	0	1.2%	1	0.0%	0
Leighton Buzzard	1.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.0%	1	2.1%	1	0.0%	0	1.2%	1	0.0%	0
Luton	1.2%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.6%	1	1.2%	1	0.0%	0
Milton Keynes	1.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.0%	1	2.1%	1	0.0%	0	1.2%	1	0.0%	0
Rugby	1.2%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.6%	1	1.2%	1	0.0%	0
Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon	1.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.0%	1	2.1%	1	0.0%	0	1.2%	1	0.0%	0
Taunton	1.2%	1	3.8%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	2.6%	1	1.2%	1	0.0%	0
Torquay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		86		26		60		11		24		51		47		39		86		0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weymouth		Dorchester		
Q19 What is the purpose of your visit to this other centre or retail park (MENTIONED IN Q. 18) [MR]																				
<i>Those who visit another retail park or town at Q.18</i>																				
To buy food items (not take-away / café / restaurant)	29.4%	10	18.2%	2	34.8%	8	50.0%	2	11.1%	1	33.3%	7	27.3%	6	33.3%	4	29.4%	10	0.0%	0
To buy non-food goods (e.g. shoes, clothes, jewellery)	61.8%	21	63.6%	7	60.9%	14	75.0%	3	77.8%	7	52.4%	11	59.1%	13	66.7%	8	61.8%	21	0.0%	0
For services (e.g. bank, building society, hairdressers)	2.9%	1	0.0%	0	4.3%	1	0.0%	0	11.1%	1	0.0%	0	4.5%	1	0.0%	0	2.9%	1	0.0%	0
To use a leisure facility (cinema, sports centre, bowling)	8.8%	3	18.2%	2	4.3%	1	0.0%	0	22.2%	2	4.8%	1	13.6%	3	0.0%	0	8.8%	3	0.0%	0
As a day visitor to the Town Centre	23.5%	8	9.1%	1	30.4%	7	25.0%	1	11.1%	1	28.6%	6	13.6%	3	41.7%	5	23.5%	8	0.0%	0
As a staying visitor to the Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eat out (e.g. take-away / café / restaurant)	17.6%	6	18.2%	2	17.4%	4	25.0%	1	33.3%	3	9.5%	2	27.3%	6	0.0%	0	17.6%	6	0.0%	0
Work	5.9%	2	0.0%	0	8.7%	2	0.0%	0	11.1%	1	4.8%	1	9.1%	2	0.0%	0	5.9%	2	0.0%	0
To meet someone	8.8%	3	18.2%	2	4.3%	1	25.0%	1	0.0%	0	9.5%	2	9.1%	2	8.3%	1	8.8%	3	0.0%	0
Library / public services (doctor, dentist, etc)	2.9%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	4.5%	1	0.0%	0	2.9%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to college	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the seafood festival (Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		34		11		23		4		9		21		22		12		34		0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
Q20 What do you like about this centre? (MENTIONED IN Q. 15) [MR]																				
<i>Those who visit another retail park or town at Q.18</i>																				
Better choice of shops	47.1%	16	27.3%	3	56.5%	13	50.0%	2	33.3%	3	52.4%	11	54.5%	12	33.3%	4	47.1%	16	0.0%	0
Better quality of shops	14.7%	5	27.3%	3	8.7%	2	0.0%	0	22.2%	2	14.3%	3	9.1%	2	25.0%	3	14.7%	5	0.0%	0
Better non-food shopping	2.9%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	4.8%	1	4.5%	1	0.0%	0	2.9%	1	0.0%	0
Better food shopping	2.9%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	8.3%	1	2.9%	1	0.0%	0
Better range of places to eat and drink	5.9%	2	9.1%	1	4.3%	1	0.0%	0	22.2%	2	0.0%	0	9.1%	2	0.0%	0	5.9%	2	0.0%	0
Street market / farmers market	11.8%	4	9.1%	1	13.0%	3	0.0%	0	11.1%	1	14.3%	3	4.5%	1	25.0%	3	11.8%	4	0.0%	0
More available car parking	2.9%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	4.8%	1	4.5%	1	0.0%	0	2.9%	1	0.0%	0
Cheaper car parking	23.5%	8	36.4%	4	17.4%	4	0.0%	0	33.3%	3	23.8%	5	27.3%	6	16.7%	2	23.5%	8	0.0%	0
Other (WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better value	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central to everywhere	2.9%	1	0.0%	0	4.3%	1	25.0%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	2.9%	1	0.0%	0
Close to college	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good entertainment	2.9%	1	9.1%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	4.5%	1	0.0%	0	2.9%	1	0.0%	0
Modern	2.9%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	4.5%	1	0.0%	0	2.9%	1	0.0%	0
Near the beach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peaceful	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seafront	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unspoilt	0.0%	0	0.0%	0	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)	11.8%	4	18.2%	2	8.7%	2	25.0%	1	11.1%	1	9.5%	2	9.1%	2	16.7%	2	11.8%	4	0.0%	0
Base:		34		11		23		4		9		21		22		12		34		0
Q21 Are there any types of leisure facilities that you feel (STUDY CENTRE) is lacking in?																				
Yes	25.6%	22	26.9%	7	25.0%	15	45.5%	5	25.0%	6	21.6%	11	29.8%	14	20.5%	8	25.6%	22	0.0%	0
No	59.3%	51	42.3%	11	66.7%	40	45.5%	5	54.2%	13	64.7%	33	51.1%	24	69.2%	27	59.3%	51	0.0%	0
(Don't know)	15.1%	13	30.8%	8	8.3%	5	9.1%	1	20.8%	5	13.7%	7	19.1%	9	10.3%	4	15.1%	13	0.0%	0
Base:		86		26		60		11		24		51		47		39		86		0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester
Q22 What types of leisure facilities (including food and drink uses) do you feel (STUDY CENTRE) is lacking in? [MR]										
<i>Those who said yes at Q21</i>										
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	13.6%	3	42.9%	3	0.0%	0	20.0%	1	33.3%	2
Swimming pool	36.4%	8	57.1%	4	26.7%	4	40.0%	2	33.3%	2
Health and fitness club	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pubs / bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amusement arcade	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Athletics centre	4.5%	1	0.0%	0	6.7%	1	0.0%	0	9.1%	1
Bowling complex	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Casino	4.5%	1	0.0%	0	6.7%	1	0.0%	0	9.1%	1
Childrens activities	18.2%	4	28.6%	2	13.3%	2	20.0%	1	33.3%	2
Crazy golf	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dance studio	4.5%	1	0.0%	0	6.7%	1	0.0%	0	9.1%	1
Gym	4.5%	1	0.0%	0	6.7%	1	20.0%	1	0.0%	0
Horse riding centre	4.5%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Indoor rock climbing	4.5%	1	0.0%	0	6.7%	1	0.0%	0	9.1%	1
Roller skate rink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sailing club	4.5%	1	0.0%	0	6.7%	1	0.0%	0	9.1%	1
Speedway	4.5%	1	0.0%	0	6.7%	1	0.0%	0	9.1%	1
Steam Room	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Water park	4.5%	1	0.0%	0	6.7%	1	0.0%	0	16.7%	1
Base:	22	7	15	5	6	11	14	8	22	0
GEN Gender:										
Male	30.2%	26	100.0%	26	0.0%	0	9.1%	1	62.5%	15
Female	69.8%	60	0.0%	0	100.0%	60	90.9%	10	37.5%	9
Base:	86	26	60	11	24	51	47	39	86	0
AGE AGE:										
16 - 24 years	7.0%	6	3.8%	1	8.3%	5	54.5%	6	0.0%	0
25 - 34 years	5.8%	5	0.0%	0	8.3%	5	45.5%	5	0.0%	0
35 - 44 years	11.6%	10	26.9%	7	5.0%	3	0.0%	0	41.7%	10
45 - 54 years	16.3%	14	30.8%	8	10.0%	6	0.0%	0	58.3%	14
55 - 64 years	20.9%	18	11.5%	3	25.0%	15	0.0%	0	35.3%	18
65+ years	38.4%	33	26.9%	7	43.3%	26	0.0%	0	64.7%	33
Base:	86	26	60	11	24	51	47	39	86	0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weymouth		Dorchester		
EMP Are you in paid employment																				
Yes	52.3%	45	65.4%	17	46.7%	28	81.8%	9	87.5%	21	29.4%	15	61.7%	29	41.0%	16	52.3%	45	0.0%	0
No	47.7%	41	34.6%	9	53.3%	32	18.2%	2	12.5%	3	70.6%	36	38.3%	18	59.0%	23	47.7%	41	0.0%	0
Base:		86		26		60		11		24		51		47		39		86		0
EMPLOC Location of Workplace:																				
<i>Those who are in paid employment</i>																				
Weymouth	33.3%	15	35.3%	6	32.1%	9	44.4%	4	33.3%	7	26.7%	4	27.6%	8	43.8%	7	33.3%	15	0.0%	0
Dorchester	8.9%	4	0.0%	0	14.3%	4	11.1%	1	4.8%	1	13.3%	2	10.3%	3	6.3%	1	8.9%	4	0.0%	0
Varies	6.7%	3	11.8%	2	3.6%	1	11.1%	1	9.5%	2	0.0%	0	3.4%	1	12.5%	2	6.7%	3	0.0%	0
Eastleigh	4.4%	2	0.0%	0	7.1%	2	0.0%	0	0.0%	0	13.3%	2	3.4%	1	6.3%	1	4.4%	2	0.0%	0
Birmingham	4.4%	2	0.0%	0	7.1%	2	11.1%	1	4.8%	1	0.0%	0	6.9%	2	0.0%	0	4.4%	2	0.0%	0
Cheltenham	2.2%	1	5.9%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	3.4%	1	0.0%	0	2.2%	1	0.0%	0
North Bristol	2.2%	1	5.9%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	3.4%	1	0.0%	0	2.2%	1	0.0%	0
Bournemouth	2.2%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	6.7%	1	3.4%	1	0.0%	0	2.2%	1	0.0%	0
Germany	2.2%	1	0.0%	0	3.6%	1	0.0%	0	4.8%	1	0.0%	0	3.4%	1	0.0%	0	2.2%	1	0.0%	0
Bristol	2.2%	1	5.9%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	3.4%	1	0.0%	0	2.2%	1	0.0%	0
Winchester	2.2%	1	0.0%	0	3.6%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	2.2%	1	0.0%	0
France	2.2%	1	5.9%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	3.4%	1	0.0%	0	2.2%	1	0.0%	0
Romford	2.2%	1	0.0%	0	3.6%	1	0.0%	0	4.8%	1	0.0%	0	3.4%	1	0.0%	0	2.2%	1	0.0%	0
Granby	2.2%	1	5.9%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	3.4%	1	0.0%	0	2.2%	1	0.0%	0
Leighton Buzzard	2.2%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	6.7%	1	3.4%	1	0.0%	0	2.2%	1	0.0%	0
Devizes	2.2%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	6.7%	1	3.4%	1	0.0%	0	2.2%	1	0.0%	0
Milton Abbas	2.2%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	6.3%	1	2.2%	1	0.0%	0
Wells	2.2%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	6.7%	1	3.4%	1	0.0%	0	2.2%	1	0.0%	0
Taunton	2.2%	1	5.9%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	6.3%	1	2.2%	1	0.0%	0
Poole	2.2%	1	0.0%	0	3.6%	1	0.0%	0	4.8%	1	0.0%	0	3.4%	1	0.0%	0	2.2%	1	0.0%	0
Yate	2.2%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	6.3%	1	2.2%	1	0.0%	0
New Zealand	2.2%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	3.4%	1	0.0%	0	2.2%	1	0.0%	0
Rugby	2.2%	1	0.0%	0	3.6%	1	11.1%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	2.2%	1	0.0%	0
Worksop	2.2%	1	5.9%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	6.3%	1	2.2%	1	0.0%	0
Base:		45		17		28		9		21		15		29		16		45		0
SEG SEG:																				
AB	17.4%	15	23.1%	6	15.0%	9	18.2%	2	20.8%	5	15.7%	8	31.9%	15	0.0%	0	17.4%	15	0.0%	0
C1	37.2%	32	19.2%	5	45.0%	27	36.4%	4	41.7%	10	35.3%	18	68.1%	32	0.0%	0	37.2%	32	0.0%	0
C2	26.7%	23	38.5%	10	21.7%	13	9.1%	1	29.2%	7	29.4%	15	0.0%	0	59.0%	23	26.7%	23	0.0%	0
DE	18.6%	16	19.2%	5	18.3%	11	36.4%	4	8.3%	2	19.6%	10	0.0%	0	41.0%	16	18.6%	16	0.0%	0
Base:		86		26		60		11		24		51		47		39		86		0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester	
ADU Number of adults incl Resp: [MR]											
1 adult in hhold	20.9%	18 19.2%	5 21.7%	13 27.3%	3 8.3%	2 25.5%	13 19.1%	9 23.1%	9 20.9%	18 0.0%	0
2 adults in hhold	64.0%	55 61.5%	16 65.0%	39 54.5%	6 70.8%	17 62.7%	32 57.4%	27 71.8%	28 64.0%	55 0.0%	0
3 adults in hhold	12.8%	11 19.2%	5 10.0%	6 18.2%	2 16.7%	4 9.8%	5 19.1%	9 5.1%	2 12.8%	11 0.0%	0
4 or more adults in hhold	2.3%	2 0.0%	0 3.3%	2 0.0%	0 4.2%	1 2.0%	1 4.3%	2 0.0%	0 2.3%	2 0.0%	0
Base:	86	26	60	11	24	51	47	39	86	0	
CHI No. of children 15 years and under: [MR]											
1 child in hhold	11.6%	10 7.7%	2 13.3%	8 36.4%	4 25.0%	6 0.0%	0 14.9%	7 7.7%	3 11.6%	10 0.0%	0
2 children in hhold	12.8%	11 30.8%	8 5.0%	3 18.2%	2 37.5%	9 0.0%	0 8.5%	4 17.9%	7 12.8%	11 0.0%	0
3 children in hhold	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
4 or more children in hhold	1.2%	1 0.0%	0 1.7%	1 0.0%	0 4.2%	1 0.0%	0 0.0%	0 2.6%	1 1.2%	1 0.0%	0
No children in hhold	74.4%	64 61.5%	16 80.0%	48 45.5%	5 33.3%	8 100.0%	51 76.6%	36 71.8%	28 74.4%	64 0.0%	0
Base:	86	26	60	11	24	51	47	39	86	0	
CARS Number of cars in household: [MR]											
1 car in hhold	41.9%	36 30.8%	8 46.7%	28 63.6%	7 20.8%	5 47.1%	24 40.4%	19 43.6%	17 41.9%	36 0.0%	0
2 cars in hhold	32.6%	28 38.5%	10 30.0%	18 18.2%	2 54.2%	13 25.5%	13 40.4%	19 23.1%	9 32.6%	28 0.0%	0
3 cars in hhold	5.8%	5 3.8%	1 6.7%	4 0.0%	0 8.3%	2 5.9%	3 8.5%	4 2.6%	1 5.8%	5 0.0%	0
4 or more cars in hhold	2.3%	2 3.8%	1 1.7%	1 9.1%	1 0.0%	0 2.0%	1 2.1%	1 2.6%	1 2.3%	2 0.0%	0
No cars in hhold	17.4%	15 23.1%	6 15.0%	9 9.1%	1 16.7%	4 19.6%	10 8.5%	4 28.2%	11 17.4%	15 0.0%	0
Base:	86	26	60	11	24	51	47	39	86	0	
DAY Day:											
Monday	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Tuesday	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Wednesday	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Thursday	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Friday	27.9%	24 15.4%	4 33.3%	20 18.2%	2 16.7%	4 35.3%	18 23.4%	11 33.3%	13 27.9%	24 0.0%	0
Saturday	72.1%	62 84.6%	22 66.7%	40 81.8%	9 83.3%	20 64.7%	33 76.6%	36 66.7%	26 72.1%	62 0.0%	0
Base:	86	26	60	11	24	51	47	39	86	0	
CENT Centre:											
Weymouth	100.0%	86 100.0%	26 100.0%	60 100.0%	11 100.0%	24 100.0%	51 100.0%	47 100.0%	39 100.0%	86 0.0%	0
Dorchester	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Base:	86	26	60	11	24	51	47	39	86	0	

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weymouth		Dorchester		
LOC Location:																				
Weymouth - Junction of St Thomas Street / New Bond Street	15.1%	13	7.7%	2	18.3%	11	9.1%	1	8.3%	2	19.6%	10	19.1%	9	10.3%	4	15.1%	13	0.0%	0
Weymouth - St Marys Street, around M&S	14.0%	12	19.2%	5	11.7%	7	18.2%	2	29.2%	7	5.9%	3	10.6%	5	17.9%	7	14.0%	12	0.0%	0
Weymouth - Outside Railway Station	24.4%	21	26.9%	7	23.3%	14	27.3%	3	29.2%	7	21.6%	11	21.3%	10	28.2%	11	24.4%	21	0.0%	0
Weymouth - Brunswick Terrace - sea front	16.3%	14	11.5%	3	18.3%	11	27.3%	3	8.3%	2	17.6%	9	17.0%	8	15.4%	6	16.3%	14	0.0%	0
Weymouth - Top of steps leading to Custom House Quay (on bridge)	9.3%	8	11.5%	3	8.3%	5	9.1%	1	8.3%	2	9.8%	5	8.5%	4	10.3%	4	9.3%	8	0.0%	0
Weymouth - Cove Street / Trinity Street (harbour)	20.9%	18	23.1%	6	20.0%	12	9.1%	1	16.7%	4	25.5%	13	23.4%	11	17.9%	7	20.9%	18	0.0%	0
Dorchester - To the front of the Odeon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester - Weymouth Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester - Junction of South Street / Trinity Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester - Outside the Forum Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester - Around Tudor Arcade entrance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester - Junction of Trinity Street / High Street West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		86		26		60		11		24		51		47		39		86		0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester
PC										
B21 8	1.2%	1 0.0%	0 1.7%	1 0.0%	0 4.2%	1 0.0%	0 2.1%	1 0.0%	0 1.2%	1 0.0%
B6 4	1.2%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 2.0%	1 0.0%	0 2.6%	1 1.2%	1 0.0%
BA13 3	1.2%	1 0.0%	0 1.7%	1 9.1%	1 0.0%	0 0.0%	0 0.0%	0 2.6%	1 1.2%	1 0.0%
BA16 0	1.2%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 2.0%	1 2.1%	1 0.0%	0 1.2%	1 0.0%
BA21 5	1.2%	1 3.8%	1 0.0%	0 0.0%	0 0.0%	0 2.0%	1 0.0%	0 2.6%	1 1.2%	1 0.0%
BS15 1	1.2%	1 3.8%	1 0.0%	0 0.0%	0 4.2%	1 0.0%	0 2.1%	1 0.0%	0 1.2%	1 0.0%
BS16 4	1.2%	1 3.8%	1 0.0%	0 0.0%	0 4.2%	1 0.0%	0 2.1%	1 0.0%	0 1.2%	1 0.0%
BS37 6	1.2%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 2.0%	1 0.0%	0 2.6%	1 1.2%	1 0.0%
CM1 7	1.2%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 2.0%	1 2.1%	1 0.0%	0 1.2%	1 0.0%
CV22 7	1.2%	1 3.8%	1 0.0%	0 0.0%	0 0.0%	0 2.0%	1 0.0%	0 2.6%	1 1.2%	1 0.0%
CV23 9	1.2%	1 0.0%	0 1.7%	1 9.1%	1 0.0%	0 0.0%	0 2.1%	1 0.0%	0 1.2%	1 0.0%
DE12 6	1.2%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 2.0%	1 2.1%	1 0.0%	0 1.2%	1 0.0%
DT1 2	1.2%	1 3.8%	1 0.0%	0 0.0%	0 4.2%	1 0.0%	0 0.0%	0 2.6%	1 1.2%	1 0.0%
DT11 8	1.2%	1 0.0%	0 1.7%	1 9.1%	1 0.0%	0 0.0%	0 2.1%	1 0.0%	0 1.2%	1 0.0%
DT3 4	3.5%	3 7.7%	2 1.7%	1 9.1%	1 4.2%	1 2.0%	1 2.1%	1 5.1%	2 3.5%	3 0.0%
DT3 5	3.5%	3 3.8%	1 3.3%	2 0.0%	0 12.5%	3 0.0%	0 6.4%	3 0.0%	0 3.5%	3 0.0%
DT3 6	4.7%	4 3.8%	1 5.0%	3 9.1%	1 0.0%	0 5.9%	3 6.4%	3 2.6%	1 4.7%	4 0.0%
DT4	8.1%	7 11.5%	3 6.7%	4 0.0%	0 8.3%	2 9.8%	5 6.4%	3 10.3%	4 8.1%	7 0.0%
DT4 0	5.8%	5 0.0%	0 8.3%	5 0.0%	0 4.2%	1 7.8%	4 4.3%	2 7.7%	3 5.8%	5 0.0%
DT4 7	7.0%	6 3.8%	1 8.3%	5 9.1%	1 0.0%	0 9.8%	5 6.4%	3 7.7%	3 7.0%	6 0.0%
DT4 8	3.5%	3 0.0%	0 5.0%	3 0.0%	0 0.0%	0 5.9%	3 6.4%	3 0.0%	0 3.5%	3 0.0%
DT4 9	2.3%	2 7.7%	2 0.0%	0 0.0%	0 8.3%	2 0.0%	0 0.0%	0 5.1%	2 2.3%	2 0.0%
DT4 8	1.2%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 2.0%	1 0.0%	0 2.6%	1 1.2%	1 0.0%
DT5 2	3.5%	3 3.8%	1 3.3%	2 0.0%	0 8.3%	2 2.0%	1 4.3%	2 2.6%	1 3.5%	3 0.0%
DT8	1.2%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 2.0%	1 0.0%	0 2.6%	1 1.2%	1 0.0%
DT8 3	1.2%	1 3.8%	1 0.0%	0 0.0%	0 4.2%	1 0.0%	0 0.0%	0 2.6%	1 1.2%	1 0.0%
DY10 4	1.2%	1 0.0%	0 1.7%	1 9.1%	1 0.0%	0 0.0%	0 2.1%	1 0.0%	0 1.2%	1 0.0%
GU2 4	1.2%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 2.0%	1 0.0%	0 2.6%	1 1.2%	1 0.0%
GU46 6	1.2%	1 0.0%	0 1.7%	1 0.0%	0 4.2%	1 0.0%	0 2.1%	1 0.0%	0 1.2%	1 0.0%
HP13 7	1.2%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 2.0%	1 0.0%	0 2.6%	1 1.2%	1 0.0%
LU3 2	1.2%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 2.0%	1 0.0%	0 2.6%	1 1.2%	1 0.0%
LU5 4	1.2%	1 3.8%	1 0.0%	0 0.0%	0 0.0%	0 2.0%	1 0.0%	0 2.6%	1 1.2%	1 0.0%
MK45 4	1.2%	1 3.8%	1 0.0%	0 0.0%	0 0.0%	0 2.0%	1 0.0%	0 2.6%	1 1.2%	1 0.0%
NN12 8	1.2%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 2.0%	1 2.1%	1 0.0%	0 1.2%	1 0.0%
S81 7	1.2%	1 3.8%	1 0.0%	0 0.0%	0 4.2%	1 0.0%	0 0.0%	0 2.6%	1 1.2%	1 0.0%
SA10 8	1.2%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 2.0%	1 2.1%	1 0.0%	0 1.2%	1 0.0%
SN10	1.2%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 2.0%	1 2.1%	1 0.0%	0 1.2%	1 0.0%
SN2 1	1.2%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 2.0%	1 0.0%	0 2.6%	1 1.2%	1 0.0%
SN5 8	1.2%	1 0.0%	0 1.7%	1 9.1%	1 0.0%	0 0.0%	0 0.0%	0 2.6%	1 1.2%	1 0.0%
SO22 6	1.2%	1 0.0%	0 1.7%	1 9.1%	1 0.0%	0 0.0%	0 0.0%	0 2.6%	1 1.2%	1 0.0%
SO31 6	1.2%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 2.0%	1 2.1%	1 0.0%	0 1.2%	1 0.0%
SO42 7	1.2%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 2.0%	1 2.1%	1 0.0%	0 1.2%	1 0.0%
SO50 4	1.2%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 2.0%	1 2.1%	1 0.0%	0 1.2%	1 0.0%
SO50 5	1.2%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 2.0%	1 0.0%	0 2.6%	1 1.2%	1 0.0%
TA1 1	1.2%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 2.0%	1 0.0%	0 2.6%	1 1.2%	1 0.0%

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weymouth		Dorchester		
TAI 5	1.2%	1	3.8%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	2.6%	1	1.2%	1	0.0%	0
Refused	15.1%	13	19.2%	5	13.3%	8	18.2%	2	20.8%	5	11.8%	6	23.4%	11	5.1%	2	15.1%	13	0.0%	0
Base:		86		26		60		11		24		51		47		39		86		0

Appendix 3:

Data Tabulations

By Dorchester

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weymouth		Dorchester		
Q01 How did you travel to (STUDY CENTRE) today?																				
Car-driver	46.0%	40	40.6%	13	49.1%	27	33.3%	8	48.1%	13	52.8%	19	49.0%	24	42.1%	16	0.0%	0	46.0%	40
Car-passenger	10.3%	9	6.3%	2	12.7%	7	12.5%	3	7.4%	2	11.1%	4	16.3%	8	2.6%	1	0.0%	0	10.3%	9
Bus	8.0%	7	12.5%	4	5.5%	3	12.5%	3	3.7%	1	8.3%	3	4.1%	2	13.2%	5	0.0%	0	8.0%	7
Bicycle	1.1%	1	3.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.1%	1
Rail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	34.5%	30	37.5%	12	32.7%	18	41.7%	10	37.0%	10	27.8%	10	30.6%	15	39.5%	15	0.0%	0	34.5%	30
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		87		32		55		24		27		36		49		38		0		87

Q02 Where did you park today?*Those in Weymouth who travelled by car at Q01*

Beach car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosens Quay car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Council Offices car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Governor's Lane car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harbourside car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lodmoor car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melcombe Regis car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Multi storey car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothe car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Overcombe car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Street car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavilion car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Yard car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swannery car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth Park and Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairhaven Hotel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotel Rembrandt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park and Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilkinsons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester
Mean score [rating as given]										
Q03 On a scale of 1 to 10, where 1 is very easy and 10 is very difficult, how would you rate finding a parking space today?										
<i>Those in Weymouth who travelled by car at Q01</i>										
1 - Very easy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - Neither easy nor difficult	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A - Very difficult	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	0	0	0	0	0	0	0	0	0	0

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester
Mean score [rating as given]										
Q04 On a scale of 1 to 10, where 1 is very low and 10 is very expensive, how would you rate the cost of parking in Weymouth?										
<i>Those in Weymouth who travelled by car at Q01</i>										
1 - Very Low	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - About right	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A - Very Expensive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	0	0	0	0	0	0	0	0	0	0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
Q05 How long do you intend to stay in (STUDY CENTRE) today?																				
Less than 30 minutes	8.0%	7	3.1%	1	10.9%	6	8.3%	2	14.8%	4	2.8%	1	10.2%	5	5.3%	2	0.0%	0	8.0%	7
31-59 minutes	5.7%	5	6.3%	2	5.5%	3	8.3%	2	3.7%	1	5.6%	2	2.0%	1	10.5%	4	0.0%	0	5.7%	5
Between 1-2 hours	40.2%	35	31.3%	10	45.5%	25	37.5%	9	40.7%	11	41.7%	15	42.9%	21	36.8%	14	0.0%	0	40.2%	35
Between 2-3 hours	23.0%	20	25.0%	8	21.8%	12	25.0%	6	25.9%	7	19.4%	7	20.4%	10	26.3%	10	0.0%	0	23.0%	20
Between 3-4 hours	6.9%	6	12.5%	4	3.6%	2	4.2%	1	0.0%	0	13.9%	5	10.2%	5	2.6%	1	0.0%	0	6.9%	6
Over 4 hours	14.9%	13	21.9%	7	10.9%	6	12.5%	3	14.8%	4	16.7%	6	14.3%	7	15.8%	6	0.0%	0	14.9%	13
Overnight stay	1.1%	1	0.0%	0	1.8%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.1%	1
Multiple night stay (on holiday)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		87		32		55		24		27		36		49		38		0		87
Mean score [visits per week]																				
Q06 How often do you visit (STUDY CENTRE) (including Sunday)?																				
Everyday	21.8%	19	25.0%	8	20.0%	11	16.7%	4	25.9%	7	22.2%	8	18.4%	9	26.3%	10	0.0%	0	21.8%	19
4-6 times a week	8.0%	7	9.4%	3	7.3%	4	12.5%	3	7.4%	2	5.6%	2	6.1%	3	10.5%	4	0.0%	0	8.0%	7
2-3 times a week	27.6%	24	31.3%	10	25.5%	14	20.8%	5	25.9%	7	33.3%	12	32.7%	16	21.1%	8	0.0%	0	27.6%	24
Once a week	18.4%	16	12.5%	4	21.8%	12	25.0%	6	14.8%	4	16.7%	6	24.5%	12	10.5%	4	0.0%	0	18.4%	16
Once every 2 weeks	6.9%	6	6.3%	2	7.3%	4	16.7%	4	3.7%	1	2.8%	1	6.1%	3	7.9%	3	0.0%	0	6.9%	6
Once every month	4.6%	4	3.1%	1	5.5%	3	4.2%	1	3.7%	1	5.6%	2	2.0%	1	7.9%	3	0.0%	0	4.6%	4
Once a quarter	5.7%	5	6.3%	2	5.5%	3	4.2%	1	7.4%	2	5.6%	2	2.0%	1	10.5%	4	0.0%	0	5.7%	5
Less than once a quarter	4.6%	4	0.0%	0	7.3%	4	0.0%	0	7.4%	2	5.6%	2	4.1%	2	5.3%	2	0.0%	0	4.6%	4
First time today	2.3%	2	6.3%	2	0.0%	0	0.0%	0	3.7%	1	2.8%	1	4.1%	2	0.0%	0	0.0%	0	2.3%	2
Mean:		2.13		2.39		1.98		1.87		2.36		2.13		1.91		2.41		0.00		2.13
Base:		87		32		55		24		27		36		49		38		0		87

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weymouth		Dorchester		
Q07 What is the main reason for your visit to (STUDY CENTRE)?																				
To visit the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To buy non-food goods at the shops (e.g. shoes, clothes, jewellery)	36.8%	32	40.6%	13	34.5%	19	37.5%	9	29.6%	8	41.7%	15	44.9%	22	26.3%	10	0.0%	0	36.8%	32
To buy food goods at the shops (not take-away / café / restaurant)	14.9%	13	9.4%	3	18.2%	10	8.3%	2	11.1%	3	22.2%	8	16.3%	8	13.2%	5	0.0%	0	14.9%	13
For services (e.g. bank, building society, hairdressers)	8.0%	7	9.4%	3	7.3%	4	8.3%	2	18.5%	5	0.0%	0	2.0%	1	15.8%	6	0.0%	0	8.0%	7
To use a leisure facility (eg. sports centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
As a day visitor to the Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
As a staying visitor to the Town Centre (holiday)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eat out (e.g. take-away / café / restaurant)	4.6%	4	6.3%	2	3.6%	2	0.0%	0	11.1%	3	2.8%	1	8.2%	4	0.0%	0	0.0%	0	4.6%	4
Work	6.9%	6	9.4%	3	5.5%	3	12.5%	3	7.4%	2	2.8%	1	4.1%	2	10.5%	4	0.0%	0	6.9%	6
To meet someone	12.6%	11	12.5%	4	12.7%	7	4.2%	1	11.1%	3	19.4%	7	12.2%	6	13.2%	5	0.0%	0	12.6%	11
To visit Weymouth Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the beach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the Tudor House Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the Sea Life Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit Nothe Fort	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the harbour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the amusements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre (Weymouth Pavillion)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit Jurassic Skyline	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit Brewery Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the Dinosaur Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the Teddy Bear Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the Dorchester Arts Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the Keep Military Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the Tutankhamun Exhibition	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the Terracotta Warrior Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weymouth	Dorchester		
To visit the Odeon cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
To visit the Plaza cinema	1.1%	1	3.1%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.1%
To visit Dorset History Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
To visit the Old Crown Court and Cells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Library / Public services (doctor, dentist, etc	9.2%	8	3.1%	1	12.7%	7	12.5%	3	7.4%	2	8.3%	3	6.1%	3	13.2%	5	0.0%	0	9.2%
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Browsing	4.6%	4	3.1%	1	5.5%	3	8.3%	2	3.7%	1	2.8%	1	6.1%	3	2.6%	1	0.0%	0	4.6%
Passing through	1.1%	1	3.1%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.1%
Base:		87		32		55		24		27		36		49		38		0	87

Q08 Which types of market stall do you intend to visit or are likely to visit today?

Those who mentioned Market at Q07

Food and grocery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Clothing and footwear	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Furniture, carpets, soft household furnishings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
DIY and decorating goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Domestic appliances	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CDs, DVDs, games, books etc....	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gifts and antiques	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Arts and crafts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other specialist non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
None of the above	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		0		0		0		0		0		0		0		0		0	0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
Q09 Which types of shop are you most likely to visit today?																				
<i>Those who mentioned non food items at Q07</i>																				
Food and grocery	12.5%	4	30.8%	4	0.0%	0	22.2%	2	12.5%	1	6.7%	1	4.5%	1	30.0%	3	0.0%	0	12.5%	4
Clothing and footwear	50.0%	16	38.5%	5	57.9%	11	55.6%	5	62.5%	5	40.0%	6	59.1%	13	30.0%	3	0.0%	0	50.0%	16
Furniture, carpets, soft household furnishings	3.1%	1	0.0%	0	5.3%	1	0.0%	0	12.5%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	3.1%	1
DIY and decorating goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Domestic appliances	3.1%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	4.5%	1	0.0%	0	0.0%	0	3.1%	1
CDs, DVDs, games, books etc....	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gifts and antiques	6.3%	2	0.0%	0	10.5%	2	11.1%	1	0.0%	0	6.7%	1	0.0%	0	20.0%	2	0.0%	0	6.3%	2
Arts and crafts	9.4%	3	15.4%	2	5.3%	1	0.0%	0	0.0%	0	20.0%	3	9.1%	2	10.0%	1	0.0%	0	9.4%	3
Other specialist non-food items	9.4%	3	7.7%	1	10.5%	2	0.0%	0	12.5%	1	13.3%	2	9.1%	2	10.0%	1	0.0%	0	9.4%	3
None of the above	6.3%	2	0.0%	0	10.5%	2	11.1%	1	0.0%	0	6.7%	1	9.1%	2	0.0%	0	0.0%	0	6.3%	2
Base:		32		13		19		9		8		15		22		10		0		32
Q10 What are the names of the MAIN non-food shops you have visited or intend to visit today?																				
<i>Those who mentioned non food items at Q07</i>																				
Poundland	18.8%	6	23.1%	3	15.8%	3	44.4%	4	12.5%	1	6.7%	1	13.6%	3	30.0%	3	0.0%	0	18.8%	6
Argos	12.5%	4	0.0%	0	21.1%	4	11.1%	1	12.5%	1	13.3%	2	18.2%	4	0.0%	0	0.0%	0	12.5%	4
Goulds	12.5%	4	7.7%	1	15.8%	3	11.1%	1	0.0%	0	20.0%	3	13.6%	3	10.0%	1	0.0%	0	12.5%	4
New Look	12.5%	4	7.7%	1	15.8%	3	11.1%	1	25.0%	2	6.7%	1	13.6%	3	10.0%	1	0.0%	0	12.5%	4
Superdrug	9.4%	3	15.4%	2	5.3%	1	11.1%	1	12.5%	1	6.7%	1	9.1%	2	10.0%	1	0.0%	0	9.4%	3
Blacks	9.4%	3	15.4%	2	5.3%	1	0.0%	0	25.0%	2	6.7%	1	13.6%	3	0.0%	0	0.0%	0	9.4%	3
Marks & Spencers	9.4%	3	7.7%	1	10.5%	2	0.0%	0	0.0%	0	20.0%	3	9.1%	2	10.0%	1	0.0%	0	9.4%	3
M & Co	9.4%	3	15.4%	2	5.3%	1	11.1%	1	12.5%	1	6.7%	1	9.1%	2	10.0%	1	0.0%	0	9.4%	3
Peacocks	6.3%	2	7.7%	1	5.3%	1	11.1%	1	12.5%	1	0.0%	0	4.5%	1	10.0%	1	0.0%	0	6.3%	2
Boots	6.3%	2	7.7%	1	5.3%	1	11.1%	1	0.0%	0	6.7%	1	4.5%	1	10.0%	1	0.0%	0	6.3%	2
White Stuff	6.3%	2	7.7%	1	5.3%	1	0.0%	0	12.5%	1	6.7%	1	9.1%	2	0.0%	0	0.0%	0	6.3%	2
Next	6.3%	2	0.0%	0	10.5%	2	11.1%	1	12.5%	1	0.0%	0	4.5%	1	10.0%	1	0.0%	0	6.3%	2
Robert Dyas	3.1%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	6.7%	1	4.5%	1	0.0%	0	0.0%	0	3.1%	1
Maman Bebe	3.1%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	6.7%	1	4.5%	1	0.0%	0	0.0%	0	3.1%	1
Card Factory	3.1%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	4.5%	1	0.0%	0	0.0%	0	3.1%	1
Natural Wholefoods	3.1%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	10.0%	1	0.0%	0	3.1%	1
Herrings	3.1%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	6.7%	1	4.5%	1	0.0%	0	0.0%	0	3.1%	1
Frederick L Mabb	3.1%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	4.5%	1	0.0%	0	0.0%	0	3.1%	1
Fat Face	3.1%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	4.5%	1	0.0%	0	0.0%	0	3.1%	1
Charity shops	3.1%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	6.7%	1	4.5%	1	0.0%	0	0.0%	0	3.1%	1
Toymaster	3.1%	1	7.7%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	3.1%	1
The Works	3.1%	1	0.0%	0	5.3%	1	11.1%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	3.1%	1
Base:		32		13		19		9		8		15		22		10		0		32

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
Mean score [£]																				
Q11 How much have you spent or intend to spend today on non-food items?																				
<i>Those who mentioned non food items at Q07</i>																				
Nothing	3.1%	1	0.0%	0	5.3%	1	0.0%	0	12.5%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	3.1%	1
Less than £5.00	15.6%	5	23.1%	3	10.5%	2	11.1%	1	12.5%	1	20.0%	3	18.2%	4	10.0%	1	0.0%	0	15.6%	5
£5.01-£10.00	18.8%	6	23.1%	3	15.8%	3	11.1%	1	12.5%	1	26.7%	4	9.1%	2	40.0%	4	0.0%	0	18.8%	6
£10.01-£20.00	12.5%	4	7.7%	1	15.8%	3	33.3%	3	0.0%	0	6.7%	1	9.1%	2	20.0%	2	0.0%	0	12.5%	4
£20.01-£30.00	6.3%	2	0.0%	0	10.5%	2	11.1%	1	12.5%	1	0.0%	0	4.5%	1	10.0%	1	0.0%	0	6.3%	2
£30.01-£50.00	15.6%	5	38.5%	5	0.0%	0	0.0%	0	25.0%	2	20.0%	3	22.7%	5	0.0%	0	0.0%	0	15.6%	5
£50.01-£100.00	9.4%	3	0.0%	0	15.8%	3	0.0%	0	12.5%	1	13.3%	2	13.6%	3	0.0%	0	0.0%	0	9.4%	3
£100.01-£150.00	3.1%	1	0.0%	0	5.3%	1	0.0%	0	12.5%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	3.1%	1
£150.01-£200.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01-£250.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over £250.00	3.1%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	4.5%	1	0.0%	0	0.0%	0	3.1%	1
(Don't know)	12.5%	4	0.0%	0	21.1%	4	33.3%	3	0.0%	0	6.7%	1	9.1%	2	20.0%	2	0.0%	0	12.5%	4
Mean:	34.55		38.08		31.50		13.33		38.13		41.61		44.00		10.94		0.00		34.55	
Base:	32		13		19		9		8		15		22		10		0		32	

Q12 What are the names of the MAIN food shops you have visited or intend to visit today? [MR]

Those who mentioned food items at Q07

Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencers	15.4%	2	0.0%	0	20.0%	2	0.0%	0	0.0%	0	25.0%	2	12.5%	1	20.0%	1	0.0%	0	15.4%	2
Aldi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro	7.7%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	20.0%	1	0.0%	0	7.7%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	46.2%	6	66.7%	2	40.0%	4	0.0%	0	0.0%	0	75.0%	6	75.0%	6	0.0%	0	0.0%	0	46.2%	6
Tesco, Weymouth Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Forum Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencers	15.4%	2	0.0%	0	20.0%	2	0.0%	0	33.3%	1	12.5%	1	12.5%	1	20.0%	1	0.0%	0	15.4%	2
Lidl, The Grove	7.7%	1	33.3%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	7.7%	1
Iceland	7.7%	1	0.0%	0	10.0%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	7.7%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	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)	15.4%	2	0.0%	0	20.0%	2	50.0%	1	33.3%	1	0.0%	0	25.0%	2	0.0%	0	0.0%	0	15.4%	2
Base:	13		3		10		2		3		8		8		5		0		13	

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
Mean score [£]																				
Q13 How much have you spent or intend to spend today on food items?																				
<i>Those who mentioned food items at Q07</i>																				
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Less than £5.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
£5.01-£10.00	23.1%	3	0.0%	0	30.0%	3	50.0%	1	33.3%	1	12.5%	1	12.5%	1	40.0%	2	0.0%	0	23.1%	3
£10.01-£20.00	15.4%	2	33.3%	1	10.0%	1	0.0%	0	33.3%	1	12.5%	1	25.0%	2	0.0%	0	0.0%	0	15.4%	2
£20.01-£30.00	7.7%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	20.0%	1	0.0%	0	7.7%	1
£30.01-£50.00	30.8%	4	33.3%	1	30.0%	3	50.0%	1	0.0%	0	37.5%	3	37.5%	3	20.0%	1	0.0%	0	30.8%	4
£50.01-£100.00	23.1%	3	33.3%	1	20.0%	2	0.0%	0	33.3%	1	25.0%	2	25.0%	2	20.0%	1	0.0%	0	23.1%	3
£100.01-£150.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£150.01-£200.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01-£250.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over £250.00	0.0%	0	0.0%	0	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>34.04</i>		<i>41.67</i>		<i>31.75</i>		<i>21.25</i>		<i>32.50</i>		<i>37.81</i>		<i>36.56</i>		<i>30.00</i>		<i>0.00</i>		<i>34.04</i>	
<i>Base:</i>	<i>13</i>	<i>3</i>		<i>10</i>	<i>2</i>	<i>3</i>	<i>8</i>	<i>8</i>	<i>5</i>	<i>0</i>	<i>13</i>									

Q14 When visiting the food store do you intend to link your shopping trip with a visit to other shops or services in the town centre? [MR]

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
<i>Those who mentioned food items at Q07</i>																				
No	15.4%	2	0.0%	0	20.0%	2	0.0%	0	33.3%	1	12.5%	1	25.0%	2	0.0%	0	0.0%	0	15.4%	2
Yes – other food shop	15.4%	2	33.3%	1	10.0%	1	50.0%	1	0.0%	0	12.5%	1	25.0%	2	0.0%	0	0.0%	0	15.4%	2
Yes – Other non-food shops	38.5%	5	0.0%	0	50.0%	5	50.0%	1	0.0%	0	50.0%	4	50.0%	4	20.0%	1	0.0%	0	38.5%	5
Yes – Café / restaurant	46.2%	6	100.0%	3	30.0%	3	50.0%	1	66.7%	2	37.5%	3	25.0%	2	80.0%	4	0.0%	0	46.2%	6
Yes – Gym	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – Leisure (e.g.cinema)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	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>Base:</i>	<i>13</i>	<i>3</i>		<i>10</i>	<i>2</i>	<i>3</i>	<i>8</i>	<i>8</i>	<i>5</i>	<i>0</i>	<i>13</i>									

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
Q15 What do you like MOST about (STUDY CENTRE)? [MR]																				
Near / convenient	20.7%	18	12.5%	4	25.5%	14	33.3%	8	7.4%	2	22.2%	8	18.4%	9	23.7%	9	0.0%	0	20.7%	18
Easy walking distance	5.7%	5	0.0%	0	9.1%	5	8.3%	2	0.0%	0	8.3%	3	8.2%	4	2.6%	1	0.0%	0	5.7%	5
Parking is easy	10.3%	9	15.6%	5	7.3%	4	0.0%	0	14.8%	4	13.9%	5	16.3%	8	2.6%	1	0.0%	0	10.3%	9
Parking is cheap	6.9%	6	12.5%	4	3.6%	2	0.0%	0	3.7%	1	13.9%	5	10.2%	5	2.6%	1	0.0%	0	6.9%	6
Lack of congestion on roads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised streets	18.4%	16	25.0%	8	14.5%	8	12.5%	3	18.5%	5	22.2%	8	20.4%	10	15.8%	6	0.0%	0	18.4%	16
Little traffic-pedestrian conflict	1.1%	1	0.0%	0	1.8%	1	0.0%	0	3.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1
Good directional signs to centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient drop off / pick up stops for buses / good location of bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ease of access to all (with pushchairs, wheelchairs, etc)	1.1%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.0%	1	0.0%	0	0.0%	0	1.1%	1
Well signposted route ways / good local maps	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General cleanliness of shopping streets	3.4%	3	3.1%	1	3.6%	2	0.0%	0	0.0%	0	8.3%	3	4.1%	2	2.6%	1	0.0%	0	3.4%	3
Feels safe / absence of threatening individuals / groups	13.8%	12	12.5%	4	14.5%	8	12.5%	3	7.4%	2	19.4%	7	16.3%	8	10.5%	4	0.0%	0	13.8%	12
Presence of police / other security measures	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice street furniture / floral displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice busy feel	1.1%	1	3.1%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.1%	1
Not too crowded	11.5%	10	9.4%	3	12.7%	7	20.8%	5	11.1%	3	5.6%	2	12.2%	6	10.5%	4	0.0%	0	11.5%	10
Character / atmosphere	25.3%	22	34.4%	11	20.0%	11	12.5%	3	33.3%	9	27.8%	10	26.5%	13	23.7%	9	0.0%	0	25.3%	22
Historic buildings / tourist attractions	5.7%	5	3.1%	1	7.3%	4	0.0%	0	3.7%	1	11.1%	4	6.1%	3	5.3%	2	0.0%	0	5.7%	5
The beach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The harbour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Jurassic Skyline	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Sea Life Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The amusements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The cinema	1.1%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.0%	1	0.0%	0	0.0%	0	1.1%	1
The markets	1.1%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.0%	1	0.0%	0	0.0%	0	1.1%	1
Selection / choice of independent / specialist shops	20.7%	18	3.1%	1	30.9%	17	16.7%	4	22.2%	6	22.2%	8	24.5%	12	15.8%	6	0.0%	0	20.7%	18
Presence of a large supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weymouth		Dorchester		
Selection / choice of multiple shops (i.e. high street chains)	17.2%	15	15.6%	5	18.2%	10	20.8%	5	22.2%	6	11.1%	4	18.4%	9	15.8%	6	0.0%	0	17.2%	15
Quality of shops	5.7%	5	0.0%	0	9.1%	5	4.2%	1	11.1%	3	2.8%	1	4.1%	2	7.9%	3	0.0%	0	5.7%	5
Specified shops (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices are competitive in shops compared to other town/district centres	1.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	2.6%	1	0.0%	0	1.1%	1
Play area for children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of places to eat out (e.g. cafes, restaurants, takeaways)	5.7%	5	3.1%	1	7.3%	4	0.0%	0	7.4%	2	8.3%	3	8.2%	4	2.6%	1	0.0%	0	5.7%	5
Range of pubs / bars	1.1%	1	0.0%	0	1.8%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.1%	1
Range of services (banks, insurance, hairdressers, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Availability of employment opportunities	4.6%	4	6.3%	2	3.6%	2	0.0%	0	7.4%	2	5.6%	2	4.1%	2	5.3%	2	0.0%	0	4.6%	4
Brewery Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dinosaur Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester Arts Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorset History Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keep Military Museum	1.1%	1	0.0%	0	1.8%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.1%	1
Odeon cinema	1.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.8%	1	2.0%	1	0.0%	0	0.0%	0	1.1%	1
Plaza cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddy Bear Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Terracotta Warrior Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Old Crown Court and Cells	1.1%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.0%	1	0.0%	0	0.0%	0	1.1%	1
Tutankhamun Exhibition	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	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 like everything about the Town Centre	1.1%	1	3.1%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.1%	1
(Nothing in particular)	1.1%	1	3.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.1%	1
All on one level	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	4.6%	4	9.4%	3	1.8%	1	8.3%	2	3.7%	1	2.8%	1	8.2%	4	0.0%	0	0.0%	0	4.6%	4
Punch & Judy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quaint	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quirky	2.3%	2	0.0%	0	3.6%	2	4.2%	1	0.0%	0	2.8%	1	0.0%	0	5.3%	2	0.0%	0	2.3%	2
The promenade	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No opinion)	4.6%	4	3.1%	1	5.5%	3	4.2%	1	7.4%	2	2.8%	1	2.0%	1	7.9%	3	0.0%	0	4.6%	4
Base:		87		32		55		24		27		36		49		38		0		87

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
Q16 How could (STUDY CENTRE) be improved? [MR]																				
Specified new shop (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Better market stalls	1.1%	1	0.0%	0	1.8%	1	0.0%	0	3.7%	1	0.0%	0	2.6%	1	0.0%	0	1.1%	1		
Better choice of leisure destinations in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Better quality of leisure uses	1.1%	1	3.1%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1
More choice of restaurants / cafes	1.1%	1	3.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.1%	1
Better quality restaurants/ cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice of pubs / bars	1.1%	1	3.1%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.1%	1
Better quality pubs / bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner/better beach	2.3%	2	3.1%	1	1.8%	1	4.2%	1	0.0%	0	2.8%	1	2.0%	1	2.6%	1	0.0%	0	2.3%	2
More/better overnight accommodation	1.1%	1	3.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1
More priority of pedestrians / pedestrianisation	1.1%	1	0.0%	0	1.8%	1	0.0%	0	3.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1
More/better tourist facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic / congestion	2.3%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	5.6%	2	2.0%	1	2.6%	1	0.0%	0	2.3%	2
More shelter from wind / rain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve appearance / environment of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove litter more often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More ATMs (cash machines)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic / congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	3.4%	3	3.1%	1	3.6%	2	0.0%	0	3.7%	1	5.6%	2	4.1%	2	2.6%	1	0.0%	0	3.4%	3
Cheaper parking	1.1%	1	3.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.1%	1
More accessible car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better bus services to the centre	2.3%	2	0.0%	0	3.6%	2	0.0%	0	7.4%	2	0.0%	0	4.1%	2	0.0%	0	0.0%	0	2.3%	2
New / relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security measures / policing	1.1%	1	3.1%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1
Better signposting within the centre	1.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.8%	1	2.0%	1	0.0%	0	0.0%	0	1.1%	1
Redevelopments/changes to site (PLEASE SPECIFY SITES)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better range of shops	21.8%	19	9.4%	3	29.1%	16	37.5%	9	22.2%	6	11.1%	4	22.4%	11	21.1%	8	0.0%	0	21.8%	19
Decrease rents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill the empty shops	2.3%	2	3.1%	1	1.8%	1	4.2%	1	0.0%	0	2.8%	1	4.1%	2	0.0%	0	0.0%	0	2.3%	2
Finish the road works	4.6%	4	3.1%	1	5.5%	3	0.0%	0	0.0%	0	11.1%	4	8.2%	4	0.0%	0	0.0%	0	4.6%	4
Improve pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
Less coffee shops	1.1%	1	0.0%	0	1.8%	1	4.2%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.1%	1		
More seating	1.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.8%	1	2.0%	1	0.0%	0	0.0%	0	1.1%	1
More social housing	1.1%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.0%	1	0.0%	0	0.0%	0	1.1%	1
More toilets	1.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	2.6%	1	0.0%	0	1.1%	1
Needs revamping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No one way system	1.1%	1	3.1%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.1%	1
Park and ride	1.1%	1	0.0%	0	1.8%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.1%	1
Primark	1.1%	1	0.0%	0	1.8%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.1%	1
Remove the A boards from footpath	3.4%	3	3.1%	1	3.6%	2	0.0%	0	0.0%	0	8.3%	3	6.1%	3	0.0%	0	0.0%	0	3.4%	3
Remove the beggars / homeless	1.1%	1	3.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.1%	1
Remove the seagulls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island	2.3%	2	0.0%	0	3.6%	2	8.3%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	2.3%	2
Top Shop	1.1%	1	0.0%	0	1.8%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.1%	1
(Don't know)	20.7%	18	15.6%	5	23.6%	13	12.5%	3	29.6%	8	19.4%	7	14.3%	7	28.9%	11	0.0%	0	20.7%	18
(None mentioned)	19.5%	17	34.4%	11	10.9%	6	16.7%	4	18.5%	5	22.2%	8	20.4%	10	18.4%	7	0.0%	0	19.5%	17
Base:		87		32		55		24		27		36		49		38		0		87

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester
Q17 Is there a specific shop / type of shop that would encourage you to visit (STUDY CENTRE) more often?										
Yes (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	51.7%	45	53.1%	17	50.9%	28	41.7%	10	55.6%	15
Boutique	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothes shop	2.3%	2	0.0%	0	3.6%	2	4.2%	1	3.7%	1
Computer shop	2.3%	2	3.1%	1	1.8%	1	4.2%	1	0.0%	0
Costa Coffee	1.1%	1	0.0%	0	1.8%	1	4.2%	1	0.0%	0
Department store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dress shop	1.1%	1	0.0%	0	1.8%	1	0.0%	0	2.8%	1
Goulds	1.1%	1	0.0%	0	1.8%	1	0.0%	0	2.8%	1
Greengrocer	1.1%	1	0.0%	0	1.8%	1	0.0%	0	2.8%	1
Hardware store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Independent stores	2.3%	2	3.1%	1	1.8%	1	0.0%	0	5.6%	2
John Lewis	2.3%	2	3.1%	1	1.8%	1	0.0%	0	5.6%	2
KFC	2.3%	2	6.3%	2	0.0%	0	4.2%	1	3.7%	1
Ladies clothes shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Large Marks & Spencer	3.4%	3	0.0%	0	5.5%	3	0.0%	0	8.3%	3
Lush	1.1%	1	0.0%	0	1.8%	1	0.0%	0	3.7%	1
Model shop	1.1%	1	3.1%	1	0.0%	0	0.0%	0	3.7%	1
Mountain Warehouse	1.1%	1	0.0%	0	1.8%	1	0.0%	0	3.7%	1
Music shop	2.3%	2	6.3%	2	0.0%	0	0.0%	0	7.4%	2
Newsagents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark	9.2%	8	6.3%	2	10.9%	6	16.7%	4	11.1%	3
River Island	2.3%	2	0.0%	0	3.6%	2	0.0%	0	5.6%	2
Sports shop	1.1%	1	3.1%	1	0.0%	0	4.2%	1	0.0%	0
The Range	1.1%	1	0.0%	0	1.8%	1	0.0%	0	2.8%	1
Top Man	1.1%	1	3.1%	1	0.0%	0	4.2%	1	0.0%	0
Toy shop	3.4%	3	6.3%	2	1.8%	1	8.3%	2	3.7%	1
Vans	1.1%	1	0.0%	0	1.8%	1	4.2%	1	0.0%	0
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilkos	2.3%	2	0.0%	0	3.6%	2	4.2%	1	0.0%	0
(Don't know)	1.1%	1	3.1%	1	0.0%	0	0.0%	0	3.7%	1
Base:	87	32	55	24	27	36	49	38	0	87

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
Q18 What other CENTRE or RETAIL PARK do you regularly visit (once a month or more)? [MR]																				
Retail Parks																				
Weymouth Avenue Retail Park, Weymouth Avenue, Dorchester	4.6%	4	3.1%	1	5.5%	3	0.0%	0	7.4%	2	5.6%	2	8.2%	4	0.0%	0	0.0%	0	4.6%	4
Brewery Square, Weymouth Avenue, Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jubilee Retail Park, Weymouth	1.1%	1	0.0%	0	1.8%	1	0.0%	0	3.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1
Harwood Retail Centre, Station Road, Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Babylon Hill Retail Park, Yeovil (The Peel Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quedam Shopping Centre, Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houndstone Retail Park, Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wessex Gate Retail Park, 10 Broadstone Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole Retail Park	4.6%	4	3.1%	1	5.5%	3	8.3%	2	7.4%	2	0.0%	0	4.1%	2	5.3%	2	0.0%	0	4.6%	4
Branksome	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mallard Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Turbary/Ringwood Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlepoint Shopping Park, Castle Lane West, Bournemouth	4.6%	4	6.3%	2	3.6%	2	0.0%	0	3.7%	1	8.3%	3	4.1%	2	5.3%	2	0.0%	0	4.6%	4
Southampton Road Retail Park, Southampton Road, Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourne Retail Park, 72 Hatches Lane, Salisbury	1.1%	1	0.0%	0	1.8%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.1%	1
Clarks Village, Farm Road, Street	1.1%	1	0.0%	0	1.8%	1	4.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1
Local shops																				
Abbotsbury Road, Westham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	1.1%	1	0.0%	0	1.8%	1	0.0%	0	3.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1
Beaminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blandford Forum (or Blandford)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boscombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	2.3%	2	3.1%	1	1.8%	1	0.0%	0	0.0%	0	5.6%	2	2.0%	1	2.6%	1	0.0%	0	2.3%	2
Bridport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	1.1%	1	3.1%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1
Broadstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chickerell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester									
Christchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Easton, Portland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ferndown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fordingbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fortuneswell, Portland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gillingham	1.1%	1	0.0%	0	1.8%	1	0.0%	0	3.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	1	
Grove, Portland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Highcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Littlemoor Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lyme Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
New Milton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Poole	6.9%	6	9.4%	3	5.5%	3	4.2%	1	7.4%	2	8.3%	3	6.1%	3	7.9%	3	0.0%	6	
Portland Road, Wyke Regis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Poundbury	1.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.8%	1	2.0%	1	0.0%	0	0.0%	1	
Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Shaftesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sherborne	2.3%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	5.6%	2	4.1%	2	0.0%	0	0.0%	2	
Southampton	2.3%	2	3.1%	1	1.8%	1	8.3%	2	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	2	
Southill Centre, Radipole Lane, Weymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stalbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sturminster Newton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Swanage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Verwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wareham	1.1%	1	3.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	2.6%	1	0.0%	0	1.1%	1	
Weymouth	29.9%	26	31.3%	10	29.1%	16	45.8%	11	25.9%	7	22.2%	8	28.6%	14	31.6%	12	0.0%	29.9%	26
Wincanton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Yeovil	2.3%	2	0.0%	0	3.6%	2	0.0%	0	3.7%	1	2.8%	1	2.0%	1	2.6%	1	0.0%	2.3%	2
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Don't visit any other Retail Park / Centre	21.8%	19	25.0%	8	20.0%	11	8.3%	2	29.6%	8	25.0%	9	16.3%	8	28.9%	11	0.0%	21.8%	19
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Fareham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Leighton Buzzard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Street	1.1%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.0%	1	0.0%	0	0.0%	1.1%	1
Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Taunton	1.1%	1	0.0%	0	1.8%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	1.1%	1
Torquay	1.1%	1	3.1%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	1.1%	1
Worcester	1.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.8%	1	2.0%	1	0.0%	0	0.0%	1.1%	1
(Don't know)	4.6%	4	3.1%	1	5.5%	3	4.2%	1	0.0%	0	8.3%	3	4.1%	2	5.3%	2	0.0%	4.6%	4
Base:	87	32	55	24	27	36	49	38	0	87									

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weymouth		Dorchester		
Q19 What is the purpose of your visit to this other centre or retail park (MENTIONED IN Q. 18) [MR]																				
<i>Those who visit another retail park or town at Q.18</i>																				
To buy food items (not take-away / café / restaurant)	36.8%	25	29.2%	7	40.9%	18	18.2%	4	42.1%	8	48.1%	13	46.3%	19	22.2%	6	0.0%	0	36.8%	25
To buy non-food goods (e.g. shoes, clothes, jewellery)	75.0%	51	62.5%	15	81.8%	36	81.8%	18	73.7%	14	70.4%	19	75.6%	31	74.1%	20	0.0%	0	75.0%	51
For services (e.g. bank, building society, hairdressers)	5.9%	4	0.0%	0	9.1%	4	4.5%	1	5.3%	1	7.4%	2	7.3%	3	3.7%	1	0.0%	0	5.9%	4
To use a leisure facility (cinema, sports centre, bowling)	1.5%	1	0.0%	0	2.3%	1	0.0%	0	5.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.5%	1
As a day visitor to the Town Centre	4.4%	3	4.2%	1	4.5%	2	0.0%	0	0.0%	0	11.1%	3	4.9%	2	3.7%	1	0.0%	0	4.4%	3
As a staying visitor to the Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eat out (e.g. take-away / café / restaurant)	5.9%	4	8.3%	2	4.5%	2	4.5%	1	10.5%	2	3.7%	1	7.3%	3	3.7%	1	0.0%	0	5.9%	4
Work	1.5%	1	4.2%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	1.5%	1
To meet someone	5.9%	4	12.5%	3	2.3%	1	9.1%	2	5.3%	1	3.7%	1	4.9%	2	7.4%	2	0.0%	0	5.9%	4
Library / public services (doctor, dentist, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to college	1.5%	1	4.2%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	1.5%	1
To visit the seafood festival	1.5%	1	0.0%	0	2.3%	1	0.0%	0	5.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.5%	1
(Don't know)	4.4%	3	4.2%	1	4.5%	2	4.5%	1	0.0%	0	7.4%	2	2.4%	1	7.4%	2	0.0%	0	4.4%	3
Base:		68		24		44		22		19		27		41		27		0		68

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
Q20 What do you like about this centre? (MENTIONED IN Q. 15) [MR]																				
<i>Those who visit another retail park or town at Q.18</i>																				
Better choice of shops	58.8%	40	58.3%	14	59.1%	26	68.2%	15	63.2%	12	48.1%	13	56.1%	23	63.0%	17	0.0%	0	58.8%	40
Better quality of shops	10.3%	7	12.5%	3	9.1%	4	9.1%	2	15.8%	3	7.4%	2	9.8%	4	11.1%	3	0.0%	0	10.3%	7
Better non-food shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better food shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better range of places to eat and drink	2.9%	2	4.2%	1	2.3%	1	0.0%	0	10.5%	2	0.0%	0	4.9%	2	0.0%	0	0.0%	0	2.9%	2
Street market / farmers market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More available car parking	4.4%	3	4.2%	1	4.5%	2	0.0%	0	5.3%	1	7.4%	2	7.3%	3	0.0%	0	0.0%	0	4.4%	3
Cheaper car parking	1.5%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	2.4%	1	0.0%	0	0.0%	0	1.5%	1
Other (WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better value	2.9%	2	4.2%	1	2.3%	1	4.5%	1	0.0%	0	3.7%	1	4.9%	2	0.0%	0	0.0%	0	2.9%	2
Central to everywhere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to college	1.5%	1	4.2%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	1.5%	1
Close to home	17.6%	12	8.3%	2	22.7%	10	9.1%	2	15.8%	3	25.9%	7	22.0%	9	11.1%	3	0.0%	0	17.6%	12
Good entertainment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modern	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Near the beach	1.5%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	2.4%	1	0.0%	0	0.0%	0	1.5%	1
Peaceful	1.5%	1	4.2%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.5%	1
Seafront	1.5%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.7%	1	0.0%	0	1.5%	1
Unspoilt (Don't know)	1.5%	1	4.2%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	1.5%	1
(Don't know)	7.4%	5	8.3%	2	6.8%	3	9.1%	2	0.0%	0	11.1%	3	4.9%	2	11.1%	3	0.0%	0	7.4%	5
Base:		68		24		44		22		19		27		41		27		0		68
Q21 Are there any types of leisure facilities that you feel (STUDY CENTRE) is lacking in?																				
Yes	19.5%	17	21.9%	7	18.2%	10	20.8%	5	14.8%	4	22.2%	8	24.5%	12	13.2%	5	0.0%	0	19.5%	17
No	77.0%	67	75.0%	24	78.2%	43	79.2%	19	81.5%	22	72.2%	26	71.4%	35	84.2%	32	0.0%	0	77.0%	67
(Don't know)	3.4%	3	3.1%	1	3.6%	2	0.0%	0	3.7%	1	5.6%	2	4.1%	2	2.6%	1	0.0%	0	3.4%	3
Base:		87		32		55		24		27		36		49		38		0		87

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester
Q22 What types of leisure facilities (including food and drink uses) do you feel (STUDY CENTRE) is lacking in? [MR]										
<i>Those who said yes at Q21</i>										
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	5.9%	1	0.0%	0	10.0%	1	20.0%	1	0.0%	0
Swimming pool	11.8%	2	14.3%	1	10.0%	1	0.0%	0	25.0%	1
Health and fitness club	5.9%	1	14.3%	1	0.0%	0	20.0%	1	0.0%	0
Theatre	23.5%	4	42.9%	3	10.0%	1	0.0%	0	25.0%	1
Pubs / bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafes	11.8%	2	0.0%	0	20.0%	2	40.0%	2	0.0%	0
Nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amusement arcade	5.9%	1	14.3%	1	0.0%	0	0.0%	0	25.0%	1
Athletics centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowling complex	23.5%	4	14.3%	1	30.0%	3	20.0%	1	25.0%	2
Casino	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Childrens activities	11.8%	2	14.3%	1	10.0%	1	20.0%	1	8.3%	1
Crazy golf	5.9%	1	0.0%	0	10.0%	1	20.0%	1	0.0%	0
Dance studio	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horse riding centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Indoor rock climbing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roller skate rink	5.9%	1	0.0%	0	10.0%	1	0.0%	0	12.5%	1
Sailing club	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speedway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steam Room	5.9%	1	0.0%	0	10.0%	1	0.0%	0	12.5%	1
Water park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.9%	1	0.0%	0	10.0%	1	0.0%	0	20.0%	1
Base:	17	7	10	5	4	8	12	5	0	17
GEN Gender:										
Male	36.8%	32	100.0%	32	0.0%	0	37.5%	9	44.4%	12
Female	63.2%	55	0.0%	0	100.0%	55	62.5%	15	55.6%	15
Base:	87	32	55	24	27	36	49	38	0	87

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester	
AGE AGE:											
16 - 24 years	12.6%	11 15.6%	5 10.9%	6 45.8%	11 0.0%	0 0.0%	0 8.2%	4 18.4%	7 0.0%	0 12.6%	11
25 - 34 years	14.9%	13 12.5%	4 16.4%	9 54.2%	13 0.0%	0 0.0%	0 10.2%	5 21.1%	8 0.0%	0 14.9%	13
35 - 44 years	8.0%	7 12.5%	4 5.5%	3 0.0%	0 25.9%	7 0.0%	0 4.1%	2 13.2%	5 0.0%	0 8.0%	7
45 - 54 years	23.0%	20 25.0%	8 21.8%	12 0.0%	0 74.1%	20 0.0%	0 22.4%	11 23.7%	9 0.0%	0 23.0%	20
55 - 64 years	14.9%	13 9.4%	3 18.2%	10 0.0%	0 0.0%	0 36.1%	13 18.4%	9 10.5%	4 0.0%	0 14.9%	13
65+ years	26.4%	23 25.0%	8 27.3%	15 0.0%	0 0.0%	0 63.9%	23 36.7%	18 13.2%	5 0.0%	0 26.4%	23
Base:		87	32	55	24	27	36	49	38	0	87
EMP Are you in paid employment											
Yes	52.9%	46 59.4%	19 49.1%	27 62.5%	15 77.8%	21 27.8%	10 49.0%	24 57.9%	22 0.0%	0 52.9%	46
No	47.1%	41 40.6%	13 50.9%	28 37.5%	9 22.2%	6 72.2%	26 51.0%	25 42.1%	16 0.0%	0 47.1%	41
Base:		87	32	55	24	27	36	49	38	0	87
EMPLOC Location of Workplace:											
<i>Those who are in paid employment</i>											
Dorchester	41.3%	19 36.8%	7 44.4%	12 26.7%	4 42.9%	9 60.0%	6 41.7%	10 40.9%	9 0.0%	0 41.3%	19
Weymouth	37.0%	17 36.8%	7 37.0%	10 60.0%	9 28.6%	6 20.0%	2 25.0%	6 50.0%	11 0.0%	0 37.0%	17
Varies	6.5%	3 5.3%	1 7.4%	2 0.0%	0 14.3%	3 0.0%	0 4.2%	1 9.1%	2 0.0%	0 6.5%	3
Dorset	4.3%	2 5.3%	1 3.7%	1 0.0%	0 4.8%	1 10.0%	1 8.3%	2 0.0%	0 0.0%	0 4.3%	2
Yeovil	2.2%	1 5.3%	1 0.0%	0 0.0%	0 4.8%	1 0.0%	0 4.2%	1 0.0%	0 0.0%	0 2.2%	1
London	2.2%	1 5.3%	1 0.0%	0 0.0%	0 0.0%	0 10.0%	1 4.2%	1 0.0%	0 0.0%	0 2.2%	1
Bolton	2.2%	1 0.0%	0 3.7%	1 0.0%	0 4.8%	1 0.0%	0 4.2%	1 0.0%	0 0.0%	0 2.2%	1
Poundbury	2.2%	1 5.3%	1 0.0%	0 6.7%	1 0.0%	0 0.0%	0 4.2%	1 0.0%	0 0.0%	0 2.2%	1
Bridport	2.2%	1 0.0%	0 3.7%	1 6.7%	1 0.0%	0 0.0%	0 4.2%	1 0.0%	0 0.0%	0 2.2%	1
Base:		46	19	27	15	21	10	24	22	0	46
SEG SEG:											
AB	25.3%	22 15.6%	5 30.9%	17 16.7%	4 22.2%	6 33.3%	12 44.9%	22 0.0%	0 0.0%	0 25.3%	22
C1	31.0%	27 34.4%	11 29.1%	16 20.8%	5 25.9%	7 41.7%	15 55.1%	27 0.0%	0 0.0%	0 31.0%	27
C2	25.3%	22 31.3%	10 21.8%	12 50.0%	12 29.6%	8 5.6%	2 0.0%	0 57.9%	22 0.0%	0 25.3%	22
DE	18.4%	16 18.8%	6 18.2%	10 12.5%	3 22.2%	6 19.4%	7 0.0%	0 42.1%	16 0.0%	0 18.4%	16
Base:		87	32	55	24	27	36	49	38	0	87
ADU Number of adults incl Resp: [MR]											
1 adult in hhold	18.4%	16 15.6%	5 20.0%	11 4.2%	1 14.8%	4 30.6%	11 14.3%	7 23.7%	9 0.0%	0 18.4%	16
2 adults in hhold	62.1%	54 62.5%	20 61.8%	34 66.7%	16 59.3%	16 61.1%	22 63.3%	31 60.5%	23 0.0%	0 62.1%	54
3 adults in hhold	12.6%	11 15.6%	5 10.9%	6 20.8%	5 14.8%	4 5.6%	2 14.3%	7 10.5%	4 0.0%	0 12.6%	11
4 or more adults in hhold	6.9%	6 6.3%	2 7.3%	4 8.3%	2 11.1%	3 2.8%	1 8.2%	4 5.3%	2 0.0%	0 6.9%	6
Base:		87	32	55	24	27	36	49	38	0	87

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weymouth	Dorchester			
CHI No. of children 15 years and under: [MR]																				
1 child in hhold	5.7%	5	3.1%	1	7.3%	4	8.3%	2	11.1%	3	0.0%	0	6.1%	3	5.3%	2	0.0%	0	5.7%	5
2 children in hhold	12.6%	11	6.3%	2	16.4%	9	25.0%	6	18.5%	5	0.0%	0	6.1%	3	21.1%	8	0.0%	0	12.6%	11
3 children in hhold	8.0%	7	12.5%	4	5.5%	3	16.7%	4	11.1%	3	0.0%	0	6.1%	3	10.5%	4	0.0%	0	8.0%	7
4 or more children in hhold	1.1%	1	3.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.1%	1
No children in hhold	72.4%	63	75.0%	24	70.9%	39	50.0%	12	55.6%	15	100.0%	36	81.6%	40	60.5%	23	0.0%	0	72.4%	63
Base:		87		32		55		24		27		36		49		38		0		87
CARS Number of cars in household: [MR]																				
1 car in hhold	34.5%	30	37.5%	12	32.7%	18	37.5%	9	25.9%	7	38.9%	14	38.8%	19	28.9%	11	0.0%	0	34.5%	30
2 cars in hhold	32.2%	28	34.4%	11	30.9%	17	29.2%	7	40.7%	11	27.8%	10	34.7%	17	28.9%	11	0.0%	0	32.2%	28
3 cars in hhold	8.0%	7	0.0%	0	12.7%	7	12.5%	3	7.4%	2	5.6%	2	12.2%	6	2.6%	1	0.0%	0	8.0%	7
4 or more cars in hhold	3.4%	3	3.1%	1	3.6%	2	4.2%	1	7.4%	2	0.0%	0	2.0%	1	5.3%	2	0.0%	0	3.4%	3
No cars in hhold	21.8%	19	25.0%	8	20.0%	11	16.7%	4	18.5%	5	27.8%	10	12.2%	6	34.2%	13	0.0%	0	21.8%	19
Base:		87		32		55		24		27		36		49		38		0		87
DAY Day:																				
Monday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thursday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friday	32.2%	28	25.0%	8	36.4%	20	45.8%	11	33.3%	9	22.2%	8	28.6%	14	36.8%	14	0.0%	0	32.2%	28
Saturday	67.8%	59	75.0%	24	63.6%	35	54.2%	13	66.7%	18	77.8%	28	71.4%	35	63.2%	24	0.0%	0	67.8%	59
Base:		87		32		55		24		27		36		49		38		0		87
CENT Centre:																				
Weymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	100.0%	87	100.0%	32	100.0%	55	100.0%	24	100.0%	27	100.0%	36	100.0%	49	100.0%	38	0.0%	0	100.0%	87
Base:		87		32		55		24		27		36		49		38		0		87

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weymouth	Dorchester			
LOC Location:																				
Weymouth - Junction of St Thomas Street / New Bond Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth - St Marys Street, around M&S	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth - Outside Railway Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth - Brunswick Terrace - sea front	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth - Top of steps leading to Custom House Quay (on bridge)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth - Cove Street / Trinity Street (harbour)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester - To the front of the Odeon	6.9%	6	3.1%	1	9.1%	5	4.2%	1	11.1%	3	5.6%	2	6.1%	3	7.9%	3	0.0%	0	6.9%	6
Dorchester - Weymouth Avenue	4.6%	4	3.1%	1	5.5%	3	0.0%	0	7.4%	2	5.6%	2	2.0%	1	7.9%	3	0.0%	0	4.6%	4
Dorchester - Junction of South Street / Trinity Street	19.5%	17	31.3%	10	12.7%	7	25.0%	6	11.1%	3	22.2%	8	18.4%	9	21.1%	8	0.0%	0	19.5%	17
Dorchester - Outside the Forum Centre	18.4%	16	25.0%	8	14.5%	8	25.0%	6	14.8%	4	16.7%	6	10.2%	5	28.9%	11	0.0%	0	18.4%	16
Dorchester - Around Tudor Arcade entrance	39.1%	34	31.3%	10	43.6%	24	33.3%	8	40.7%	11	41.7%	15	46.9%	23	28.9%	11	0.0%	0	39.1%	34
Dorchester - Junction of Trinity Street / High Street West	11.5%	10	6.3%	2	14.5%	8	12.5%	3	14.8%	4	8.3%	3	16.3%	8	5.3%	2	0.0%	0	11.5%	10
Base:		87		32		55		24		27		36		49		38		0		87

Weymouth & Dorchester In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Weymouth	Dorchester										
PC																				
BH20 4	1.1%	1	3.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.1%	1
BH20 6	1.1%	1	3.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.1%	1
BL2 4	1.1%	1	0.0%	0	1.8%	1	0.0%	0	3.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1
BS34 8	1.1%	1	3.1%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1
BT1 2	1.1%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.0%	1	0.0%	0	0.0%	0	1.1%	1
DT1 1	18.4%	16	15.6%	5	20.0%	11	16.7%	4	22.2%	6	16.7%	6	14.3%	7	23.7%	9	0.0%	0	18.4%	16
DT1 2	17.2%	15	15.6%	5	18.2%	10	25.0%	6	11.1%	3	16.7%	6	12.2%	6	23.7%	9	0.0%	0	17.2%	15
DT1 3	5.7%	5	9.4%	3	3.6%	2	8.3%	2	3.7%	1	5.6%	2	8.2%	4	2.6%	1	0.0%	0	5.7%	5
DT10	1.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.8%	1	2.0%	1	0.0%	0	0.0%	0	1.1%	1
DT11 0	1.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	2.6%	1	0.0%	0	1.1%	1
DT2 0	1.1%	1	0.0%	0	1.8%	1	4.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1
DT2 7	2.3%	2	3.1%	1	1.8%	1	4.2%	1	0.0%	0	2.8%	1	2.0%	1	2.6%	1	0.0%	0	2.3%	2
DT2 8	6.9%	6	6.3%	2	7.3%	4	8.3%	2	7.4%	2	5.6%	2	8.2%	4	5.3%	2	0.0%	0	6.9%	6
DT2 9	8.0%	7	12.5%	4	5.5%	3	4.2%	1	11.1%	3	8.3%	3	12.2%	6	2.6%	1	0.0%	0	8.0%	7
DT3	1.1%	1	0.0%	0	1.8%	1	0.0%	0	3.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1
DT3 4	2.3%	2	0.0%	0	3.6%	2	0.0%	0	7.4%	2	0.0%	0	2.0%	1	2.6%	1	0.0%	0	2.3%	2
DT3 5	2.3%	2	3.1%	1	1.8%	1	4.2%	1	0.0%	0	2.8%	1	2.0%	1	2.6%	1	0.0%	0	2.3%	2
DT3 6	2.3%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	5.6%	2	4.1%	2	0.0%	0	0.0%	0	2.3%	2
DT4 0	1.1%	1	0.0%	0	1.8%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.1%	1
DT4 8	1.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.8%	1	2.0%	1	0.0%	0	0.0%	0	1.1%	1
DT4 9	2.3%	2	0.0%	0	3.6%	2	4.2%	1	0.0%	0	2.8%	1	2.0%	1	2.6%	1	0.0%	0	2.3%	2
DT6 5	1.1%	1	3.1%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.1%	1
DT9 6	1.1%	1	3.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1
NP26 3	1.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.8%	1	2.0%	1	0.0%	0	0.0%	0	1.1%	1
NR18 9	1.1%	1	3.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1
SG2 0	1.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	2.6%	1	0.0%	0	1.1%	1
SP8 4	1.1%	1	0.0%	0	1.8%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.1%	1
SP8 5	1.1%	1	0.0%	0	1.8%	1	0.0%	0	3.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1
TW1 2	1.1%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.0%	1	0.0%	0	0.0%	0	1.1%	1
WR2 5	1.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.8%	1	2.0%	1	0.0%	0	0.0%	0	1.1%	1
Refused	9.2%	8	9.4%	3	9.1%	5	12.5%	3	3.7%	1	11.1%	4	6.1%	3	13.2%	5	0.0%	0	9.2%	8
Base:	87	32	55	24	27	36	49	38	0	87										

Appendix 4:

Sample Questionnaire

NEMS market research
WEYMOUTH & DORCHESTER IN CENTRE VISITOR SURVEY

INTRODUCTION: Good morning / afternoon, I am from NEMS market research, an independent market research company. We are conducting a short survey among people visiting Weymouth / Dorchester Town Centre (PLEASE STATE THE TOWN YOU ARE IN). It will take about 6 minutes, do you have time please?

ASK ALL:

Q.1 How did you travel to (STUDY CENTRE) today?

ONE ANSWER ONLY

	(1)
Car-driver	1 GO TO Q.2
Car-passenger	2 GO TO Q.2
<u>Bus</u>	<u>3 GO TO Q.5</u>
Bicycle	4 GO TO Q.5
Rail	5 GO TO Q.5
<u>Taxi</u>	<u>6 GO TO Q.5</u>
Walk	7 GO TO Q.5
Other (PLEASE WRITE IN)	8 GO TO Q.5

ASK THOSE IN WEYMOUTH ONLY WHO TRAVELLED BY CAR AT Q.1. OTHERS GO TO Q.5:

Q.2 Where did you park today?

ONE ANSWER ONLY

	(2)
Beach car park	1
Cosens Quay car park	2
<u>Council Offices car park</u>	<u>3</u>
Governor's Lane car park	4
Harbourside car park	5
<u>Lodmoor car park</u>	<u>6</u>
Melcombe Regis car park	7
Multi storey car park	8
<u>Nothe car park</u>	<u>9</u>
Overcombe car park	A
Park Street car park	B
<u>Pavilion car park</u>	<u>C</u>
Royal Yard car park	D
Swannery car park	E
Weymouth Park and Ride	F
Other (PLEASE WRITE IN)	G

(Didn't park – got dropped off)	H
---------------------------------	---

ASK THOSE WHO TRAVELLED BY CAR AT Q1. OTHERS GO TO Q.5:Q.3 On a scale of 1 to 10, where 1 is very easy and 10 is very difficult, how would you rate *finding* a parking space today?ONE ANSWER ONLY

Very easy				Neither easy nor difficult						Very difficult	(Dont know)
1	2	3	4	5	6	7	8	9	A	B	

ASK THOSE WHO TRAVELLED BY CAR AT Q1. OTHERS GO TO Q.5:Q.4 On a scale of 1 to 10, where 1 is very easy and 10 is very difficult, how would you rate the *cost* of parking in Weymouth?ONE ANSWER ONLY

Very easy				Neither easy nor difficult						Very difficult	(Dont know)
1	2	3	4	5	6	7	8	9	A	B	

ASK ALL:

Q.5 How long do you intend to stay in (STUDY CENTRE) today?
ONE ANSWER ONLY (3)

Less than 30 minutes	1
31-59 minutes	2
<u>Between 1-2 hours</u>	<u>3</u>
Between 2-3 hours	4
Between 3-4 hours	5
<u>Over 4 hours</u>	<u>6</u>
Overnight stay	7
Multiple night stay (on holiday)	8
(Don't know)	9

ASK ALL:

Q.6 How often do you visit (STUDY CENTRE) (including Sunday)?
ONE ANSWER ONLY (4)

Everyday	1
4-6 times a week	2
2-3 times a week	3
<u>Once a week</u>	<u>4</u>
Once every 2 weeks	5
Once every month	6
<u>Once a quarter</u>	<u>7</u>
Less than once a quarter	8
First time today	9
(Don't know)	A

ASK ALL:

Q.7 What is the main reason for your visit to (STUDY CENTRE)?
DO NOT PROMPT. ONE ANSWER ONLY (5)

To visit the market	1	GO TO Q.8
To buy non-food goods at the shops (e.g. shoes, clothes, jewellery)	2	GO TO Q.9
<u>To buy food goods at the shops (not take-away / café / restaurant)</u>	<u>3</u>	GO TO Q.12
For services (e.g. bank, building society, hairdressers)	4	GO TO Q.15
To use a leisure facility (e.g. sports centre)	5	GO TO Q.15
<u>As a day visitor to the Town Centre</u>	<u>6</u>	GO TO Q.15
As a staying visitor to the Town Centre (holiday)	7	GO TO Q.15
Eat out (e.g. take-away / café / restaurant)	8	GO TO Q.15
<u>Work</u>	<u>9</u>	GO TO Q.15
To meet someone	A	GO TO Q.15
To visit Weymouth Museum	B	GO TO Q.15
<u>To visit the beach</u>	<u>C</u>	GO TO Q.15
To visit the Tudor House Museum	D	GO TO Q.15
To visit the Sea Life Centre	E	GO TO Q.15
<u>To visit Nothe Fort</u>	<u>F</u>	GO TO Q.15
To visit the harbour	G	GO TO Q.15
To visit the amusements	H	GO TO Q.15
<u>To visit the theatre (Weymouth Pavillion)</u>	<u>I</u>	GO TO Q.15
To visit the cinema	J	GO TO Q.15
To visit Jurassic Skyline	K	GO TO Q.15
<u>To visit Brewery Square</u>	<u>L</u>	GO TO Q.15
To visit the Dinosaur Museum	M	GO TO Q.15
To visit the Teddy Bear Museum	N	GO TO Q.15
<u>To visit the Dorchester Arts Centre</u>	<u>O</u>	GO TO Q.15
To visit the Keep Military Museum	P	GO TO Q.15
To visit the Tutankhamun Exhibition	Q	GO TO Q.15
<u>To visit the Terracotta Warrior Museum</u>	<u>R</u>	GO TO Q.15
To visit the Odeon cinema	S	GO TO Q.15
To visit the Plaza cinema	T	GO TO Q.15
<u>To visit Dorset History Centre</u>	<u>U</u>	GO TO Q.15
To visit the Old Crown Court and Cells	V	GO TO Q.15
<u>Library / Public services (doctor, dentist, etc)</u>	<u>W</u>	GO TO Q.15
Other (PLEASE WRITE IN)	X	GO TO Q.15

(None)	Y	GO TO Q.15.
(Don't know)	Z	GO TO Q.15

ASK THOSE WHO MENTIONED 'MARKET' AT Q.7. OTHERS GO TO INSTRUCTION AT Q.9:

Q.8 Which types of market stall do you intend to visit or are likely to visit today?

DO NOT PROMPT ONE ANSWER ONLY

	(6)
Food and grocery	1
Clothing and footwear	2
Furniture, carpets, soft household furnishings	3
<u>DIY and decorating goods</u>	<u>4</u>
Domestic appliances	5
CDs, DVDs, games, books etc....	6
Gifts and antiques	7
Arts and crafts	8
<u>Other specialist non-food items</u>	<u>9</u>
None of the above	8
(Don't know)	A

ASK THOSE WHO MENTIONED 'NON FOOD ITEMS' AT Q.7. OTHERS GO TO Q.12:

Q.9 Which types of shop are you most likely to visit today?

DO NOT PROMPT ONE ANSWER ONLY

	(7)
Food and grocery	1
Clothing and footwear	2
Furniture, carpets, soft household furnishings	3
<u>DIY and decorating goods</u>	<u>4</u>
Domestic appliances	5
CDs, DVDs, games, books etc....	6
Gifts and antiques	7
Arts and crafts	8
<u>Other specialist non-food items</u>	<u>9</u>
None of the above	8
(Don't know)	A

ASK THOSE WHO MENTIONED 'NON FOOD ITEMS' AT Q.7. OTHERS GO TO Q.12:

Q.10 What are the names of the MAIN non-food shops you have visited or intend to visit today?

DO NOT PROMPT RECORD UP TO FIVE ANSWERS ONLY

(8)

ASK THOSE WHO MENTIONED 'NON FOOD ITEMS' AT Q.7. OTHERS GO TO Q.12:

Q.11 How much have you spent or intend to spend today on **non-food** items?

ONE ANSWER ONLY

	(9)
Nothing	1
Less than £5.00	2
<u>£5.01-£10.00</u>	<u>3</u>
£10.01-£20.00	4
£20.01-£30.00	5
<u>£30.01-£50.00</u>	<u>6</u>
£50.01-£100.00	7
£100.01-£150.00	8
<u>£150.01-£200.00</u>	<u>9</u>
£200.01-£250.00	A
Over £250.00	B
<u>(Don't know)</u>	<u>C</u>
(Refused)	D

ASK THOSE WHO MENTIONED 'FOOD ITEMS' AT Q.7. OTHERS GO TO Q.15:

Q.12 What are the names of the MAIN food shops you have visited or intend to visit today?

DO NOT PROMPT RECORD UP TO FIVE RESPONSES ONLY

WEYMOUTH	(10)
Sainsbury's,	1
Morrisons	2
<u>Asda</u>	<u>3</u>
Marks & Spencers	4
Aldi	5
<u>Iceland</u>	<u>6</u>
Tesco Metro	7
Other (PLEASE WRITE IN)	8

DORCHESTER	(11)
Waitrose	1
Tesco, Weymouth Avenue	2
<u>Co-op, The Forum Centre</u>	<u>3</u>
Marks & Spencers	4
Lidl, The Grove	5
<u>Iceland</u>	<u>6</u>
Other (PLEASE WRITE IN)	7

(Don't know) 8

ASK THOSE WHO MENTIONED 'FOOD ITEMS' AT Q.7. OTHERS GO TO Q.15:

Q.13 How much have you spent or intend to spend today on **food** items?

DO NOT PROMPT ONE ANSWER ONLY

	(12)
Nothing	1
Less than £5.00	2
<u>£5.01-£10.00</u>	<u>3</u>
£10.01-£20.00	4
£20.01-£30.00	5
<u>£30.01-£50.00</u>	<u>6</u>
£50.01-£100.00	7
£100.01-£150.00	8
<u>£150.01-£200.00</u>	<u>9</u>
£200.01-£250.00	A
Over £250.00	B
<u>(Don't know)</u>	<u>C</u>
(Refused)	D

ASK THOSE WHO MENTIONED 'FOOD ITEMS' AT Q.7. OTHERS GO TO Q.15:

Q.14 When visiting the food store do you intend to link your shopping trip with a visit to other shops or services in the town centre?

DO NOT PROMPT CAN BE MULTI CODED

	(13)
No	1
Yes – other food shop	2
<u>Yes – Other non-food shops</u>	<u>3</u>
Yes – Café / restaurant	4
Yes – Gym	5
<u>Yes - Library</u>	<u>6</u>
Yes – Leisure (e.g.cinema)	7
Yes – Other (PLEASE WRITE IN)	8

(Don't know) C

ASK ALL:

Q.15 What do you like MOST about (STUDY CENTRE)?

CODE UP TO THREE RESPONSES: DO NOT PROMPT

	(14)
Near / convenient	1
Easy walking distance	2
<u>Good public transport links</u>	3
Parking is easy	4
Parking is cheap	5
<u>Lack of congestion on roads</u>	6
Pedestrianised streets	7
Little traffic-pedestrian conflict	8
Good directional signs to centre	9
Convenient drop off / pick up stops for buses / good location of bus station	A
	(15)
Ease of access to all (with pushchairs, wheelchairs, etc)	1
Well signposted route ways / good local maps	2
<u>General cleanliness of shopping streets</u>	3
Feels safe / absence of threatening individuals / groups	4
Presence of police / other security measures	5
<u>Nice street furniture / floral displays</u>	6
Nice busy feel	7
Not too crowded	8
Character / atmosphere	9
	(16)
Historic buildings / tourist attractions	1
The beach	2
<u>The harbour</u>	3
The Jurassic Skyline	4
The Sea Life Centre	5
<u>The amusements</u>	6
The theatre	7
The cinema	8
	(17)
The markets	1
Selection / choice of independent / specialist shops	2
<u>Presence of a large supermarket</u>	3
Selection / choice of multiple shops (i.e. high street chains)	4
Quality of shops	5
Specified shops (PLEASE WRITE IN)	6
Prices are competitive in shops compared to other town/district centres	7
Play area for children	8
<u>Range of places to eat out (e.g. cafes, restaurants, takeaways)</u>	9
Range of pubs / bars	A
	(18)
Range of services (banks, insurance, hairdressers, etc)	1
Range of leisure facilities	2
<u>Availability of employment opportunities</u>	3
Brewery Square	4
Dinosaur Museum	5
<u>Dorchester Arts Centre</u>	6
Dorset History Centre	7
Keep Military Museum	8
Odeon cinema	9
	(19)
Plaza cinema	1
Teddy Bear Museum	2
<u>Terracotta Warrior Museum</u>	3
The Old Crown Court and Cells	4
Tutankhamun Exhibition	5
Other (PLEASE WRITE IN)	6
I like everything about the Town Centre	7
<u>(No opinion)</u>	8
(Nothing in particular)	9

ASK ALL:

Q.16 How could (STUDY CENTRE) be improved?

DO NOT PROMPT CODE UP TO THREE RESPONSES:

	(20)
Specified new shop (PLEASE WRITE IN)	1

Better market stalls	2
<u>Better choice of leisure destinations in general</u>	3
Better quality of leisure uses	4
More choice of restaurants / cafes	5
<u>Better quality restaurants/ cafes</u>	6
More choice of pubs / bars	7
Better quality pubs / bars	8
Cleaner/better beach	9
	(21)
More/better overnight accommodation	1
More priority of pedestrians / pedestrianisation	2
<u>More/better tourist facilities</u>	3
Less traffic / congestion	4
More shelter from wind / rain	5
<u>Improve appearance / environment of centre</u>	6
Remove litter more often	7
More ATMs (cash machines)	8
Less traffic / congestion	9
	(22)
More parking	1
Cheaper parking	2
<u>More accessible car parking</u>	3
Better bus services to the centre	4
New / relocated bus stops	5
<u>Improved security measures / policing</u>	6
Better signposting within the centre	7
Redevelopments/changes to site (PLEASE SPECIFY SITES)	8

Other (PLEASE WRITE IN)	9

(Don't know)	A
(None mentioned)	B

ASK ALL:

Q.17 Is there a specific shop / type of shop that would encourage you to visit (STUDY CENTRE) more often?

ONE ANSWER ONLY DO NOT PROMPT

	(23)
Yes (PLEASE WRITE IN)	1

No	2
(Don't know)	3

ASK ALL:

Q.18 What other CENTRE or RETAIL PARK do you regularly visit (once a month or more)?

DO NOT PROMPT ONE ANSWER ONLY

Retail Parks	(24)
Weymouth Avenue Retail Park, Weymouth Avenue, Dorchester	1
Brewery Square, Weymouth Avenue, Dorchester	2
<u>Jubilee Retail Park, Weymouth</u>	3
Harwood Retail Centre, Station Road, Gillingham	4
Babylon Hill Retail Park, Yeovil (The Peel Centre)	5
<u>Quedam Shopping Centre, Yeovil</u>	6
Houndstone Retail Park, Yeovil	7
Wessex Gate Retail Park, 10 Broadstone Way,	8
Poole Retail Park	9
	(25)
Branksome	1
Mallard Road Retail Park	2
<u>Turbary/Ringwood Road Retail Park</u>	3
Castlepoint Shopping Park, Castle Lane West, Bournemouth	4
Southampton Road Retail Park, Southampton Road, Salisbury	5
<u>Bourne Retail Park, 72 Hatches Lane, Salisbury</u>	6
Clarks Village, Farm Road, Street	7
Local Shops	(26)
Abbotsbury Road, Westham	1
Bath	2
<u>Beaminster</u>	3
Blandford Forum (or Blandford)	4
Boscombe	5
<u>Bournemouth</u>	6
Bridport	7
Bristol	8
Broadstone	9
	(27)
Chickerell	1
Christchurch	2
<u>Dorchester</u>	3
Easton, Portland	4
Ferndown	5
<u>Fordingbridge</u>	6
Fortuneswell, Portland	7
Gillingham	8
Grove, Portland	9
	(28)
Highcliffe	1
Littlemoor Centre	2
<u>Lyme Regis</u>	3
New Milton	4
Poole	5
<u>Portland Road, Wyke Regis</u>	6
Portsmouth	7
Poundbury	8
Salisbury	9
	(29)
Shaftesbury	1
Sherborne	2
<u>Southampton</u>	3
Southill Centre, Radipole Lane, Weymouth	4
Stalbridge	5
<u>Sturminster Newton</u>	6
Swanage	7
Verwood	8
<u>Wareham</u>	9
Weymouth	A
Wincanton	B
<u>Yeovil</u>	C
Other (PLEASE WRITE IN)	D
<hr/>	
(Don't know)	E
Don't visit any other Retail Park / Centre	F

ASK THOSE WHO VISIT ANOTHER RETAIL PARK OR TOWN AT Q.18. OTHERS GO TO Q.21

Q.19 What is the purpose of your visit to this other centre or retail park (MENTIONED IN Q. 18)

CAN BE MULTICODED: What else?

	(30)
To buy food items (not take-away / café / restaurant)	1
To buy non-food goods (e.g. shoes, clothes, jewellery)	2
<u>For services (e.g. bank, building society, hairdressers)</u>	<u>3</u>
To use a leisure facility (cinema, sports centre, bowling)	4
As a day visitor to the Town Centre	5
<u>As a staying visitor to the Town Centre</u>	<u>6</u>
Eat out (e.g. take-away / café / restaurant)	7
Work	8
<u>To meet someone</u>	<u>9</u>
Library / public services (doctor, dentist, etc)	A
Other (PLEASE WRITE IN)	B

(Don't know) C

ASK THOSE WHO VISIT ANOTHER RETAIL PARK OR TOWN AT Q.18. OTHERS GO TO Q.21

Q.20 What do you like about this centre? (MENTIONED IN Q. 15)

CAN BE MULTICODED: What else?

	(31)
Better choice of shops	1
Better quality of shops	2
<u>Better non-food shopping</u>	<u>3</u>
Better food shopping	4
Better range of places to eat and drink	5
<u>Street market / farmers market</u>	<u>6</u>
More available car parking	7
Cheaper car parking	8
Other (WRITE IN)	9

(Don't know) A

ASK ALL:

Q.21 Are there any types of leisure facilities that you feel (STUDY CENTRE) is lacking in?

ONE ANSWER ONLY DO NOT PROMPT

	(32)
Yes	1 GO TO Q.23
No	2 GO RESPONDENT DETAILS
(Don't know)	3 GO TO Q.23

ASK THOSE WHO SAID 'YES' AT Q.21. OTHERS GO TO RESPONDENT DETAILS

Q.22 What types of leisure facilities (including food and drink uses) do you feel (STUDY CENTRE) is lacking in?

CAN BE MULTICODED: What else?

	(33)
Cinema	1
Bingo hall	2
<u>Leisure centre</u>	<u>3</u>
Swimming pool	4
Health and fitness club	5
<u>Theatre</u>	<u>6</u>
Pubs / bars	7
Restaurants / cafes	8
<u>Nightclubs</u>	<u>9</u>
Other (PLEASE WRITE IN)	A

(Don't know) B

RESPONDENT DETAILS

FOR THE PURPOSE OF HEAD OFFICE CHECKING THE QUALITY OF MY WORK, MAY I TAKE YOUR NAME, ADDRESS AND CONTACT TELEPHONE NUMBER PLEASE?

INTERVIEWER: PLEASE RECORD IN BLOCK CAPITALS.

NAME: _____

ADDRESS: _____

POST CODE: TEL. No. _____

CLASSIFICATION

GENDER:	(34)	AGE GROUP:	(35)
Male	1	16 - 24 years	1
Female	2	25 - 34 years	2
		<u>35 - 44 years</u>	<u>3</u>
		45 - 54 years	4
		55 - 64 years	5
		65+ years	6

ARE YOU IN PAID EMPLOYMENT?	(36)	Location of Workplace:	(37)
YES	1	_____	
No	2		

OCCUPATION OF CHIEF WAGE EARNER: _____

	(38)
AB	1
<u>C1</u>	<u>2</u>
C2	3
DE	4

HOUSEHOLD COMPOSITION:

Number of adults incl Resp: (39)
 No. of children 15 years and under: (40)
 Number of cars in household: (41)

DAY OF INTERVIEW:	(42)	CENTRE:	(43)	LOCATION (SEE INSTR / MAP):	(44)
Monday	1	Weymouth	1	Point 1	1
Tuesday	2	Dorchester	2	Point 2	2
<u>Wednesday</u>	<u>3</u>			<u>Point 3</u>	<u>3</u>
Thursday	4			Point 4	4
Friday	5			Point 5	5
Saturday	6			Point 6	6

DECLARATION: I certify that the interview has been personally carried out by me with the informant and conducted within the MRS Code of Conduct. I further certify that the informant is not a friend or relative of mine and I have not interviewed him / her on any survey in the last six months.

INTERVIEWER'S SIGNATURE: _____ DATE: (45) (46)

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Appendix 5:

Weymouth Map



● Junction of St Thomas St/New Bond St

● Outside railway station

● Cove Street/Trinity St (harbour)

● St Marys St, around M&S

● Brunswick Terrace- sea front

● Top of steps leading to Custom House Quay (on bridge)

Appendix 6:

Dorchester Map

Dorchester

To the front of the Odeon



Weymouth Ave



Outside the Forum Centre



Around Tudor Arcade entrance



Junction of Trinity St/High St W



Junction of South St/Trinity St

