Lichfield Centres Study

Volume 3: In-Centre Survey Results – FINAL

lsh.co.uk

Lichfield & Burntwood Visitor Survey
for Lambert Smith Hampton

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	

Q01 What is the main purpose of your visit to Lichfield city / Burntwood town centre today?

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Socialising	12.0%	18	6.3%	4	16.1%	14	13.9%	5	15.7%	8	7.9%	5	12.5%	17	7.1%	1
Work / business	10.7%	16	14.3%	9	8.0%	7	11.1%	4	11.8%	6	9.5%	6	11.8%	16	0.0%	0
Browsing	10.7%	16	12.7%	8	9.2%	8	11.1%	4	3.9%	2	15.9%	10	11.0%	15	7.1%	1
Eating or drinking out	10.7%	16	9.5%	6	11.5%	10	8.3%	3	13.7%	7	9.5%	6	10.3%	14	14.3%	2
Non-food shopping (e.g. clothing and footwear)	9.3%	14	4.8%	3	12.6%	11	5.6%	2	11.8%	6	9.5%	6	8.8%	12	14.3%	2
Personal services (e.g. hairdressers, nail bar, beauty salon)	8.7%	13	4.8%	3	11.5%	10	13.9%	5	11.8%	6	3.2%	2	8.1%	11	14.3%	2
Tourism / sight seeing	7.3%	11	6.3%	4	8.0%	7	5.6%	2	7.8%	4	7.9%	5	7.4%	10	7.1%	1
Financial services (e.g. banks, building societies, accountants)	6.7%	10	11.1%	7	3.4%	3	2.8%	1	5.9%	3	9.5%	6	6.6%	9	7.1%	1
Food shopping	6.0%	9	11.1%	7	2.3%	2	8.3%	3	2.0%	1	7.9%	5	5.9%	8	7.1%	1
Non-food shopping (e.g. Personal / luxury goods such as books, jewellery, china, glass and cosmetics)	3.3%	5	3.2%	2	3.4%	3	0.0%	0	3.9%	2	4.8%	3	3.7%	5	0.0%	0
Theatre	2.7%	4	1.6%	1	3.4%	3	2.8%	1	5.9%	3	0.0%	0	2.9%	4	0.0%	0
Health services (e.g. doctors, dentists, opticians)	2.7%	4	3.2%	2	2.3%	2	0.0%	0	3.9%	2	3.2%	2	2.9%	4	0.0%	0
Health & fitness / gym	2.0%	3	1.6%	1	2.3%	2	5.6%	2	2.0%	1	0.0%	0	1.5%	2	7.1%	1
Non-food shopping (e.g. DIY and decorating goods)	2.0%	3	3.2%	2	1.1%	1	0.0%	0	0.0%	0	4.8%	3	1.5%	2	7.1%	1
Other services (e.g. travel agents, estate agents)	1.3%	2	0.0%	0	2.3%	2	2.8%	1	0.0%	0	1.6%	1	1.5%	2	0.0%	0
Non-food shopping (e.g. TV, Hi Fi, radio, photographic and Computer equipment)	1.3%	2	3.2%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	1.5%	2	0.0%	0
Going to the park	1.3%	2	1.6%	1	1.1%	1	5.6%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Education	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Bookmakers	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	7.1%	1
Base:		150		63		87		36		51		63		136		14

Q02 What else, if anything, will you be doing here today? [MR]
Those who stated a purpose at Q01

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Eating or drinking out	28.7%	43	31.7%	20	26.4%	23	19.4%	7	37.3%	19	27.0%	17	29.4%	40	21.4%	3
Browsing	18.7%	28	14.3%	9	21.8%	19	5.6%	2	35.3%	18	12.7%	8	18.4%	25	21.4%	3
Non-food shopping (e.g. clothing and footwear)	11.3%	17	19.0%	12	5.7%	5	13.9%	5	13.7%	7	7.9%	5	11.8%	16	7.1%	1
Food shopping	10.0%	15	11.1%	7	9.2%	8	5.6%	2	7.8%	4	14.3%	9	8.1%	11	28.6%	4
Tourism / sight seeing	6.7%	10	3.2%	2	9.2%	8	2.8%	1	3.9%	2	11.1%	7	5.9%	8	14.3%	2
Socialising	6.7%	10	6.3%	4	6.9%	6	2.8%	1	3.9%	2	11.1%	7	5.9%	8	14.3%	2
Non-food shopping (e.g. Personal / luxury goods such as books, jewellery, china, glass and cosmetics)	3.3%	5	4.8%	3	2.3%	2	5.6%	2	0.0%	0	4.8%	3	3.7%	5	0.0%	0
Financial services (e.g. banks, building societies, accountants)	2.0%	3	3.2%	2	1.1%	1	0.0%	0	2.0%	1	3.2%	2	2.2%	3	0.0%	0
Work / business	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
Non-food shopping (e.g. Domestic electrical appliances such as fridges, kettles, washing machines)	0.7%	1	1.6%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Education	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Non-food shopping (e.g. DIY and decorating goods)	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
Going to the park	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Library	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
(Nothing else)	34.0%	51	33.3%	21	34.5%	30	52.8%	19	19.6%	10	34.9%	22	35.3%	48	21.4%	3
(Don't know)	1.3%	2	0.0%	0	2.3%	2	2.8%	1	2.0%	1	0.0%	0	1.5%	2	0.0%	0
Base:		150		63		87		36		51		63		136		14

Column %ges.

Lichfield & Burntwood Visitor Survey
for Lambert Smith Hampton

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	

Q02X Any mention activities (Q01 & Q02) [MR]
Those who stated a purpose at Q01

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Eating or drinking out	39.3%	59	41.3%	26	37.9%	33	27.8%	10	51.0%	26	36.5%	23	39.7%	54	35.7%	5
Browsing	29.3%	44	27.0%	17	31.0%	27	16.7%	6	39.2%	20	28.6%	18	29.4%	40	28.6%	4
Non-food shopping (e.g. clothing and footwear)	20.7%	31	23.8%	15	18.4%	16	19.4%	7	25.5%	13	17.5%	11	20.6%	28	21.4%	3
Socialising	18.7%	28	12.7%	8	23.0%	20	16.7%	6	19.6%	10	19.0%	12	18.4%	25	21.4%	3
Food shopping	16.0%	24	22.2%	14	11.5%	10	13.9%	5	9.8%	5	22.2%	14	14.0%	19	35.7%	5
Tourism / sight seeing	14.0%	21	9.5%	6	17.2%	15	8.3%	3	11.8%	6	19.0%	12	13.2%	18	21.4%	3
Work / business	11.3%	17	14.3%	9	9.2%	8	11.1%	4	13.7%	7	9.5%	6	12.5%	17	0.0%	0
Financial services (e.g. banks, building societies, accountants)	8.7%	13	14.3%	9	4.6%	4	2.8%	1	7.8%	4	12.7%	8	8.8%	12	7.1%	1
Personal services (e.g. hairdressers, nail bar, beauty salon)	8.7%	13	4.8%	3	11.5%	10	13.9%	5	11.8%	6	3.2%	2	8.1%	11	14.3%	2
Non-food shopping (e.g. Personal / luxury goods such as books, jewellery, china, glass and cosmetics)	6.7%	10	7.9%	5	5.7%	5	5.6%	2	3.9%	2	9.5%	6	7.4%	10	0.0%	0
Theatre	2.7%	4	1.6%	1	3.4%	3	2.8%	1	5.9%	3	0.0%	0	2.9%	4	0.0%	0
Health services (e.g. doctors, dentists, opticians)	2.7%	4	3.2%	2	2.3%	2	0.0%	0	3.9%	2	3.2%	2	2.9%	4	0.0%	0
Non-food shopping (e.g. DIY and decorating goods)	2.7%	4	4.8%	3	1.1%	1	0.0%	0	2.0%	1	4.8%	3	2.2%	3	7.1%	1
Health & fitness / gym	2.0%	3	1.6%	1	2.3%	2	5.6%	2	2.0%	1	0.0%	0	1.5%	2	7.1%	1
Going to the park	2.0%	3	1.6%	1	2.3%	2	8.3%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Education	1.3%	2	1.6%	1	1.1%	1	2.8%	1	0.0%	0	1.6%	1	1.5%	2	0.0%	0
Non-food shopping (e.g. TV, Hi Fi, radio, photographic and Computer equipment)	1.3%	2	3.2%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	1.5%	2	0.0%	0
Other services (e.g. travel agents, estate agents)	1.3%	2	0.0%	0	2.3%	2	2.8%	1	0.0%	0	1.6%	1	1.5%	2	0.0%	0
Bookmakers	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	7.1%	1
Library	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
Non-food shopping (e.g. Domestic electrical appliances such as fridges, kettles, washing machines)	0.7%	1	1.6%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Base:		150		63		87		36		51		63		136		14

Meanscore: [Time in minutes]

Q03 Approximately how long will you spend in the town centre today?

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Less than 30 minutes	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 - 59 minutes	4.7%	7	7.9%	5	2.3%	2	2.8%	1	0.0%	0	9.5%	6	4.4%	6	7.1%	1
1hr -1 hr 29 min	8.7%	13	11.1%	7	6.9%	6	11.1%	4	5.9%	3	9.5%	6	9.6%	13	0.0%	0
1hr 30 mins - 1 hr 59 min	18.7%	28	22.2%	14	16.1%	14	8.3%	3	13.7%	7	28.6%	18	17.6%	24	28.6%	4
2hrs - 2hrs 29 mins	15.3%	23	11.1%	7	18.4%	16	19.4%	7	21.6%	11	7.9%	5	15.4%	21	14.3%	2
2hrs 30 mins - 2hrs 59 mins	18.7%	28	12.7%	8	23.0%	20	25.0%	9	19.6%	10	14.3%	9	19.1%	26	14.3%	2
3hrs - 3hrs 29 mins	13.3%	20	20.6%	13	8.0%	7	13.9%	5	11.8%	6	14.3%	9	14.0%	19	7.1%	1
3hrs 30 mins - 3hrs 59 mins	5.3%	8	4.8%	3	5.7%	5	2.8%	1	7.8%	4	4.8%	3	5.1%	7	7.1%	1
4hrs - 4hrs 29 mins	5.3%	8	0.0%	0	9.2%	8	2.8%	1	9.8%	5	3.2%	2	4.4%	6	14.3%	2
4hrs 30 mins - 4hrs 59 mins	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5hrs - 5hrs 29 mins	4.0%	6	0.0%	0	6.9%	6	0.0%	0	3.9%	2	6.3%	4	3.7%	5	7.1%	1
5hrs 30 mins - 5hrs 59 mins	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
6hrs or more	4.7%	7	7.9%	5	2.3%	2	11.1%	4	3.9%	2	1.6%	1	5.1%	7	0.0%	0
(Don't know)	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
Mean:		*166.91*		*157.98*		*173.28*		*182.50*		*178.20*		*149.05*		*167.11*		*165.00*
Base:		150		63		87		36		51		63		136		14

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	

Q04 What is the full postcode / address of your point of origin?

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
B23 6AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B43 6QL	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
B70 6LR	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
B77 4PU	0.7%	1	1.6%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
B78 3FH	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
B78 3PR	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
B79 7BH	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
B79 7UB	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
B79 8PW	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
CV1 1AH	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
CV11 7AZ	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
DE12 8JN	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
DE12 8NJ	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
DE13 0FU	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
DE13 7AE	1.3%	2	1.6%	1	1.1%	1	0.0%	0	2.0%	1	1.6%	1	1.5%	2	0.0%	0
DE13 8PD	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
DE13 8QA	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
DE13 9FZ	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
DE14 2GF	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
DE15 9HR	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
DE6 5LG	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Kensington Oval	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	7.1%	1
LE1 1AF	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
LE1 1SR	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
NG1 1AA	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
ST17 0BX	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
TQ5 9NA	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
TW5 9LR	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WR5 6TD	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS1 1NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 0AT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 0HQ	1.3%	2	0.0%	0	2.3%	2	2.8%	1	2.0%	1	0.0%	0	0.0%	0	14.3%	2
WS11 1JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 1LU	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS11 1QW	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS11 1SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 9PE	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS11 9QF	1.3%	2	0.0%	0	2.3%	2	2.8%	1	0.0%	0	1.6%	1	1.5%	2	0.0%	0
WS12 0JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 0SX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 1QQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 2EE	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS12 2EP	0.7%	1	1.6%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS12 2RY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 3HA	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS12 3HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 3HP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 4NE	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS12 4NH	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS12 4NL	2.0%	3	1.6%	1	2.3%	2	0.0%	0	0.0%	0	4.8%	3	2.2%	3	0.0%	0
WS12 4NR	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS12 4RN	2.0%	3	1.6%	1	2.3%	2	2.8%	1	2.0%	1	1.6%	1	2.2%	3	0.0%	0
WS12 4RT	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS12 4XD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 5EX	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS13 6AB	0.7%	1	1.6%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS13 6AX	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	7.1%	1
WS13 6BT	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS13 6DA	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS13 6ES	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS13 6ET	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS13 6LT	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS13 6RL	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS13 6SL	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS13 6TF	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	7.1%	1
WS13 6XB	0.7%	1	1.6%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS13 7DU	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS13 7JD	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS13 7JJ	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS13 7JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 7JU	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS13 7LF	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	7.1%	1

Column %ges.

Lichfield & Burntwood Visitor Survey
for Lambert Smith Hampton

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
WS13 7LR	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS13 7LW	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS13 7LZ	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS13 7PB	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	7.1%	1
WS13 7SJ	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS13 8AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 8EB	0.7%	1	1.6%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS13 8GS	0.7%	1	1.6%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS13 8GT	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS13 8RG	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS13 8SF	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS13 8UQ	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS13 8XL	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 0FE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 0FL	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS14 0GE	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	7.1%	1
WS14 3JH	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS14 9AP	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS14 9BQ	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS14 9EB	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS14 9GE	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	7.1%	1
WS14 9HU	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS14 9JJ	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS14 9SD	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS14 OBW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS15 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS15 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS15 1AT	0.7%	1	1.6%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS15 1AZ	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS15 1EQ	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS15 2DB	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS15 2NA	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS15 2RB	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS15 4RW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS15 4SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 1JJ	0.7%	1	1.6%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS3 1RB	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1
WS3 2PZ	0.7%	1	1.6%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS3 2UG	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS3 2UH	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS3 3QN	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS3 3XE	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS3 4AA	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS3 4ES	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS3 4JR	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS3 4LS	2.0%	3	1.6%	1	2.3%	2	2.8%	1	3.9%	2	0.0%	0	2.2%	3	0.0%	0
WS3 4NE	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS3 4NQ	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS4 1EQ	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS4 1PT	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS5 3BH	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS5 4PD	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS5 4TE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS6 6LT	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS6 7HN	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	7.1%	1
WS7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 0BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 0DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 0DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 0EE	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS7 0EY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 0HW	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	7.1%	1
WS7 0LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 1AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 1AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 1AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 1AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 1BL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 1BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 1GH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 1HP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 1HT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

NEMS market research

Lichfield & Burntwood Visitor Survey
for Lambert Smith Hampton

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
WS7 1JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 1JR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 1JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 1JX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 1JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 1LU	1.3%	2	1.6%	1	1.1%	1	2.8%	1	0.0%	0	1.6%	1	1.5%	2	0.0%	0
WS7 1NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 1PR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 1RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 2AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 2AU	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS7 2BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 2BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 2BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 2BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 2DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 2DR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 2EL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 2EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 2GW	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS7 2HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 2HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 2JE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 2NN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 2NX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 2PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 2PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 3AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 3RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 3RQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 3RT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 3RU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 3UZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 3XA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 3XF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 3XH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 3XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 4QW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 4RS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 4RT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 4RU	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS7 4SR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 4TJ	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS7 4TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 4TN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 4TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 4TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 4UA	0.7%	1	1.6%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS7 4US	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 4UW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 4YE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 4YF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 8FS	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS7 8QW	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS7 9AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 9AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 9AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 9BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 9BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 9DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 9DD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 9DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 9JR	0.7%	1	1.6%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS7 9LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 9LW	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS7 9QD	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS7 9QJ	2.0%	3	3.2%	2	1.1%	1	0.0%	0	3.9%	2	1.6%	1	2.2%	3	0.0%	0
WS7 9QQ	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS8 6AA	0.7%	1	1.6%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS8 6FH	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS8 6GB	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS8 6JJ	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS8 6JL	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	7.1%	1
WS8 6JY	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0

Column %ges.

NEMS market research

Lichfield & Burntwood Visitor Survey
for Lambert Smith Hampton

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
WS8 7AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS8 7NH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS8 7PF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 0AZ	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	7.1%	1
WS9 0BP	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS9 8JE	0.7%	1	1.6%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS9 8RN	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS9 9BZ	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS9 9JP	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS9 9JR	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WV11 2BS	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WV11 2RH	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WV12 5EY	0.7%	1	1.6%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WV12 5QV	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WV13 3LD	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:		150		63		87		36		51		63		136		14

Q05　What types of shops, businesses or services in Lichfield city / Burntwood town centre have you visited, or do you intend to visit today? [MR]

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Restaurants / cafes	26.0%	39	19.0%	12	31.0%	27	22.2%	8	25.5%	13	28.6%	18	24.3%	33	42.9%	6
Clothing / fashion store	19.3%	29	12.7%	8	24.1%	21	16.7%	6	17.6%	9	22.2%	14	18.4%	25	28.6%	4
Charity shops	18.7%	28	12.7%	8	23.0%	20	11.1%	4	25.5%	13	17.5%	11	18.4%	25	21.4%	3
Pubs / bars	14.7%	22	7.9%	5	19.5%	17	0.0%	0	31.4%	16	9.5%	6	15.4%	21	7.1%	1
Foodstore / supermarket	12.7%	19	15.9%	10	10.3%	9	16.7%	6	5.9%	3	15.9%	10	11.8%	16	21.4%	3
Health and beauty shops	12.0%	18	11.1%	7	12.6%	11	5.6%	2	13.7%	7	14.3%	9	10.3%	14	28.6%	4
Banks / building societies	10.7%	16	17.5%	11	5.7%	5	0.0%	0	7.8%	4	19.0%	12	11.0%	15	7.1%	1
Hairdressers / barbers / beauty salon	9.3%	14	4.8%	3	12.6%	11	13.9%	5	9.8%	5	6.3%	4	8.8%	12	14.3%	2
General stores / corner shops / newsagents	8.7%	13	4.8%	3	11.5%	10	8.3%	3	5.9%	3	11.1%	7	6.6%	9	28.6%	4
Chemists / pharmacy	7.3%	11	7.9%	5	6.9%	6	8.3%	3	5.9%	3	7.9%	5	7.4%	10	7.1%	1
Health food shops	7.3%	11	1.6%	1	11.5%	10	8.3%	3	7.8%	4	6.3%	4	8.1%	11	0.0%	0
Butchers	6.7%	10	6.3%	4	6.9%	6	8.3%	3	7.8%	4	4.8%	3	6.6%	9	7.1%	1
Household goods shops	6.0%	9	3.2%	2	8.0%	7	2.8%	1	9.8%	5	4.8%	3	5.1%	7	14.3%	2
DIY / hardware stores	5.3%	8	9.5%	6	2.3%	2	2.8%	1	7.8%	4	4.8%	3	5.9%	8	0.0%	0
Book shops	4.7%	7	6.3%	4	3.4%	3	8.3%	3	2.0%	1	4.8%	3	5.1%	7	0.0%	0
Market	4.7%	7	4.8%	3	4.6%	4	0.0%	0	5.9%	3	6.3%	4	3.7%	5	14.3%	2
Home furnishing / textile shops	4.0%	6	4.8%	3	3.4%	3	5.6%	2	5.9%	3	1.6%	1	4.4%	6	0.0%	0
Bakers	4.0%	6	4.8%	3	3.4%	3	0.0%	0	3.9%	2	6.3%	4	4.4%	6	0.0%	0
Jewellers	3.3%	5	1.6%	1	4.6%	4	5.6%	2	5.9%	3	0.0%	0	3.7%	5	0.0%	0
Shoe shop	2.7%	4	1.6%	1	3.4%	3	5.6%	2	3.9%	2	0.0%	0	2.9%	4	0.0%	0
Takeaways	2.7%	4	3.2%	2	2.3%	2	2.8%	1	3.9%	2	1.6%	1	2.2%	3	7.1%	1
Park	2.0%	3	1.6%	1	2.3%	2	5.6%	2	0.0%	0	1.6%	1	2.2%	3	0.0%	0
Post office	2.0%	3	0.0%	0	3.4%	3	0.0%	0	2.0%	1	3.2%	2	1.5%	2	7.1%	1
Cathedral	2.0%	3	1.6%	1	2.3%	2	0.0%	0	2.0%	1	3.2%	2	2.2%	3	0.0%	0
Toy shops	2.0%	3	1.6%	1	2.3%	2	2.8%	1	2.0%	1	1.6%	1	1.5%	2	7.1%	1
Dentist	2.0%	3	3.2%	2	1.1%	1	0.0%	0	2.0%	1	3.2%	2	2.2%	3	0.0%	0
Gym	2.0%	3	1.6%	1	2.3%	2	5.6%	2	2.0%	1	0.0%	0	1.5%	2	7.1%	1
Ethnic / foreign food shops	1.3%	2	1.6%	1	1.1%	1	2.8%	1	0.0%	0	1.6%	1	1.5%	2	0.0%	0
Sports good shops	1.3%	2	1.6%	1	1.1%	1	2.8%	1	0.0%	0	1.6%	1	1.5%	2	0.0%	0
Museum	1.3%	2	0.0%	0	2.3%	2	0.0%	0	2.0%	1	1.6%	1	1.5%	2	0.0%	0
Theatre	1.3%	2	0.0%	0	2.3%	2	2.8%	1	2.0%	1	0.0%	0	1.5%	2	0.0%	0
Travel agents	1.3%	2	0.0%	0	2.3%	2	2.8%	1	0.0%	0	1.6%	1	1.5%	2	0.0%	0
Work	1.3%	2	1.6%	1	1.1%	1	2.8%	1	0.0%	0	1.6%	1	1.5%	2	0.0%	0
Greengrocers / fruit & veg shops	1.3%	2	1.6%	1	1.1%	1	0.0%	0	2.0%	1	1.6%	1	1.5%	2	0.0%	0
Electrical store	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Cobblers	0.7%	1	1.6%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Opticians	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
Solicitors	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
Phone shop	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Finance company	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
Sandwich shop	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Library	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
(Don't know)	0.7%	1	1.6%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Just walking through	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
Base:		150		63		87		36		51		63		136		14

Column %ges.

Lichfield & Burntwood Visitor Survey
for Lambert Smith Hampton

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	

Q06 What do you like about Lichfield city / Burntwood town centre? [MR]

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Easy to walk around	48.0%	72	39.7%	25	54.0%	47	33.3%	12	54.9%	28	50.8%	32	46.3%	63	64.3%	9
General character / atmosphere	26.7%	40	27.0%	17	26.4%	23	22.2%	8	25.5%	13	30.2%	19	23.5%	32	57.1%	8
Attractive environment	23.3%	35	23.8%	15	23.0%	20	22.2%	8	29.4%	15	19.0%	12	25.0%	34	7.1%	1
Close to home	22.0%	33	22.2%	14	21.8%	19	13.9%	5	17.6%	9	30.2%	19	20.6%	28	35.7%	5
Cleanliness	20.7%	31	23.8%	15	18.4%	16	19.4%	7	21.6%	11	20.6%	13	20.6%	28	21.4%	3
Good quality pubs / bars and restaurants	20.0%	30	17.5%	11	21.8%	19	19.4%	7	29.4%	15	12.7%	8	21.3%	29	7.1%	1
Good range of services	14.7%	22	14.3%	9	14.9%	13	13.9%	5	9.8%	5	19.0%	12	14.7%	20	14.3%	2
Part of an overall day out	13.3%	20	11.1%	7	14.9%	13	8.3%	3	15.7%	8	14.3%	9	13.2%	18	14.3%	2
Good range of shops in general	12.7%	19	14.3%	9	11.5%	10	13.9%	5	13.7%	7	11.1%	7	12.5%	17	14.3%	2
Street market	10.7%	16	12.7%	8	9.2%	8	5.6%	2	15.7%	8	9.5%	6	10.3%	14	14.3%	2
Community spirit / friendly people	10.7%	16	11.1%	7	10.3%	9	8.3%	3	9.8%	5	12.7%	8	9.6%	13	21.4%	3
Restaurant / café	9.3%	14	4.8%	3	12.6%	11	5.6%	2	9.8%	5	11.1%	7	8.8%	12	14.3%	2
Theatre	8.7%	13	3.2%	2	12.6%	11	13.9%	5	7.8%	4	6.3%	4	8.8%	12	7.1%	1
Good range of independent stores	7.3%	11	9.5%	6	5.7%	5	8.3%	3	7.8%	4	6.3%	4	8.1%	11	0.0%	0
Visit cathedral	5.3%	8	4.8%	3	5.7%	5	5.6%	2	7.8%	4	3.2%	2	5.1%	7	7.1%	1
Easily accessible by foot / cycle	4.7%	7	1.6%	1	6.9%	6	5.6%	2	2.0%	1	6.3%	4	3.7%	5	14.3%	2
Good access by car	4.7%	7	6.3%	4	3.4%	3	8.3%	3	5.9%	3	1.6%	1	4.4%	6	7.1%	1
Close to work / en route to work	3.3%	5	4.8%	3	2.3%	2	2.8%	1	2.0%	1	4.8%	3	3.7%	5	0.0%	0
Good events	3.3%	5	0.0%	0	5.7%	5	0.0%	0	5.9%	3	3.2%	2	2.9%	4	7.1%	1
Car parking: is good	2.7%	4	1.6%	1	3.4%	3	5.6%	2	2.0%	1	1.6%	1	2.2%	3	7.1%	1
Indoor shopping malls / arcades	2.0%	3	1.6%	1	2.3%	2	2.8%	1	2.0%	1	1.6%	1	2.2%	3	0.0%	0
Good range of chain / well known stores	2.0%	3	0.0%	0	3.4%	3	2.8%	1	3.9%	2	0.0%	0	1.5%	2	7.1%	1
Good access by foot	1.3%	2	0.0%	0	2.3%	2	2.8%	1	2.0%	1	0.0%	0	0.7%	1	7.1%	1
Nice and busy	1.3%	2	3.2%	2	0.0%	0	0.0%	0	2.0%	1	1.6%	1	1.5%	2	0.0%	0
Dog friendly	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
Good disabled access	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Car parking: is cheap	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Good bus service / accessible public transport	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	7.1%	1
Cheap prices in shops	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Car parking: easy to find a space	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Feels safe	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
Good prices	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1
Pedestrianised areas	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Familiar / know where everything is	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Park	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
(Don't know)	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Base:		150		63		87		36		51		63		136		14

Column %ges.

NEMS market research

Lichfield & Burntwood Visitor Survey
for Lambert Smith Hampton

Q07 What do you dislike about Lichfield city / Burntwood town centre? [MR]

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Not enough choice of shops	18.7%	28	17.5%	11	19.5%	17	16.7%	6	5.9%	3	30.2%	19	16.9%	23	35.7%	5
No department store	15.3%	23	14.3%	9	16.1%	14	19.4%	7	3.9%	2	22.2%	14	15.4%	21	14.3%	2
Cost of parking	11.3%	17	7.9%	5	13.8%	12	5.6%	2	11.8%	6	14.3%	9	12.5%	17	0.0%	0
Not enough clothes shops	11.3%	17	6.3%	4	14.9%	13	11.1%	4	7.8%	4	14.3%	9	9.6%	13	28.6%	4
Lack of parking	8.7%	13	11.1%	7	6.9%	6	8.3%	3	11.8%	6	6.3%	4	8.8%	12	7.1%	1
Poor facilities (e.g. seating, toilets)	8.0%	12	4.8%	3	10.3%	9	8.3%	3	7.8%	4	7.9%	5	7.4%	10	14.3%	2
Prices too high	7.3%	11	7.9%	5	6.9%	6	2.8%	1	15.7%	8	3.2%	2	7.4%	10	7.1%	1
Not enough supermarket / food shops	5.3%	8	3.2%	2	6.9%	6	5.6%	2	2.0%	1	7.9%	5	4.4%	6	14.3%	2
Traffic congestion	4.0%	6	3.2%	2	4.6%	4	2.8%	1	3.9%	2	4.8%	3	2.9%	4	14.3%	2
Too few service businesses (e.g. banks / building societies)	3.3%	5	4.8%	3	2.3%	2	5.6%	2	0.0%	0	4.8%	3	3.7%	5	0.0%	0
Litter / dirty / dogs	3.3%	5	1.6%	1	4.6%	4	5.6%	2	3.9%	2	1.6%	1	3.7%	5	0.0%	0
Difficult to cross streets	3.3%	5	6.3%	4	1.1%	1	5.6%	2	2.0%	1	3.2%	2	3.7%	5	0.0%	0
Too many shops of one type	2.7%	4	3.2%	2	2.3%	2	5.6%	2	2.0%	1	1.6%	1	2.9%	4	0.0%	0
Few traffic free areas	2.0%	3	1.6%	1	2.3%	2	2.8%	1	2.0%	1	1.6%	1	2.2%	3	0.0%	0
Poor quality shops	2.0%	3	1.6%	1	2.3%	2	2.8%	1	2.0%	1	1.6%	1	2.2%	3	0.0%	0
Lack of other leisure sports / cultural facilities	1.3%	2	1.6%	1	1.1%	1	2.8%	1	0.0%	0	1.6%	1	1.5%	2	0.0%	0
Short opening hours / no facilities in the evening	1.3%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	3.2%	2	1.5%	2	0.0%	0
Empty shops	1.3%	2	1.6%	1	1.1%	1	0.0%	0	2.0%	1	1.6%	1	1.5%	2	0.0%	0
Poor signposting in centre	1.3%	2	1.6%	1	1.1%	1	0.0%	0	2.0%	1	1.6%	1	1.5%	2	0.0%	0
Lack of a specific retailer: Primark	1.3%	2	1.6%	1	1.1%	1	0.0%	0	2.0%	1	1.6%	1	1.5%	2	0.0%	0
Vandals / hooligans	1.3%	2	3.2%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.7%	1	7.1%	1
Too many charity shops	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
No taxi rank	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Too many roadworks	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Not enough shoe shops	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	7.1%	1
Not a lot open on a Monday	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
Lack of a specific retailer: Next	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
Everything	0.7%	1	1.6%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Lack of a specific retailer: Marks & Spencer	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
Lack of a specific retailer: Primark	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
(Nothing)	39.3%	59	30.2%	19	46.0%	40	38.9%	14	54.9%	28	27.0%	17	40.4%	55	28.6%	4
(Don't know)	4.0%	6	3.2%	2	4.6%	4	5.6%	2	3.9%	2	3.2%	2	2.9%	4	14.3%	2
Base:		150		63		87		36		51		63		136		14

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	

Q08A What improvements to Lichfield city / Burntwood town centre would make you visit more often? 1st Mention

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
More large shops / department stores	24.0%	36	14.3%	9	31.0%	27	16.7%	6	21.6%	11	30.2%	19	25.0%	34	14.3%	2
Better quality shops	8.7%	13	6.3%	4	10.3%	9	8.3%	3	5.9%	3	11.1%	7	7.4%	10	21.4%	3
More specialist / independent stores	6.7%	10	7.9%	5	5.7%	5	11.1%	4	2.0%	1	7.9%	5	6.6%	9	7.1%	1
No need to improve	5.3%	8	6.3%	4	4.6%	4	2.8%	1	7.8%	4	4.8%	3	5.9%	8	0.0%	0
More car parking	5.3%	8	7.9%	5	3.4%	3	0.0%	0	11.8%	6	3.2%	2	5.9%	8	0.0%	0
Improve appearance / environment	3.3%	5	3.2%	2	3.4%	3	5.6%	2	2.0%	1	3.2%	2	3.7%	5	0.0%	0
Better facilities for youth	3.3%	5	3.2%	2	3.4%	3	8.3%	3	2.0%	1	1.6%	1	2.9%	4	7.1%	1
More / better seating / toilets	2.7%	4	4.8%	3	1.1%	1	0.0%	0	2.0%	1	4.8%	3	2.2%	3	7.1%	1
Better other leisure sports / cultural facilities	2.0%	3	1.6%	1	2.3%	2	2.8%	1	2.0%	1	1.6%	1	2.2%	3	0.0%	0
Better choice of shops	2.0%	3	1.6%	1	2.3%	2	2.8%	1	2.0%	1	1.6%	1	2.2%	3	0.0%	0
Better maintenance / cleanliness	2.0%	3	0.0%	0	3.4%	3	2.8%	1	2.0%	1	1.6%	1	1.5%	2	7.1%	1
Better facilities for pedestrian (including pedestrian crossing)	2.0%	3	3.2%	2	1.1%	1	8.3%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Better facilities for older people	2.0%	3	1.6%	1	2.3%	2	0.0%	0	2.0%	1	3.2%	2	2.2%	3	0.0%	0
Better cinema facilities	1.3%	2	1.6%	1	1.1%	1	2.8%	1	2.0%	1	0.0%	0	1.5%	2	0.0%	0
More pubs, restaurants, cafés	1.3%	2	1.6%	1	1.1%	1	0.0%	0	3.9%	2	0.0%	0	1.5%	2	0.0%	0
Introduce a named retailer: Marks & Spencer	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Introduce a named retailer: Next	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Improve security, including CCTV	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	7.1%	1
More parks / green spaces	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
More supermarkets / food shops	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Free car parking	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
More clothes shops	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
More traffic free areas / pedestrianisation	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
(Nothing in particular)	20.0%	30	25.4%	16	16.1%	14	16.7%	6	29.4%	15	14.3%	9	19.1%	26	28.6%	4
(Don't know)	2.7%	4	4.8%	3	1.1%	1	8.3%	3	2.0%	1	0.0%	0	2.9%	4	0.0%	0
Base:		150		63		87		36		51		63		136		14

Lichfield & Burntwood Visitor Survey
for Lambert Smith Hampton

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Q08B What improvements to Lichfield city / Burntwood town centre would make you visit more often? 2nd Mention																
Not those who said 'Don't know' or 'Nothing in particular' at Q08A																
More specialist / independent stores	13.8%	16	9.1%	4	16.7%	12	3.7%	1	22.9%	8	13.0%	7	13.2%	14	20.0%	2
Better facilities for older people	8.6%	10	6.8%	3	9.7%	7	3.7%	1	8.6%	3	11.1%	6	9.4%	10	0.0%	0
Better quality shops	7.8%	9	6.8%	3	8.3%	6	14.8%	4	8.6%	3	3.7%	2	8.5%	9	0.0%	0
More / better seating / toilets	7.8%	9	6.8%	3	8.3%	6	11.1%	3	2.9%	1	9.3%	5	5.7%	6	30.0%	3
More large shops / department stores	7.8%	9	4.5%	2	9.7%	7	7.4%	2	0.0%	0	13.0%	7	7.5%	8	10.0%	1
Better other leisure sports / cultural facilities	6.0%	7	9.1%	4	4.2%	3	11.1%	3	5.7%	2	3.7%	2	6.6%	7	0.0%	0
More supermarkets / food shops	3.4%	4	2.3%	1	4.2%	3	7.4%	2	2.9%	1	1.9%	1	3.8%	4	0.0%	0
Improve security, including CCTV	3.4%	4	4.5%	2	2.8%	2	3.7%	1	2.9%	1	3.7%	2	2.8%	3	10.0%	1
Better maintenance / cleanliness	2.6%	3	4.5%	2	1.4%	1	3.7%	1	0.0%	0	3.7%	2	2.8%	3	0.0%	0
More traffic free areas / pedestrianisation	2.6%	3	4.5%	2	1.4%	1	3.7%	1	0.0%	0	3.7%	2	2.8%	3	0.0%	0
Improve appearance / environment	1.7%	2	2.3%	1	1.4%	1	0.0%	0	2.9%	1	1.9%	1	1.9%	2	0.0%	0
Better facilities for youth	1.7%	2	2.3%	1	1.4%	1	0.0%	0	2.9%	1	1.9%	1	1.9%	2	0.0%	0
Introduce a named retailer: Marks & Spencer	1.7%	2	0.0%	0	2.8%	2	3.7%	1	2.9%	1	0.0%	0	1.9%	2	0.0%	0
Introduce a named retailer: Primark	1.7%	2	0.0%	0	2.8%	2	7.4%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Improve rail services / access	1.7%	2	0.0%	0	2.8%	2	3.7%	1	0.0%	0	1.9%	1	1.9%	2	0.0%	0
Introduce a named retailer: Home Bargains	0.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.9%	1	0.0%	0
More shoe shops	0.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.9%	1	0.0%	0
Introduce a named retailer: River Island	0.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.9%	1	0.0%	0
More car parking	0.9%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.9%	1	0.0%	0
Better choice of shops	0.9%	1	2.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.9%	1	0.0%	0
More banks / building societies	0.9%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	0.9%	1	0.0%	0
No need to improve	0.9%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	0.9%	1	0.0%	0
Improve signposting in centre	0.9%	1	2.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.9%	1	0.0%	0
Less expensive	0.9%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	0.9%	1	0.0%	0
Better cinema facilities	0.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	10.0%	1
Longer opening hours / more evening activities	0.9%	1	2.3%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
More / better markets	0.9%	1	2.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.9%	1	0.0%	0
(Nothing else)	17.2%	20	25.0%	11	12.5%	9	11.1%	3	20.0%	7	18.5%	10	17.0%	18	20.0%	2
Base:		116		44		72		27		35		54		106		10

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	

Q08C What improvements to Lichfield city / Burntwood town centre would make you visit more often? 3rd Mention
Not those who said 'Don't know' or 'Nothing in particular' at Q08A or 'Nothing else' at Q08B

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Better quality shops	17.7%	17	21.2%	7	15.9%	10	0.0%	0	32.1%	9	18.2%	8	19.3%	17	0.0%	0
Better facilities for older people	8.3%	8	9.1%	3	7.9%	5	8.3%	2	3.6%	1	11.4%	5	9.1%	8	0.0%	0
Better facilities for youth	8.3%	8	9.1%	3	7.9%	5	8.3%	2	10.7%	3	6.8%	3	6.8%	6	25.0%	2
More specialist / independent stores	6.3%	6	6.1%	2	6.3%	4	12.5%	3	3.6%	1	4.5%	2	5.7%	5	12.5%	1
More car parking	6.3%	6	9.1%	3	4.8%	3	12.5%	3	0.0%	0	6.8%	3	6.8%	6	0.0%	0
More pubs, restaurants, cafés	5.2%	5	0.0%	0	7.9%	5	4.2%	1	10.7%	3	2.3%	1	3.4%	3	25.0%	2
Better cinema facilities	4.2%	4	6.1%	2	3.2%	2	4.2%	1	3.6%	1	4.5%	2	4.5%	4	0.0%	0
More large shops / department stores	3.1%	3	6.1%	2	1.6%	1	8.3%	2	0.0%	0	2.3%	1	3.4%	3	0.0%	0
More / better seating / toilets	3.1%	3	3.0%	1	3.2%	2	0.0%	0	3.6%	1	4.5%	2	3.4%	3	0.0%	0
More banks / building societies	2.1%	2	3.0%	1	1.6%	1	0.0%	0	0.0%	0	4.5%	2	2.3%	2	0.0%	0
Improve signposting in centre	2.1%	2	0.0%	0	3.2%	2	4.2%	1	3.6%	1	0.0%	0	2.3%	2	0.0%	0
More supermarkets / food shops	2.1%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	4.5%	2	2.3%	2	0.0%	0
Improve security, including CCTV	2.1%	2	3.0%	1	1.6%	1	0.0%	0	3.6%	1	2.3%	1	2.3%	2	0.0%	0
Better other leisure sports / cultural facilities	1.0%	1	0.0%	0	1.6%	1	4.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Improve bus services / access	1.0%	1	0.0%	0	1.6%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1
Improve appearance / environment	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	1.1%	1	0.0%	0
Free car parking	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.3%	1	1.1%	1	0.0%	0
Introduce a named retailer: Zara	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.3%	1	1.1%	1	0.0%	0
(Nothing else)	24.0%	23	21.2%	7	25.4%	16	29.2%	7	25.0%	7	20.5%	9	23.9%	21	25.0%	2
Base:		96		33		63		24		28		44		88		8

Column %ges.

Lichfield & Burntwood Visitor Survey
for Lambert Smith Hampton

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	

Q08X Any mention improvements (Q08A & Q08B & Q08C) [MR]

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
More large shops / department stores	32.0%	48	20.6%	13	40.2%	35	27.8%	10	21.6%	11	42.9%	27	33.1%	45	21.4%	3
Better quality shops	26.0%	39	22.2%	14	28.7%	25	19.4%	7	29.4%	15	27.0%	17	26.5%	36	21.4%	3
More specialist / independent stores	21.3%	32	17.5%	11	24.1%	21	22.2%	8	19.6%	10	22.2%	14	20.6%	28	28.6%	4
Better facilities for older people	14.0%	21	11.1%	7	16.1%	14	8.3%	3	9.8%	5	20.6%	13	15.4%	21	0.0%	0
More / better seating / toilets	10.7%	16	11.1%	7	10.3%	9	8.3%	3	5.9%	3	15.9%	10	8.8%	12	28.6%	4
Better facilities for youth	10.0%	15	9.5%	6	10.3%	9	13.9%	5	9.8%	5	7.9%	5	8.8%	12	21.4%	3
More car parking	10.0%	15	14.3%	9	6.9%	6	8.3%	3	11.8%	6	9.5%	6	11.0%	15	0.0%	0
Better other leisure sports / cultural facilities	7.3%	11	7.9%	5	6.9%	6	13.9%	5	5.9%	3	4.8%	3	8.1%	11	0.0%	0
No need to improve	6.0%	9	6.3%	4	5.7%	5	2.8%	1	9.8%	5	4.8%	3	6.6%	9	0.0%	0
Improve appearance / environment	5.3%	8	6.3%	4	4.6%	4	5.6%	2	3.9%	2	6.3%	4	5.9%	8	0.0%	0
Improve security, including CCTV	4.7%	7	6.3%	4	3.4%	3	2.8%	1	3.9%	2	6.3%	4	3.7%	5	14.3%	2
Better cinema facilities	4.7%	7	4.8%	3	4.6%	4	5.6%	2	3.9%	2	4.8%	3	4.4%	6	7.1%	1
More supermarkets / food shops	4.7%	7	1.6%	1	6.9%	6	5.6%	2	2.0%	1	6.3%	4	5.1%	7	0.0%	0
More pubs, restaurants, cafés	4.7%	7	1.6%	1	6.9%	6	2.8%	1	9.8%	5	1.6%	1	3.7%	5	14.3%	2
Better maintenance / cleanliness	4.0%	6	3.2%	2	4.6%	4	5.6%	2	2.0%	1	4.8%	3	3.7%	5	7.1%	1
Better choice of shops	2.7%	4	3.2%	2	2.3%	2	2.8%	1	3.9%	2	1.6%	1	2.9%	4	0.0%	0
More traffic free areas / pedestrianisation	2.7%	4	4.8%	3	1.1%	1	2.8%	1	0.0%	0	4.8%	3	2.9%	4	0.0%	0
Improve signposting in centre	2.0%	3	1.6%	1	2.3%	2	2.8%	1	3.9%	2	0.0%	0	2.2%	3	0.0%	0
More banks / building societies	2.0%	3	1.6%	1	2.3%	2	0.0%	0	2.0%	1	3.2%	2	2.2%	3	0.0%	0
Better facilities for pedestrian (including pedestrian crossing)	2.0%	3	3.2%	2	1.1%	1	8.3%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Introduce a named retailer: Marks & Spencer	2.0%	3	0.0%	0	3.4%	3	2.8%	1	2.0%	1	1.6%	1	2.2%	3	0.0%	0
Improve rail services / access	1.3%	2	0.0%	0	2.3%	2	2.8%	1	0.0%	0	1.6%	1	1.5%	2	0.0%	0
Free car parking	1.3%	2	1.6%	1	1.1%	1	0.0%	0	0.0%	0	3.2%	2	1.5%	2	0.0%	0
Introduce a named retailer: Primark	1.3%	2	0.0%	0	2.3%	2	5.6%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0
More shoe shops	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Improve bus services / access	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1
Longer opening hours / more evening activities	0.7%	1	1.6%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Introduce a named retailer: River Island	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Introduce a named retailer: Home Bargains	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
More parks / green spaces	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Introduce a named retailer: Next	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Less expensive	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
More / better markets	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
Introduce a named retailer: Zara	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
More clothes shops	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
(Nothing in particular)	20.0%	30	25.4%	16	16.1%	14	16.7%	6	29.4%	15	14.3%	9	19.1%	26	28.6%	4
(Don't know)	2.7%	4	4.8%	3	1.1%	1	8.3%	3	2.0%	1	0.0%	0	2.9%	4	0.0%	0
Base:		150		63		87		36		51		63		136		14

Lichfield & Burntwood Visitor Survey
for Lambert Smith Hampton

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	

Q09 Where else do you usually go for retail and leisure purposes?

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Tamworth	25.3%	38	27.0%	17	24.1%	21	25.0%	9	21.6%	11	28.6%	18	26.5%	36	14.3%	2
McArthur Glen, Cannock	15.3%	23	15.9%	10	14.9%	13	19.4%	7	21.6%	11	7.9%	5	16.2%	22	7.1%	1
Birmingham	11.3%	17	12.7%	8	10.3%	9	13.9%	5	17.6%	9	4.8%	3	12.5%	17	0.0%	0
Walsall	6.7%	10	6.3%	4	6.9%	6	11.1%	4	7.8%	4	3.2%	2	6.6%	9	7.1%	1
Burntwood (for respondents in Lichfield)	6.0%	9	4.8%	3	6.9%	6	5.6%	2	3.9%	2	7.9%	5	5.9%	8	7.1%	1
Cannock	4.7%	7	4.8%	3	4.6%	4	8.3%	3	3.9%	2	3.2%	2	4.4%	6	7.1%	1
Derby	3.3%	5	1.6%	1	4.6%	4	0.0%	0	5.9%	3	3.2%	2	3.7%	5	0.0%	0
Burton	2.7%	4	1.6%	1	3.4%	3	2.8%	1	2.0%	1	3.2%	2	2.2%	3	7.1%	1
Rugeley	1.3%	2	3.2%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	1.5%	2	0.0%	0
Brownhills	1.3%	2	0.0%	0	2.3%	2	0.0%	0	3.9%	2	0.0%	0	1.5%	2	0.0%	0
Aldridge	1.3%	2	0.0%	0	2.3%	2	2.8%	1	0.0%	0	1.6%	1	0.7%	1	7.1%	1
Heart of the Country Village, Lichfield	1.3%	2	3.2%	2	0.0%	0	2.8%	1	0.0%	0	1.6%	1	1.5%	2	0.0%	0
Sutton Coldfield	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
Stoke	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Wolverhampton	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	7.1%	1
Coventry	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Exeter	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Stafford	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Trentham Shopping Village, Trentham	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Leicester	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
London	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Nottingham	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
(Nowhere else)	12.7%	19	15.9%	10	10.3%	9	8.3%	3	5.9%	3	20.6%	13	10.3%	14	35.7%	5
Base:		150		63		87		36		51		63		136		14

Q10 Where do you usually go to eat and drink out?

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Lichfield	30.0%	45	36.5%	23	25.3%	22	30.6%	11	23.5%	12	34.9%	22	28.7%	39	42.9%	6
Burntwood	10.0%	15	4.8%	3	13.8%	12	2.8%	1	9.8%	5	14.3%	9	11.0%	15	0.0%	0
Cannock	10.0%	15	9.5%	6	10.3%	9	16.7%	6	7.8%	4	7.9%	5	8.8%	12	21.4%	3
Tamworth	9.3%	14	15.9%	10	4.6%	4	11.1%	4	7.8%	4	9.5%	6	10.3%	14	0.0%	0
Birmingham	8.0%	12	9.5%	6	6.9%	6	8.3%	3	13.7%	7	3.2%	2	8.1%	11	7.1%	1
Walsall	5.3%	8	3.2%	2	6.9%	6	5.6%	2	9.8%	5	1.6%	1	5.1%	7	7.1%	1
McArthur Glen, Cannock	4.7%	7	3.2%	2	5.7%	5	8.3%	3	2.0%	1	4.8%	3	5.1%	7	0.0%	0
Burton	2.7%	4	0.0%	0	4.6%	4	2.8%	1	5.9%	3	0.0%	0	2.9%	4	0.0%	0
Derby	2.0%	3	1.6%	1	2.3%	2	0.0%	0	2.0%	1	3.2%	2	2.2%	3	0.0%	0
Aldridge	2.0%	3	1.6%	1	2.3%	2	8.3%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Heart of the Country Village, Lichfield	1.3%	2	0.0%	0	2.3%	2	0.0%	0	3.9%	2	0.0%	0	1.5%	2	0.0%	0
Brownhills	1.3%	2	1.6%	1	1.1%	1	0.0%	0	3.9%	2	0.0%	0	1.5%	2	0.0%	0
Brixham	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
London	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Rugeley	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Ashby-de-la-Zouch	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Bridgnorth	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Coventry	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Nottingham	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
Hednesford	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Leicester	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
Alrewas	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
Wolverhampton	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
Worcester	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
Stoke	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
(Don't do this)	4.7%	7	6.3%	4	3.4%	3	2.8%	1	2.0%	1	7.9%	5	2.9%	4	21.4%	3
Base:		150		63		87		36		51		63		136		14

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	

Q11 What improvements, if any, would encourage you to visit Lichfield city / Burntwood town centre for food and beverage / hospitality purposes? [MR]

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Free parking in general	15.3%	23	7.9%	5	20.7%	18	8.3%	3	9.8%	5	23.8%	15	14.7%	20	21.4%	3
More evening leisure facilities - outdoor events	14.7%	22	11.1%	7	17.2%	15	19.4%	7	15.7%	8	11.1%	7	14.7%	20	14.3%	2
More evening leisure facilities in general	12.0%	18	14.3%	9	10.3%	9	22.2%	8	9.8%	5	7.9%	5	12.5%	17	7.1%	1
More / better quality pubs and bars	9.3%	14	9.5%	6	9.2%	8	8.3%	3	7.8%	4	11.1%	7	9.6%	13	7.1%	1
More cafés and restaurants in general	8.0%	12	4.8%	3	10.3%	9	11.1%	4	3.9%	2	9.5%	6	8.8%	12	0.0%	0
Cheaper parking	8.0%	12	11.1%	7	5.7%	5	2.8%	1	9.8%	5	9.5%	6	8.1%	11	7.1%	1
Food markets	7.3%	11	9.5%	6	5.7%	5	11.1%	4	5.9%	3	6.3%	4	8.1%	11	0.0%	0
More branded / chain cafés and restaurants	7.3%	11	7.9%	5	6.9%	6	13.9%	5	5.9%	3	4.8%	3	7.4%	10	7.1%	1
Cheaper prices in cafes / restaurants	6.7%	10	4.8%	3	8.0%	7	8.3%	3	5.9%	3	6.3%	4	6.6%	9	7.1%	1
More / better quality cafés and restaurants	6.0%	9	7.9%	5	4.6%	4	11.1%	4	3.9%	2	4.8%	3	5.1%	7	14.3%	2
More evening leisure facilities for older age groups	6.0%	9	1.6%	1	9.2%	8	8.3%	3	7.8%	4	3.2%	2	5.1%	7	14.3%	2
Safer environment at night	6.0%	9	4.8%	3	6.9%	6	8.3%	3	5.9%	3	4.8%	3	5.9%	8	7.1%	1
More independent cafés and restaurants	5.3%	8	6.3%	4	4.6%	4	0.0%	0	9.8%	5	4.8%	3	5.1%	7	7.1%	1
Less traffic congestion / improved access	5.3%	8	1.6%	1	8.0%	7	2.8%	1	2.0%	1	9.5%	6	5.1%	7	7.1%	1
More evening leisure facilities for children	5.3%	8	4.8%	3	5.7%	5	8.3%	3	5.9%	3	3.2%	2	5.1%	7	7.1%	1
More / better late night venues (e.g. night club)	5.3%	8	3.2%	2	6.9%	6	11.1%	4	5.9%	3	1.6%	1	5.9%	8	0.0%	0
More evening leisure facilities - theatre	5.3%	8	4.8%	3	5.7%	5	2.8%	1	7.8%	4	4.8%	3	5.9%	8	0.0%	0
Better shops	4.7%	7	4.8%	3	4.6%	4	2.8%	1	3.9%	2	6.3%	4	3.7%	5	14.3%	2
More / better police presence / CCTV	4.0%	6	1.6%	1	5.7%	5	2.8%	1	5.9%	3	3.2%	2	4.4%	6	0.0%	0
Better public transport	3.3%	5	3.2%	2	3.4%	3	2.8%	1	2.0%	1	4.8%	3	3.7%	5	0.0%	0
More evening leisure facilities - a new cinema	3.3%	5	3.2%	2	3.4%	3	0.0%	0	2.0%	1	6.3%	4	3.7%	5	0.0%	0
Outdoor seating	2.7%	4	3.2%	2	2.3%	2	5.6%	2	3.9%	2	0.0%	0	2.9%	4	0.0%	0
Later opening restaurants	2.0%	3	1.6%	1	2.3%	2	0.0%	0	5.9%	3	0.0%	0	2.2%	3	0.0%	0
More taxis available	1.3%	2	0.0%	0	2.3%	2	2.8%	1	2.0%	1	0.0%	0	0.7%	1	7.1%	1
More cafés and restaurants suitable for children	1.3%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	3.2%	2	1.5%	2	0.0%	0
Less expensive	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
More information of what's on / available	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
Better lighting at night	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
More dog friendly	0.7%	1	1.6%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
(Nothing)	16.7%	25	20.6%	13	13.8%	12	2.8%	1	23.5%	12	19.0%	12	15.4%	21	28.6%	4
(Don't know)	9.3%	14	7.9%	5	10.3%	9	11.1%	4	7.8%	4	9.5%	6	10.3%	14	0.0%	0
(Don't do this activity)	1.3%	2	1.6%	1	1.1%	1	0.0%	0	0.0%	0	3.2%	2	0.0%	0	14.3%	2
Base:		150		63		87		36		51		63		136		14

Meanscore: [Number of visits per week]

Q12 How often do you visit Lichfield city / Burntwood town centre town centre during the daytime?

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Every day / most days	10.7%	16	15.9%	10	6.9%	6	11.1%	4	3.9%	2	15.9%	10	8.1%	11	35.7%	5
2-3 times a week	8.0%	12	3.2%	2	11.5%	10	8.3%	3	9.8%	5	6.3%	4	8.8%	12	0.0%	0
Once a week	11.3%	17	17.5%	11	6.9%	6	11.1%	4	11.8%	6	11.1%	7	8.8%	12	35.7%	5
Once a fortnight	18.7%	28	22.2%	14	16.1%	14	16.7%	6	13.7%	7	23.8%	15	20.6%	28	0.0%	0
Monthly	14.0%	21	12.7%	8	14.9%	13	19.4%	7	19.6%	10	6.3%	4	15.4%	21	0.0%	0
Once every 2-3 months	23.3%	35	15.9%	10	28.7%	25	13.9%	5	21.6%	11	30.2%	19	23.5%	32	21.4%	3
Once every 4-6 months	7.3%	11	7.9%	5	6.9%	6	13.9%	5	7.8%	4	3.2%	2	7.4%	10	7.1%	1
Less often	5.3%	8	4.8%	3	5.7%	5	5.6%	2	11.8%	6	0.0%	0	5.9%	8	0.0%	0
First visit today	1.3%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	3.2%	2	1.5%	2	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
Mean:		*1.03*		*1.22*		*0.88*		*1.04*		*0.72*		*1.28*		*0.91*		*2.17*
Base:		150		63		87		36		51		63		136		14

Lichfield & Burntwood Visitor Survey
for Lambert Smith Hampton

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	

Meanscore: [Number of visits per week]

Q13 How often do you visit Lichfield city / Burntwood town centre town centre during the evening?

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Every day / most days	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 times a week	3.3%	5	6.3%	4	1.1%	1	8.3%	3	0.0%	0	3.2%	2	3.7%	5	0.0%	0
Once a week	2.0%	3	1.6%	1	2.3%	2	0.0%	0	5.9%	3	0.0%	0	1.5%	2	7.1%	1
Once a fortnight	5.3%	8	6.3%	4	4.6%	4	5.6%	2	5.9%	3	4.8%	3	5.1%	7	7.1%	1
Monthly	12.7%	19	12.7%	8	12.6%	11	13.9%	5	15.7%	8	9.5%	6	13.2%	18	7.1%	1
Once every 2-3 months	16.7%	25	20.6%	13	13.8%	12	22.2%	8	11.8%	6	17.5%	11	17.6%	24	7.1%	1
Once every 4-6 months	12.7%	19	6.3%	4	17.2%	15	5.6%	2	17.6%	9	12.7%	8	12.5%	17	14.3%	2
Less often	37.3%	56	34.9%	22	39.1%	34	38.9%	14	35.3%	18	38.1%	24	38.2%	52	28.6%	4
First visit today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	10.0%	15	11.1%	7	9.2%	8	5.6%	2	7.8%	4	14.3%	9	8.1%	11	28.6%	4
(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
Mean:	*0.20*		*0.27*		*0.14*		*0.31*		*0.16*		*0.16*		*0.20*		*0.15*	
Base:	150		63		87		36		51		63		136		14	

Q14 What are the main reasons you visit the town centre during the evening? [MR]
Those who visit the study centre at least once every 2-3 months at Q13

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Restaurants	58.3%	35	56.7%	17	60.0%	18	33.3%	6	70.0%	14	68.2%	15	58.9%	33	50.0%	2
Pubs / bars	51.7%	31	50.0%	15	53.3%	16	66.7%	12	45.0%	9	45.5%	10	50.0%	28	75.0%	3
Theatre	18.3%	11	23.3%	7	13.3%	4	11.1%	2	25.0%	5	18.2%	4	19.6%	11	0.0%	0
Walk about / look around	11.7%	7	13.3%	4	10.0%	3	16.7%	3	5.0%	1	13.6%	3	10.7%	6	25.0%	1
Nightclubs	6.7%	4	10.0%	3	3.3%	1	5.6%	1	10.0%	2	4.5%	1	7.1%	4	0.0%	0
Services (eg. cash tills)	5.0%	3	6.7%	2	3.3%	1	0.0%	0	15.0%	3	0.0%	0	5.4%	3	0.0%	0
Sports facilities (including Gyms)	1.7%	1	3.3%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Base:	60		30		30		18		20		22		56		4	

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	

Q15 What could be improved about Lichfield city / Burntwood town centre that would make you visit more often during the EVENING time? [MR]

	Total %	Total n	Male %	Male n	Female %	Female n	18 to 34 %	18 to 34 n	35 to 54 %	35 to 54 n	55+ %	55+ n	Has car %	Has car n	No car %	No car n
Free parking in general	14.0%	21	7.9%	5	18.4%	16	11.1%	4	13.7%	7	15.9%	10	14.7%	20	7.1%	1
Safer environment at night	12.0%	18	11.1%	7	12.6%	11	13.9%	5	7.8%	4	14.3%	9	13.2%	18	0.0%	0
Free parking in the evening	11.3%	17	11.1%	7	11.5%	10	11.1%	4	13.7%	7	9.5%	6	11.8%	16	7.1%	1
More evening leisure facilities for older age groups	10.7%	16	7.9%	5	12.6%	11	2.8%	1	15.7%	8	11.1%	7	10.3%	14	14.3%	2
Cheaper parking	10.7%	16	4.8%	3	14.9%	13	16.7%	6	7.8%	4	9.5%	6	9.6%	13	21.4%	3
More evening leisure facilities - outdoor events	10.7%	16	6.3%	4	13.8%	12	11.1%	4	11.8%	6	9.5%	6	9.6%	13	21.4%	3
More / better late night venues (e.g. night club)	10.0%	15	11.1%	7	9.2%	8	11.1%	4	13.7%	7	6.3%	4	10.3%	14	7.1%	1
More cafés and restaurants suitable for children	9.3%	14	9.5%	6	9.2%	8	16.7%	6	9.8%	5	4.8%	3	8.8%	12	14.3%	2
An evening food market	9.3%	14	6.3%	4	11.5%	10	16.7%	6	3.9%	2	9.5%	6	9.6%	13	7.1%	1
More / better police presence / CCTV	9.3%	14	9.5%	6	9.2%	8	13.9%	5	7.8%	4	7.9%	5	8.8%	12	14.3%	2
Later opening restaurants	8.7%	13	7.9%	5	9.2%	8	11.1%	4	7.8%	4	7.9%	5	9.6%	13	0.0%	0
More evening leisure facilities in general	8.0%	12	4.8%	3	10.3%	9	16.7%	6	3.9%	2	6.3%	4	8.1%	11	7.1%	1
More / better quality pubs and bars	6.7%	10	3.2%	2	9.2%	8	2.8%	1	9.8%	5	6.3%	4	6.6%	9	7.1%	1
More evening leisure facilities - a new cinema	6.7%	10	9.5%	6	4.6%	4	5.6%	2	5.9%	3	7.9%	5	6.6%	9	7.1%	1
More evening leisure facilities - theatre	6.0%	9	6.3%	4	5.7%	5	11.1%	4	3.9%	2	4.8%	3	5.9%	8	7.1%	1
More evening leisure facilities for children	6.0%	9	4.8%	3	6.9%	6	2.8%	1	7.8%	4	6.3%	4	5.9%	8	7.1%	1
Cheaper prices in cafes / restaurants	5.3%	8	1.6%	1	8.0%	7	5.6%	2	7.8%	4	3.2%	2	5.1%	7	7.1%	1
More cafés and restaurants in general	5.3%	8	6.3%	4	4.6%	4	5.6%	2	7.8%	4	3.2%	2	5.9%	8	0.0%	0
More / better quality cafés and restaurants	4.7%	7	3.2%	2	5.7%	5	2.8%	1	7.8%	4	3.2%	2	5.1%	7	0.0%	0
Later opening shops	3.3%	5	4.8%	3	2.3%	2	2.8%	1	2.0%	1	4.8%	3	3.7%	5	0.0%	0
More independent cafés and restaurants	3.3%	5	1.6%	1	4.6%	4	2.8%	1	3.9%	2	3.2%	2	3.7%	5	0.0%	0
Better public transport in the evening	2.7%	4	3.2%	2	2.3%	2	2.8%	1	2.0%	1	3.2%	2	2.9%	4	0.0%	0
More taxis available	2.0%	3	1.6%	1	2.3%	2	0.0%	0	2.0%	1	3.2%	2	1.5%	2	7.1%	1
More branded / chain cafés and restaurants	2.0%	3	4.8%	3	0.0%	0	2.8%	1	2.0%	1	1.6%	1	2.2%	3	0.0%	0
Less traffic congestion / improved access	2.0%	3	0.0%	0	3.4%	3	2.8%	1	2.0%	1	1.6%	1	2.2%	3	0.0%	0
Outdoor seating	1.3%	2	1.6%	1	1.1%	1	5.6%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Less expensive	1.3%	2	1.6%	1	1.1%	1	0.0%	0	0.0%	0	3.2%	2	1.5%	2	0.0%	0
Better theatre shows	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
(Nothing)	13.3%	20	19.0%	12	9.2%	8	2.8%	1	13.7%	7	19.0%	12	11.8%	16	28.6%	4
(Don't know)	8.7%	13	7.9%	5	9.2%	8	5.6%	2	13.7%	7	6.3%	4	8.1%	11	14.3%	2
(Don't do this activity)	2.0%	3	4.8%	3	0.0%	0	2.8%	1	0.0%	0	3.2%	2	0.7%	1	14.3%	2
Base:		150		63		87		36		51		63		136		14

GEN   Gender of respondent

	Total %	Total n	Male %	Male n	Female %	Female n	18 to 34 %	18 to 34 n	35 to 54 %	35 to 54 n	55+ %	55+ n	Has car %	Has car n	No car %	No car n
Male	42.0%	63	100.0%	63	0.0%	0	44.4%	16	33.3%	17	47.6%	30	43.4%	59	28.6%	4
Female	58.0%	87	0.0%	0	100.0%	87	55.6%	20	66.7%	34	52.4%	33	56.6%	77	71.4%	10
Base:		150		63		87		36		51		63		136		14

AGE   Could I ask how old you are please?

	Total %	Total n	Male %	Male n	Female %	Female n	18 to 34 %	18 to 34 n	35 to 54 %	35 to 54 n	55+ %	55+ n	Has car %	Has car n	No car %	No car n
18 – 24 years	5.3%	8	4.8%	3	5.7%	5	22.2%	8	0.0%	0	0.0%	0	5.1%	7	7.1%	1
25 – 34 years	18.7%	28	20.6%	13	17.2%	15	77.8%	28	0.0%	0	0.0%	0	19.9%	27	7.1%	1
35 – 44 years	20.0%	30	17.5%	11	21.8%	19	0.0%	0	58.8%	30	0.0%	0	20.6%	28	14.3%	2
45 – 54 years	14.0%	21	9.5%	6	17.2%	15	0.0%	0	41.2%	21	0.0%	0	15.4%	21	0.0%	0
55 – 64 years	19.3%	29	19.0%	12	19.5%	17	0.0%	0	0.0%	0	46.0%	29	20.6%	28	7.1%	1
65+ years	22.7%	34	28.6%	18	18.4%	16	0.0%	0	0.0%	0	54.0%	34	18.4%	25	64.3%	9
(Prefer not to say)	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:		150		63		87		36		51		63		136		14

Column %ges.

Lichfield & Burntwood Visitor Survey
for Lambert Smith Hampton

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
CAR How many cars does your household have or use?																
None	9.3%	14	6.3%	4	11.5%	10	5.6%	2	3.9%	2	15.9%	10	0.0%	0	100.0%	14
One	50.0%	75	54.0%	34	47.1%	41	50.0%	18	49.0%	25	50.8%	32	55.1%	75	0.0%	0
Two	34.0%	51	36.5%	23	32.2%	28	33.3%	12	41.2%	21	28.6%	18	37.5%	51	0.0%	0
Three or more	6.7%	10	3.2%	2	9.2%	8	11.1%	4	5.9%	3	4.8%	3	7.4%	10	0.0%	0
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		150		63		87		36		51		63		136		14

Column %ges.

Lichfield & Burntwood Visitor Survey
for Lambert Smith Hampton

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	

PC   Respondent's postcode sector

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
B23 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
B43 6	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
B70 6	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
B77 4	0.7%	1	1.6%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
B78 3	1.3%	2	1.6%	1	1.1%	1	0.0%	0	2.0%	1	1.6%	1	1.5%	2	0.0%	0
B79 7	1.3%	2	1.6%	1	1.1%	1	0.0%	0	3.9%	2	0.0%	0	1.5%	2	0.0%	0
B79 8	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
CV1 1	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
CV11 7	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
DE12 8	1.3%	2	1.6%	1	1.1%	1	0.0%	0	0.0%	0	3.2%	2	1.5%	2	0.0%	0
DE13 0	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
DE13 7	1.3%	2	1.6%	1	1.1%	1	0.0%	0	2.0%	1	1.6%	1	1.5%	2	0.0%	0
DE13 8	1.3%	2	1.6%	1	1.1%	1	0.0%	0	2.0%	1	1.6%	1	1.5%	2	0.0%	0
DE13 9	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
DE14 2	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
DE15 9	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
DE6 5	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
LE1 1	1.3%	2	0.0%	0	2.3%	2	0.0%	0	3.9%	2	0.0%	0	1.5%	2	0.0%	0
NG1 1	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
ST17 0	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
TQ5 9	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
TW5 9	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WR5 6	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS1 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 0	1.3%	2	0.0%	0	2.3%	2	2.8%	1	2.0%	1	0.0%	0	0.0%	0	14.3%	2
WS11 1	1.3%	2	3.2%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	1.5%	2	0.0%	0
WS11 9	2.0%	3	0.0%	0	3.4%	3	2.8%	1	0.0%	0	3.2%	2	2.2%	3	0.0%	0
WS12 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 2	1.3%	2	1.6%	1	1.1%	1	5.6%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0
WS12 3	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS12 4	6.0%	9	6.3%	4	5.7%	5	5.6%	2	2.0%	1	9.5%	6	6.6%	9	0.0%	0
WS12 5	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS13 6	8.0%	12	12.7%	8	4.6%	4	5.6%	2	5.9%	3	11.1%	7	6.6%	9	21.4%	3
WS13 7	7.3%	11	6.3%	4	8.0%	7	2.8%	1	11.8%	6	6.3%	4	6.6%	9	14.3%	2
WS13 8	5.3%	8	11.1%	7	1.1%	1	5.6%	2	5.9%	3	4.8%	3	5.9%	8	0.0%	0
WS14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 0	1.3%	2	3.2%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.7%	1	7.1%	1
WS14 9	4.7%	7	4.8%	3	4.6%	4	8.3%	3	0.0%	0	6.3%	4	4.4%	6	7.1%	1
WS14 O	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS15 1	2.0%	3	3.2%	2	1.1%	1	5.6%	2	2.0%	1	0.0%	0	2.2%	3	0.0%	0
WS15 2	2.0%	3	1.6%	1	2.3%	2	0.0%	0	2.0%	1	3.2%	2	2.2%	3	0.0%	0
WS15 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
WS3 1	1.3%	2	1.6%	1	1.1%	1	5.6%	2	0.0%	0	0.0%	0	0.7%	1	7.1%	1
WS3 2	2.0%	3	1.6%	1	2.3%	2	5.6%	2	2.0%	1	0.0%	0	2.2%	3	0.0%	0
WS3 3	1.3%	2	0.0%	0	2.3%	2	0.0%	0	3.9%	2	0.0%	0	1.5%	2	0.0%	0
WS3 4	5.3%	8	3.2%	2	6.9%	6	8.3%	3	5.9%	3	3.2%	2	5.9%	8	0.0%	0
WS4 1	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS4 L	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS5 3	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0
WS5 4	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0
WS6 6	0.7%	1	0.0%	0	1.1%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
WS6 7	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	7.1%	1
WS7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 0	1.3%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	3.2%	2	0.7%	1	7.1%	1
WS7 1	1.3%	2	1.6%	1	1.1%	1	2.8%	1	0.0%	0	1.6%	1	1.5%	2	0.0%	0
WS7 2	1.3%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	3.2%	2	1.5%	2	0.0%	0
WS7 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 4	2.0%	3	1.6%	1	2.3%	2	2.8%	1	2.0%	1	1.6%	1	2.2%	3	0.0%	0
WS7 8	1.3%	2	0.0%	0	2.3%	2	2.8%	1	2.0%	1	0.0%	0	1.5%	2	0.0%	0
WS7 9	4.7%	7	4.8%	3	4.6%	4	2.8%	1	3.9%	2	6.3%	4	5.1%	7	0.0%	0
WS8 6	4.0%	6	3.2%	2	4.6%	4	2.8%	1	7.8%	4	1.6%	1	3.7%	5	7.1%	1
WS8 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
WS9 0	1.3%	2	0.0%	0	2.3%	2	0.0%	0	2.0%	1	1.6%	1	0.7%	1	7.1%	1
WS9 8	1.3%	2	1.6%	1	1.1%	1	5.6%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0
WS9 9	2.0%	3	0.0%	0	3.4%	3	2.8%	1	3.9%	2	0.0%	0	2.2%	3	0.0%	0
WV11 2	1.3%	2	1.6%	1	1.1%	1	0.0%	0	0.0%	0	3.2%	2	1.5%	2	0.0%	0
WV12 5	1.3%	2	1.6%	1	1.1%	1	2.8%	1	2.0%	1	0.0%	0	1.5%	2	0.0%	0
WV13 3	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:		150		63		87		36		51		63		136		14

Column %ges.

Lichfield & Burntwood Visitor Survey
for Lambert Smith Hampton

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
LOC Interview location																
Lichfield - Along Market Street, from City Arcade to Breadmarket Street	61.3%	92	58.7%	37	63.2%	55	61.1%	22	64.7%	33	58.7%	37	61.8%	84	57.1%	8
Lichfield - Along Baker's Lane, from Bore Street to Card Factory store	38.7%	58	41.3%	26	36.8%	32	38.9%	14	35.3%	18	41.3%	26	38.2%	52	42.9%	6
Burntwood - In front of Burntwood Town Shopping Centre, along Cannock Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood - Within Burntwood Town 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
Base:		150		63		87		36		51		63		136		14
TME Time of interview																
09:00 - 12:00	38.0%	57	39.7%	25	36.8%	32	33.3%	12	37.3%	19	41.3%	26	37.5%	51	42.9%	6
12:01 - 14:00	35.3%	53	33.3%	21	36.8%	32	36.1%	13	39.2%	20	31.7%	20	36.8%	50	21.4%	3
14:01 - 16:00	13.3%	20	14.3%	9	12.6%	11	8.3%	3	11.8%	6	17.5%	11	11.8%	16	28.6%	4
16:01 - 17:00	13.3%	20	12.7%	8	13.8%	12	22.2%	8	11.8%	6	9.5%	6	14.0%	19	7.1%	1
Base:		150		63		87		36		51		63		136		14
DAY Day of week																
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
Tuesday	33.3%	50	30.2%	19	35.6%	31	44.4%	16	35.3%	18	25.4%	16	34.6%	47	21.4%	3
Wednesday	33.3%	50	31.7%	20	34.5%	30	33.3%	12	29.4%	15	36.5%	23	33.8%	46	28.6%	4
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
Friday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saturday	33.3%	50	38.1%	24	29.9%	26	22.2%	8	35.3%	18	38.1%	24	31.6%	43	50.0%	7
Base:		150		63		87		36		51		63		136		14

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	

Q01 What is the main purpose of your visit to Lichfield city / Burntwood town centre today?

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Food shopping	40.0%	50	33.3%	10	42.1%	40	19.0%	4	44.8%	13	44.0%	33	32.6%	28	56.8%	21
Work / business	21.6%	27	13.3%	4	24.2%	23	47.6%	10	13.8%	4	17.3%	13	26.7%	23	10.8%	4
Non-food shopping (e.g. DIY and decorating goods)	6.4%	8	13.3%	4	4.2%	4	0.0%	0	3.4%	1	9.3%	7	7.0%	6	5.4%	2
Library	5.6%	7	3.3%	1	6.3%	6	0.0%	0	13.8%	4	4.0%	3	7.0%	6	2.7%	1
Non-food shopping (e.g. clothing and footwear)	4.8%	6	6.7%	2	4.2%	4	4.8%	1	10.3%	3	2.7%	2	5.8%	5	2.7%	1
Eating or drinking out	4.8%	6	10.0%	3	3.2%	3	4.8%	1	0.0%	0	6.7%	5	4.7%	4	5.4%	2
Socialising	3.2%	4	3.3%	1	3.2%	3	4.8%	1	0.0%	0	4.0%	3	1.2%	1	8.1%	3
Jehovah's Witnesses work	2.4%	3	0.0%	0	3.2%	3	0.0%	0	3.4%	1	2.7%	2	3.5%	3	0.0%	0
Other services (e.g. travel agents, estate agents)	1.6%	2	0.0%	0	2.1%	2	4.8%	1	3.4%	1	0.0%	0	2.3%	2	0.0%	0
Personal services (e.g. hairdressers, nail bar, beauty salon)	1.6%	2	0.0%	0	2.1%	2	4.8%	1	0.0%	0	1.3%	1	2.3%	2	0.0%	0
Health services (e.g. doctors, dentists, opticians)	1.6%	2	3.3%	1	1.1%	1	0.0%	0	3.4%	1	1.3%	1	1.2%	1	2.7%	1
Church	1.6%	2	3.3%	1	1.1%	1	0.0%	0	0.0%	0	2.7%	2	2.3%	2	0.0%	0
Bookmakers	0.8%	1	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Non-food shopping (e.g. TV, Hi Fi, radio, photographic and Computer equipment)	0.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Health & fitness / gym	0.8%	1	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Browsing	0.8%	1	3.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Financial services (e.g. banks, building societies, accountants)	0.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Organising rental properties	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Base:		125		30		95		21		29		75		86		37

Q02 What else, if anything, will you be doing here today? [MR]
Those who stated a purpose at Q01

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Food shopping	29.6%	37	30.0%	9	29.5%	28	33.3%	7	13.8%	4	34.7%	26	30.2%	26	29.7%	11
Eating or drinking out	12.0%	15	10.0%	3	12.6%	12	23.8%	5	24.1%	7	4.0%	3	14.0%	12	5.4%	2
Non-food shopping (e.g. clothing and footwear)	11.2%	14	3.3%	1	13.7%	13	19.0%	4	3.4%	1	12.0%	9	11.6%	10	10.8%	4
Non-food shopping (e.g. DIY and decorating goods)	4.8%	6	3.3%	1	5.3%	5	4.8%	1	3.4%	1	5.3%	4	4.7%	4	5.4%	2
Non-food shopping (e.g. Personal / luxury goods such as books, jewellery, china, glass and cosmetics)	4.0%	5	0.0%	0	5.3%	5	9.5%	2	3.4%	1	2.7%	2	4.7%	4	0.0%	0
Socialising	4.0%	5	3.3%	1	4.2%	4	0.0%	0	6.9%	2	4.0%	3	3.5%	3	5.4%	2
Church	3.2%	4	6.7%	2	2.1%	2	0.0%	0	10.3%	3	1.3%	1	3.5%	3	2.7%	1
Health & fitness / gym	2.4%	3	6.7%	2	1.1%	1	9.5%	2	0.0%	0	1.3%	1	3.5%	3	0.0%	0
Work / business	2.4%	3	6.7%	2	1.1%	1	0.0%	0	6.9%	2	1.3%	1	3.5%	3	0.0%	0
Non-food shopping (e.g. furniture, floor coverings, household textiles)	1.6%	2	0.0%	0	2.1%	2	0.0%	0	3.4%	1	1.3%	1	2.3%	2	0.0%	0
Non-food shopping (e.g. TV, Hi Fi, radio, photographic and Computer equipment)	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
Bookmakers	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
Tourism / sight seeing	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
Education	0.8%	1	3.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
Browsing	0.8%	1	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Cinema	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Library	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
Financial services (e.g. banks, building societies, accountants)	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
(Nothing else)	23.2%	29	30.0%	9	21.1%	20	4.8%	1	24.1%	7	28.0%	21	19.8%	17	32.4%	12
(Don't know)	0.8%	1	3.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Base:		125		30		95		21		29		75		86		37

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	

Q02X Any mention activities (Q01 & Q02) [MR]
Those who stated a purpose at Q01

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Food shopping	69.6%	87	63.3%	19	71.6%	68	52.4%	11	58.6%	17	78.7%	59	62.8%	54	86.5%	32
Work / business	24.0%	30	20.0%	6	25.3%	24	47.6%	10	20.7%	6	18.7%	14	30.2%	26	10.8%	4
Eating or drinking out	16.8%	21	20.0%	6	15.8%	15	28.6%	6	24.1%	7	10.7%	8	18.6%	16	10.8%	4
Non-food shopping (e.g. clothing and footwear)	16.0%	20	10.0%	3	17.9%	17	23.8%	5	13.8%	4	14.7%	11	17.4%	15	13.5%	5
Non-food shopping (e.g. DIY and decorating goods)	11.2%	14	16.7%	5	9.5%	9	4.8%	1	6.9%	2	14.7%	11	11.6%	10	10.8%	4
Socialising	7.2%	9	6.7%	2	7.4%	7	4.8%	1	6.9%	2	8.0%	6	4.7%	4	13.5%	5
Library	6.4%	8	3.3%	1	7.4%	7	0.0%	0	13.8%	4	5.3%	4	7.0%	6	5.4%	2
Church	4.8%	6	10.0%	3	3.2%	3	0.0%	0	10.3%	3	4.0%	3	5.8%	5	2.7%	1
Non-food shopping (e.g. Personal / luxury goods such as books, jewellery, china, glass and cosmetics)	4.0%	5	0.0%	0	5.3%	5	9.5%	2	3.4%	1	2.7%	2	4.7%	4	0.0%	0
Health & fitness / gym	3.2%	4	6.7%	2	2.1%	2	14.3%	3	0.0%	0	1.3%	1	3.5%	3	2.7%	1
Jehovah's Witnesses work	2.4%	3	0.0%	0	3.2%	3	0.0%	0	3.4%	1	2.7%	2	3.5%	3	0.0%	0
Non-food shopping (e.g. furniture, floor coverings, household textiles)	1.6%	2	0.0%	0	2.1%	2	0.0%	0	3.4%	1	1.3%	1	2.3%	2	0.0%	0
Personal services (e.g. hairdressers, nail bar, beauty salon)	1.6%	2	0.0%	0	2.1%	2	4.8%	1	0.0%	0	1.3%	1	2.3%	2	0.0%	0
Non-food shopping (e.g. TV, Hi Fi, radio, photographic and Computer equipment)	1.6%	2	3.3%	1	1.1%	1	0.0%	0	0.0%	0	2.7%	2	1.2%	1	2.7%	1
Financial services (e.g. banks, building societies, accountants)	1.6%	2	3.3%	1	1.1%	1	0.0%	0	0.0%	0	2.7%	2	2.3%	2	0.0%	0
Browsing	1.6%	2	3.3%	1	1.1%	1	4.8%	1	3.4%	1	0.0%	0	1.2%	1	0.0%	0
Bookmakers	1.6%	2	0.0%	0	2.1%	2	4.8%	1	0.0%	0	1.3%	1	0.0%	0	5.4%	2
Other services (e.g. travel agents, estate agents)	1.6%	2	0.0%	0	2.1%	2	4.8%	1	3.4%	1	0.0%	0	2.3%	2	0.0%	0
Health services (e.g. doctors, dentists, opticians)	1.6%	2	3.3%	1	1.1%	1	0.0%	0	3.4%	1	1.3%	1	1.2%	1	2.7%	1
Education	0.8%	1	3.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
Tourism / sight seeing	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
Organising rental properties	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Cinema	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Base:		125		30		95		21		29		75		86		37

Meanscore: [Time in minutes]

Q03 Approximately how long will you spend in the town centre today?

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Less than 30 minutes	18.4%	23	13.3%	4	20.0%	19	19.0%	4	20.7%	6	17.3%	13	16.3%	14	21.6%	8
30 - 59 minutes	20.0%	25	33.3%	10	15.8%	15	19.0%	4	24.1%	7	18.7%	14	17.4%	15	24.3%	9
1hr -1 hr 29 min	17.6%	22	26.7%	8	14.7%	14	0.0%	0	10.3%	3	25.3%	19	19.8%	17	13.5%	5
1hr 30 mins - 1 hr 59 min	10.4%	13	3.3%	1	12.6%	12	9.5%	2	13.8%	4	9.3%	7	9.3%	8	13.5%	5
2hrs - 2hrs 29 mins	9.6%	12	6.7%	2	10.5%	10	4.8%	1	17.2%	5	8.0%	6	8.1%	7	13.5%	5
2hrs 30 mins - 2hrs 59 mins	1.6%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	2.7%	2	1.2%	1	2.7%	1
3hrs - 3hrs 29 mins	1.6%	2	3.3%	1	1.1%	1	9.5%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0
3hrs 30 mins - 3hrs 59 mins	3.2%	4	0.0%	0	4.2%	4	9.5%	2	0.0%	0	2.7%	2	3.5%	3	2.7%	1
4hrs - 4hrs 29 mins	4.8%	6	0.0%	0	6.3%	6	14.3%	3	6.9%	2	1.3%	1	5.8%	5	2.7%	1
4hrs 30 mins - 4hrs 59 mins	3.2%	4	3.3%	1	3.2%	3	4.8%	1	0.0%	0	4.0%	3	3.5%	3	2.7%	1
5hrs - 5hrs 29 mins	2.4%	3	3.3%	1	2.1%	2	0.0%	0	0.0%	0	4.0%	3	3.5%	3	0.0%	0
5hrs 30 mins - 5hrs 59 mins	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
6hrs or more	6.4%	8	6.7%	2	6.3%	6	9.5%	2	6.9%	2	5.3%	4	8.1%	7	2.7%	1
(Don't know)	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Mean:	*118.55*		*104.00*		*123.19*		*157.86*		*106.03*		*112.30*		*131.65*		*93.24*	
Base:		125		30		95		21		29		75		86		37

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	

Q04 What is the full postcode / address of your point of origin?

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
B23 6AQ	0.8%	1	3.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
B43 6QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 6LR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B77 4PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B78 3FH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B78 3PR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B79 7BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B79 7UB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B79 8PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV1 1AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV11 7AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE12 8JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE12 8NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE13 0FU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE13 7AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE13 8PD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE13 8QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE13 9FZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE14 2GF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE15 9HR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE6 5LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington Oval	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE1 1AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE1 1SR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG1 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST17 0BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TQ5 9NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW5 9LR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WR5 6TD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 1NR	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS11 0AT	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS11 0HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 1JZ	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
WS11 1LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 1QW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 1SU	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.7%	1
WS11 9PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 9QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 0JJ	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS12 0SX	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS12 1QQ	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
WS12 2EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 2EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 2RY	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
WS12 3HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 3HG	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS12 3HP	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS12 4NE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 4NH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 4NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 4NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 4RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 4RT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 4XD	0.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS12 5EX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 6AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 6AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 6BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 6DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 6ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 6ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 6LT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 6RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 6SL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 6TF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 6XB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 7DU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 7JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 7JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 7JN	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS13 7JU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 7LF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

NEMS market research

Lichfield & Burntwood Visitor Survey
for Lambert Smith Hampton

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
WS13 7LR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 7LW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 7LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 7PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 7SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 8AN	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS13 8EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 8GS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 8GT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 8RG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 8SF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 8UQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 8XL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14	0.8%	1	3.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
WS14 0FE	0.8%	1	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
WS14 0FL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 0GE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 3JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 9AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 9EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 9GE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 9HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 9JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 9SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 OBW	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS15 1AA	0.8%	1	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
WS15 1AD	0.8%	1	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
WS15 1AT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS15 1AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS15 1EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS15 2DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS15 2NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS15 2RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS15 4RW	0.8%	1	3.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
WS15 4SG	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS3 1JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 1RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 2PZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 2UG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 2UH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 3QN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 3XE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 4AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 4JR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 4LS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 4NE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 4NQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS4 1EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS4 1PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS5 3BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS5 4PD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS5 4TE	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
WS6 6LT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS6 7HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7	6.4%	8	3.3%	1	7.4%	7	9.5%	2	6.9%	2	5.3%	4	3.5%	3	13.5%	5
WS7 0BY	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS7 0DT	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS7 0DX	0.8%	1	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
WS7 0EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 0EY	0.8%	1	3.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
WS7 0HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 0LP	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS7 1AA	2.4%	3	3.3%	1	2.1%	2	0.0%	0	0.0%	0	4.0%	3	3.5%	3	0.0%	0
WS7 1AG	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
WS7 1AL	0.8%	1	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
WS7 1AP	0.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS7 1AW	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
WS7 1BL	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.7%	1
WS7 1BT	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
WS7 1GH	1.6%	2	0.0%	0	2.1%	2	0.0%	0	3.4%	1	1.3%	1	2.3%	2	0.0%	0
WS7 1HP	0.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS7 1HT	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0

Column %ges.

NEMS market research

Lichfield & Burntwood Visitor Survey
for Lambert Smith Hampton

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
WS7 1JN	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
WS7 1JR	8.0%	10	6.7%	2	8.4%	8	14.3%	3	3.4%	1	8.0%	6	10.5%	9	2.7%	1
WS7 1JW	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.7%	1
WS7 1JX	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS7 1JZ	0.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS7 1LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 1NT	0.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS7 1PR	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
WS7 1RH	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS7 2AL	1.6%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	5.4%	2
WS7 2AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 2BB	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS7 2BG	0.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
WS7 2BJ	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
WS7 2BX	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
WS7 2DL	1.6%	2	3.3%	1	1.1%	1	0.0%	0	0.0%	0	2.7%	2	2.3%	2	0.0%	0
WS7 2DR	0.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS7 2EL	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.7%	1
WS7 2EW	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS7 2GW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 2HF	0.8%	1	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
WS7 2HY	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
WS7 2JE	0.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS7 2NN	0.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
WS7 2NX	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
WS7 2PA	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS7 2PE	0.8%	1	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
WS7 3AD	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS7 3RP	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
WS7 3RQ	0.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
WS7 3RT	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
WS7 3RU	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
WS7 3UZ	0.8%	1	3.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
WS7 3XA	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS7 3XF	0.8%	1	3.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
WS7 3XH	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
WS7 3XX	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
WS7 4QW	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.7%	1
WS7 4RS	0.8%	1	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
WS7 4RT	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS7 4RU	0.8%	1	3.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
WS7 4SR	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
WS7 4TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 4TL	1.6%	2	3.3%	1	1.1%	1	4.8%	1	3.4%	1	0.0%	0	1.2%	1	2.7%	1
WS7 4TN	0.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
WS7 4TP	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.7%	1
WS7 4TR	0.8%	1	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
WS7 4UA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 4US	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS7 4UW	0.8%	1	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
WS7 4YE	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS7 4YF	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS7 8FS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 8QW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 9AD	1.6%	2	3.3%	1	1.1%	1	0.0%	0	0.0%	0	2.7%	2	2.3%	2	0.0%	0
WS7 9AL	3.2%	4	0.0%	0	4.2%	4	0.0%	0	6.9%	2	2.7%	2	4.7%	4	0.0%	0
WS7 9AP	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
WS7 9BE	0.8%	1	3.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
WS7 9BU	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS7 9DB	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS7 9DD	0.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
WS7 9DE	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
WS7 9JR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 9LL	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
WS7 9LW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 9QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 9QJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 9QQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS8 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS8 6FH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS8 6GB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS8 6JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS8 6JL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS8 6JY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Lichfield & Burntwood Visitor Survey
for Lambert Smith Hampton

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
WS8 7AA	0.8%	1	3.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
WS8 7NH	0.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS8 7PF	1.6%	2	3.3%	1	1.1%	1	0.0%	0	0.0%	0	2.7%	2	2.3%	2	0.0%	0
WS9 0AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 0BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 8JE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 8RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 9BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 9JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 9JR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 2BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 2RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV12 5EY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV12 5QV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 3LD	0.8%	1	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Base:		125		30		95		21		29		75		86		37

Q05 What types of shops, businesses or services in Lichfield city / Burntwood town centre have you visited, or do you intend to visit today? [MR]

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Greengrocers / fruit & veg shops	37.6%	47	36.7%	11	37.9%	36	28.6%	6	24.1%	7	45.3%	34	36.0%	31	43.2%	16
Charity shops	22.4%	28	23.3%	7	22.1%	21	14.3%	3	20.7%	6	25.3%	19	27.9%	24	10.8%	4
Foodstore / supermarket	16.0%	20	20.0%	6	14.7%	14	19.0%	4	17.2%	5	14.7%	11	20.9%	18	5.4%	2
General stores / corner shops / newsagents	16.0%	20	10.0%	3	17.9%	17	19.0%	4	13.8%	4	16.0%	12	11.6%	10	27.0%	10
Post office	12.8%	16	10.0%	3	13.7%	13	4.8%	1	13.8%	4	14.7%	11	14.0%	12	10.8%	4
DIY / hardware stores	12.8%	16	20.0%	6	10.5%	10	9.5%	2	10.3%	3	14.7%	11	16.3%	14	5.4%	2
Restaurants / cafes	9.6%	12	6.7%	2	10.5%	10	4.8%	1	13.8%	4	9.3%	7	11.6%	10	5.4%	2
Hairdressers / barbers / beauty salon	6.4%	8	3.3%	1	7.4%	7	4.8%	1	10.3%	3	5.3%	4	7.0%	6	5.4%	2
Butchers	5.6%	7	6.7%	2	5.3%	5	9.5%	2	10.3%	3	2.7%	2	5.8%	5	2.7%	1
Chemists / pharmacy	4.0%	5	0.0%	0	5.3%	5	4.8%	1	3.4%	1	4.0%	3	3.5%	3	2.7%	1
Clothing / fashion store	3.2%	4	3.3%	1	3.2%	3	4.8%	1	10.3%	3	0.0%	0	4.7%	4	0.0%	0
Banks / building societies	3.2%	4	10.0%	3	1.1%	1	0.0%	0	10.3%	3	1.3%	1	3.5%	3	0.0%	0
Takeaways	3.2%	4	10.0%	3	1.1%	1	4.8%	1	0.0%	0	4.0%	3	4.7%	4	0.0%	0
Opticians	2.4%	3	3.3%	1	2.1%	2	4.8%	1	0.0%	0	2.7%	2	3.5%	3	0.0%	0
Household goods shops	2.4%	3	0.0%	0	3.2%	3	0.0%	0	3.4%	1	2.7%	2	2.3%	2	0.0%	0
Pubs / bars	1.6%	2	3.3%	1	1.1%	1	0.0%	0	0.0%	0	2.7%	2	2.3%	2	0.0%	0
Carpet / floor covering shops	1.6%	2	3.3%	1	1.1%	1	4.8%	1	0.0%	0	1.3%	1	2.3%	2	0.0%	0
Cobblers	1.6%	2	3.3%	1	1.1%	1	0.0%	0	0.0%	0	2.7%	2	2.3%	2	0.0%	0
Library	1.6%	2	0.0%	0	2.1%	2	0.0%	0	3.4%	1	1.3%	1	2.3%	2	0.0%	0
Health and beauty shops	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Health food shops	0.8%	1	3.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Shoe shop	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Jewellers	0.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Double glazing / window shops	0.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Estate agents	0.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Book shops	0.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Bakers	0.8%	1	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Betting shops	0.8%	1	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Doctors	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Church	0.8%	1	3.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
Vets	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
(Don't know)	4.0%	5	3.3%	1	4.2%	4	4.8%	1	6.9%	2	2.7%	2	4.7%	4	2.7%	1
Just walking through	1.6%	2	3.3%	1	1.1%	1	4.8%	1	0.0%	0	1.3%	1	2.3%	2	0.0%	0
Base:		125		30		95		21		29		75		86		37

Lichfield & Burntwood Visitor Survey
for Lambert Smith Hampton

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	

Q06   What do you like about Lichfield city / Burntwood town centre? [MR]

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Community spirit / friendly people	20.0%	25	20.0%	6	20.0%	19	4.8%	1	24.1%	7	22.7%	17	19.8%	17	18.9%	7
Close to home	18.4%	23	20.0%	6	17.9%	17	23.8%	5	24.1%	7	14.7%	11	22.1%	19	10.8%	4
Easy to walk around	10.4%	13	10.0%	3	10.5%	10	19.0%	4	13.8%	4	6.7%	5	14.0%	12	2.7%	1
Cheap prices in shops	8.8%	11	13.3%	4	7.4%	7	9.5%	2	10.3%	3	8.0%	6	12.8%	11	0.0%	0
Good access by car	8.0%	10	6.7%	2	8.4%	8	14.3%	3	13.8%	4	4.0%	3	11.6%	10	0.0%	0
Good access by foot	7.2%	9	10.0%	3	6.3%	6	14.3%	3	10.3%	3	4.0%	3	10.5%	9	0.0%	0
Good prices	6.4%	8	10.0%	3	5.3%	5	9.5%	2	6.9%	2	5.3%	4	9.3%	8	0.0%	0
Restaurant / café	6.4%	8	3.3%	1	7.4%	7	4.8%	1	6.9%	2	6.7%	5	8.1%	7	2.7%	1
Good range of shops in general	6.4%	8	3.3%	1	7.4%	7	4.8%	1	3.4%	1	8.0%	6	4.7%	4	8.1%	3
Close to work / en route to work	5.6%	7	0.0%	0	7.4%	7	9.5%	2	3.4%	1	5.3%	4	8.1%	7	0.0%	0
General character / atmosphere	5.6%	7	10.0%	3	4.2%	4	9.5%	2	6.9%	2	4.0%	3	8.1%	7	0.0%	0
Street market	5.6%	7	6.7%	2	5.3%	5	4.8%	1	10.3%	3	4.0%	3	5.8%	5	5.4%	2
Good range of independent stores	4.8%	6	6.7%	2	4.2%	4	4.8%	1	3.4%	1	5.3%	4	7.0%	6	0.0%	0
Car parking: easy to find a space	4.0%	5	6.7%	2	3.2%	3	0.0%	0	3.4%	1	5.3%	4	5.8%	5	0.0%	0
Easily accessible by foot / cycle	4.0%	5	6.7%	2	3.2%	3	9.5%	2	3.4%	1	2.7%	2	5.8%	5	0.0%	0
Car parking: is good	4.0%	5	3.3%	1	4.2%	4	4.8%	1	0.0%	0	5.3%	4	5.8%	5	0.0%	0
Good access by cycle	3.2%	4	3.3%	1	3.2%	3	4.8%	1	6.9%	2	1.3%	1	4.7%	4	0.0%	0
Attractive environment	3.2%	4	3.3%	1	3.2%	3	4.8%	1	3.4%	1	2.7%	2	4.7%	4	0.0%	0
Good quality pubs / bars and restaurants	3.2%	4	6.7%	2	2.1%	2	9.5%	2	0.0%	0	2.7%	2	4.7%	4	0.0%	0
Car parking: is cheap	3.2%	4	3.3%	1	3.2%	3	9.5%	2	6.9%	2	0.0%	0	4.7%	4	0.0%	0
Not too busy	2.4%	3	3.3%	1	2.1%	2	4.8%	1	0.0%	0	2.7%	2	2.3%	2	2.7%	1
Good disabled access	2.4%	3	3.3%	1	2.1%	2	4.8%	1	0.0%	0	2.7%	2	3.5%	3	0.0%	0
Library	2.4%	3	0.0%	0	3.2%	3	4.8%	1	0.0%	0	2.7%	2	3.5%	3	0.0%	0
Good bus service / accessible public transport	2.4%	3	0.0%	0	3.2%	3	4.8%	1	0.0%	0	2.7%	2	3.5%	3	0.0%	0
Can get everything I need here	1.6%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	2.7%	2	1.2%	1	2.7%	1
Feels safe	0.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Cleanliness	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Gym	0.8%	1	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Visit cathedral	0.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
It's improving	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
Good range of services	0.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Heron Foods store	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Nothing / very little	28.8%	36	26.7%	8	29.5%	28	23.8%	5	27.6%	8	30.7%	23	24.4%	21	40.5%	15
(Don't know)	2.4%	3	0.0%	0	3.2%	3	0.0%	0	3.4%	1	2.7%	2	1.2%	1	5.4%	2
Base:		125		30		95		21		29		75		86		37

Lichfield & Burntwood Visitor Survey
for Lambert Smith Hampton

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	

Q07   What do you dislike about Lichfield city / Burntwood town centre? [MR]

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Not enough choice of shops	26.4%	33	23.3%	7	27.4%	26	28.6%	6	37.9%	11	21.3%	16	31.4%	27	13.5%	5
Not enough clothes shops	14.4%	18	13.3%	4	14.7%	14	19.0%	4	24.1%	7	9.3%	7	17.4%	15	5.4%	2
Lack of other leisure sports / cultural facilities	8.0%	10	6.7%	2	8.4%	8	9.5%	2	24.1%	7	1.3%	1	10.5%	9	2.7%	1
Too few service businesses (e.g. banks / building societies)	6.4%	8	0.0%	0	8.4%	8	14.3%	3	3.4%	1	5.3%	4	9.3%	8	0.0%	0
Poor facilities (e.g. seating, toilets)	6.4%	8	3.3%	1	7.4%	7	14.3%	3	6.9%	2	4.0%	3	8.1%	7	2.7%	1
Unattractive environment / run down	6.4%	8	10.0%	3	5.3%	5	0.0%	0	3.4%	1	9.3%	7	9.3%	8	0.0%	0
Nothing there / nothing to do	5.6%	7	0.0%	0	7.4%	7	4.8%	1	6.9%	2	5.3%	4	4.7%	4	8.1%	3
Poor quality shops	4.8%	6	0.0%	0	6.3%	6	4.8%	1	10.3%	3	2.7%	2	7.0%	6	0.0%	0
Lack of parking	4.8%	6	10.0%	3	3.2%	3	0.0%	0	10.3%	3	4.0%	3	5.8%	5	0.0%	0
Too few cafes, pubs or eating places	4.8%	6	3.3%	1	5.3%	5	4.8%	1	10.3%	3	2.7%	2	5.8%	5	2.7%	1
No department store	4.8%	6	3.3%	1	5.3%	5	0.0%	0	10.3%	3	4.0%	3	7.0%	6	0.0%	0
Litter / dirty / dogs	4.0%	5	3.3%	1	4.2%	4	9.5%	2	3.4%	1	2.7%	2	5.8%	5	0.0%	0
Short opening hours / no facilities in the evening	4.0%	5	6.7%	2	3.2%	3	9.5%	2	10.3%	3	0.0%	0	5.8%	5	0.0%	0
Not enough supermarket / food shops	4.0%	5	3.3%	1	4.2%	4	0.0%	0	13.8%	4	1.3%	1	5.8%	5	0.0%	0
Poor bus service to centre	3.2%	4	0.0%	0	4.2%	4	4.8%	1	3.4%	1	2.7%	2	3.5%	3	2.7%	1
Empty shops	3.2%	4	6.7%	2	2.1%	2	0.0%	0	0.0%	0	5.3%	4	3.5%	3	2.7%	1
Unsafe / poor security / dangerous	2.4%	3	0.0%	0	3.2%	3	4.8%	1	0.0%	0	2.7%	2	3.5%	3	0.0%	0
Traffic congestion	2.4%	3	3.3%	1	2.1%	2	9.5%	2	3.4%	1	0.0%	0	1.2%	1	5.4%	2
Not enough facilities	1.6%	2	3.3%	1	1.1%	1	0.0%	0	3.4%	1	1.3%	1	0.0%	0	5.4%	2
Everything	1.6%	2	0.0%	0	2.1%	2	4.8%	1	0.0%	0	1.3%	1	1.2%	1	2.7%	1
Too many shops of one type	1.6%	2	0.0%	0	2.1%	2	4.8%	1	3.4%	1	0.0%	0	2.3%	2	0.0%	0
Few traffic free areas	1.6%	2	6.7%	2	0.0%	0	4.8%	1	3.4%	1	0.0%	0	2.3%	2	0.0%	0
Poor signposting in centre	1.6%	2	3.3%	1	1.1%	1	0.0%	0	6.9%	2	0.0%	0	2.3%	2	0.0%	0
Difficult to cross streets	0.8%	1	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Prices too high	0.8%	1	3.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
Lack of a specific retailer: B&M	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
Lack of a specific retailer: Matalan	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
Cost of parking	0.8%	1	3.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Too many takeaways	0.8%	1	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Community isn't involved	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
Pot holes in the roads	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Lack of a specific retailer: The Food Warehouse	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
Smells of cannabis	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
(Nothing)	30.4%	38	36.7%	11	28.4%	27	23.8%	5	20.7%	6	36.0%	27	23.3%	20	48.6%	18
(Don't know)	1.6%	2	0.0%	0	2.1%	2	4.8%	1	0.0%	0	1.3%	1	2.3%	2	0.0%	0
Base:		125		30		95		21		29		75		86		37

Column %ges.

Lichfield & Burntwood Visitor Survey
for Lambert Smith Hampton

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	

Q08A What improvements to Lichfield city / Burntwood town centre would make you visit more often? 1st Mention

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Better quality shops	34.4%	43	26.7%	8	36.8%	35	23.8%	5	31.0%	9	38.7%	29	36.0%	31	32.4%	12
More large shops / department stores	13.6%	17	0.0%	0	17.9%	17	23.8%	5	17.2%	5	9.3%	7	11.6%	10	18.9%	7
Better maintenance / cleanliness	8.0%	10	16.7%	5	5.3%	5	14.3%	3	3.4%	1	8.0%	6	8.1%	7	8.1%	3
Improve appearance / environment	6.4%	8	6.7%	2	6.3%	6	0.0%	0	3.4%	1	9.3%	7	7.0%	6	5.4%	2
More banks / building societies	5.6%	7	3.3%	1	6.3%	6	0.0%	0	3.4%	1	8.0%	6	3.5%	3	8.1%	3
More car parking	3.2%	4	6.7%	2	2.1%	2	0.0%	0	6.9%	2	2.7%	2	1.2%	1	5.4%	2
Improve bus services / access	3.2%	4	0.0%	0	4.2%	4	4.8%	1	3.4%	1	2.7%	2	2.3%	2	5.4%	2
Longer opening hours / more evening activities	2.4%	3	3.3%	1	2.1%	2	4.8%	1	3.4%	1	1.3%	1	2.3%	2	2.7%	1
Better facilities for youth	2.4%	3	3.3%	1	2.1%	2	9.5%	2	0.0%	0	1.3%	1	3.5%	3	0.0%	0
Better other leisure sports / cultural facilities	2.4%	3	6.7%	2	1.1%	1	0.0%	0	10.3%	3	0.0%	0	2.3%	2	2.7%	1
More pubs, restaurants, cafés	2.4%	3	3.3%	1	2.1%	2	4.8%	1	3.4%	1	1.3%	1	2.3%	2	2.7%	1
Less house building	1.6%	2	6.7%	2	0.0%	0	0.0%	0	3.4%	1	1.3%	1	1.2%	1	2.7%	1
More specialist / independent stores	1.6%	2	3.3%	1	1.1%	1	0.0%	0	3.4%	1	1.3%	1	2.3%	2	0.0%	0
Less empty shops	1.6%	2	3.3%	1	1.1%	1	0.0%	0	0.0%	0	2.7%	2	2.3%	2	0.0%	0
Improve security, including CCTV	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
Less bookmakers	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Improve signposting in centre	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Better facilities for pedestrian (including pedestrian crossing)	0.8%	1	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
More / better markets	0.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Mental health hubs	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
More traffic free areas / pedestrianisation	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Better choice of shops	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
No need to improve	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
Introduce a named retailer: B&M	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
Better cinema facilities	0.8%	1	3.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
More / better seating / toilets	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Introduce a named retailer: Boots	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
(Don't know)	0.8%	1	3.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Base:		125		30		95		21		29		75		86		37

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	

Q08B What improvements to Lichfield city / Burntwood town centre would make you visit more often? 2nd Mention
Not those who said 'Don't know' or 'Nothing in particular' at Q08A

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Better quality shops	19.4%	24	13.8%	4	21.1%	20	15.0%	3	13.8%	4	22.7%	17	16.5%	14	27.0%	10
More banks / building societies	8.9%	11	6.9%	2	9.5%	9	5.0%	1	6.9%	2	10.7%	8	8.2%	7	10.8%	4
Better maintenance / cleanliness	8.9%	11	6.9%	2	9.5%	9	0.0%	0	6.9%	2	12.0%	9	11.8%	10	2.7%	1
Improve bus services / access	8.1%	10	3.4%	1	9.5%	9	15.0%	3	6.9%	2	6.7%	5	4.7%	4	16.2%	6
Improve appearance / environment	8.1%	10	10.3%	3	7.4%	7	10.0%	2	3.4%	1	9.3%	7	10.6%	9	2.7%	1
More large shops / department stores	7.3%	9	10.3%	3	6.3%	6	0.0%	0	13.8%	4	6.7%	5	8.2%	7	5.4%	2
More pubs, restaurants, cafés	5.6%	7	6.9%	2	5.3%	5	10.0%	2	3.4%	1	5.3%	4	7.1%	6	2.7%	1
Better facilities for youth	4.8%	6	10.3%	3	3.2%	3	15.0%	3	10.3%	3	0.0%	0	7.1%	6	0.0%	0
More specialist / independent stores	4.8%	6	0.0%	0	6.3%	6	10.0%	2	3.4%	1	4.0%	3	4.7%	4	5.4%	2
Better cinema facilities	4.0%	5	3.4%	1	4.2%	4	0.0%	0	6.9%	2	4.0%	3	2.4%	2	5.4%	2
More supermarkets / food shops	3.2%	4	3.4%	1	3.2%	3	0.0%	0	3.4%	1	4.0%	3	4.7%	4	0.0%	0
Better facilities for older people	2.4%	3	3.4%	1	2.1%	2	5.0%	1	3.4%	1	1.3%	1	3.5%	3	0.0%	0
Better other leisure sports / cultural facilities	2.4%	3	6.9%	2	1.1%	1	10.0%	2	0.0%	0	1.3%	1	2.4%	2	2.7%	1
Improve rail services / access	1.6%	2	3.4%	1	1.1%	1	0.0%	0	3.4%	1	1.3%	1	2.4%	2	0.0%	0
Introduce a named retailer: Marks & Spencer	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
Better choice of shops	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.7%	1
More pet shops	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.7%	1
More car parking	0.8%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Improve security, including CCTV	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Introduce a named retailer: Home Bargains	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Longer opening hours / more evening activities	0.8%	1	0.0%	0	1.1%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Introduce a named retailer: B&M	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
Less pot holes in the road	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
More / better markets	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
(Nothing else)	2.4%	3	6.9%	2	1.1%	1	0.0%	0	3.4%	1	2.7%	2	1.2%	1	5.4%	2
Base:		124		29		95		20		29		75		85		37

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	

Q08C What improvements to Lichfield city / Burntwood town centre would make you visit more often? 3rd Mention
Not those who said 'Don't know' or 'Nothing in particular' at Q08A or 'Nothing else' at Q08B

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Improve bus services / access	11.6%	14	14.8%	4	10.6%	10	10.0%	2	10.7%	3	12.3%	9	11.9%	10	11.4%	4
Better quality shops	10.7%	13	11.1%	3	10.6%	10	20.0%	4	10.7%	3	8.2%	6	10.7%	9	11.4%	4
More banks / building societies	9.1%	11	11.1%	3	8.5%	8	5.0%	1	0.0%	0	13.7%	10	10.7%	9	5.7%	2
Improve appearance / environment	6.6%	8	3.7%	1	7.4%	7	5.0%	1	10.7%	3	5.5%	4	6.0%	5	8.6%	3
More large shops / department stores	5.8%	7	0.0%	0	7.4%	7	10.0%	2	3.6%	1	5.5%	4	8.3%	7	0.0%	0
Improve rail services / access	5.0%	6	0.0%	0	6.4%	6	5.0%	1	10.7%	3	2.7%	2	4.8%	4	5.7%	2
More specialist / independent stores	5.0%	6	7.4%	2	4.3%	4	10.0%	2	3.6%	1	4.1%	3	4.8%	4	5.7%	2
Better maintenance / cleanliness	4.1%	5	3.7%	1	4.3%	4	10.0%	2	3.6%	1	2.7%	2	6.0%	5	0.0%	0
More / better seating / toilets	4.1%	5	7.4%	2	3.2%	3	5.0%	1	7.1%	2	2.7%	2	2.4%	2	8.6%	3
Better cinema facilities	4.1%	5	7.4%	2	3.2%	3	5.0%	1	3.6%	1	4.1%	3	6.0%	5	0.0%	0
More car parking	3.3%	4	3.7%	1	3.2%	3	0.0%	0	0.0%	0	5.5%	4	2.4%	2	5.7%	2
Better other leisure sports / cultural facilities	3.3%	4	7.4%	2	2.1%	2	5.0%	1	7.1%	2	1.4%	1	0.0%	0	8.6%	3
More pubs, restaurants, cafés	3.3%	4	0.0%	0	4.3%	4	0.0%	0	0.0%	0	5.5%	4	3.6%	3	2.9%	1
Longer opening hours / more evening activities	3.3%	4	3.7%	1	3.2%	3	5.0%	1	7.1%	2	1.4%	1	1.2%	1	8.6%	3
More supermarkets / food shops	2.5%	3	3.7%	1	2.1%	2	0.0%	0	0.0%	0	4.1%	3	3.6%	3	0.0%	0
Better facilities for older people	2.5%	3	3.7%	1	2.1%	2	0.0%	0	3.6%	1	2.7%	2	2.4%	2	2.9%	1
Better facilities for pedestrian (including pedestrian crossing)	1.7%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	2.7%	2	1.2%	1	2.9%	1
Introduce a named retailer: Primark	1.7%	2	0.0%	0	2.1%	2	0.0%	0	3.6%	1	1.4%	1	1.2%	1	2.9%	1
More clothes shops	1.7%	2	0.0%	0	2.1%	2	0.0%	0	3.6%	1	1.4%	1	0.0%	0	5.7%	2
Improve security, including CCTV	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0
More traffic free areas / pedestrianisation	0.8%	1	3.7%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Less expensive	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0
Better choice of shops	0.8%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0
More / better markets	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0
(Nothing else)	6.6%	8	3.7%	1	7.4%	7	0.0%	0	10.7%	3	6.8%	5	7.1%	6	2.9%	1
Base:		121		27		94		20		28		73		84		35

Lichfield & Burntwood Visitor Survey
for Lambert Smith Hampton

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	

Q08X Any mention improvements (Q08A & Q08B & Q08C) [MR]

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Better quality shops	64.0%	80	50.0%	15	68.4%	65	57.1%	12	55.2%	16	69.3%	52	62.8%	54	70.3%	26
More large shops / department stores	26.4%	33	10.0%	3	31.6%	30	33.3%	7	34.5%	10	21.3%	16	27.9%	24	24.3%	9
More banks / building societies	23.2%	29	20.0%	6	24.2%	23	9.5%	2	10.3%	3	32.0%	24	22.1%	19	24.3%	9
Improve bus services / access	22.4%	28	16.7%	5	24.2%	23	28.6%	6	20.7%	6	21.3%	16	18.6%	16	32.4%	12
Better maintenance / cleanliness	20.8%	26	26.7%	8	18.9%	18	23.8%	5	13.8%	4	22.7%	17	25.6%	22	10.8%	4
Improve appearance / environment	20.8%	26	20.0%	6	21.1%	20	14.3%	3	17.2%	5	24.0%	18	23.3%	20	16.2%	6
More specialist / independent stores	11.2%	14	10.0%	3	11.6%	11	19.0%	4	10.3%	3	9.3%	7	11.6%	10	10.8%	4
More pubs, restaurants, cafés	11.2%	14	10.0%	3	11.6%	11	14.3%	3	6.9%	2	12.0%	9	12.8%	11	8.1%	3
Better cinema facilities	8.8%	11	13.3%	4	7.4%	7	9.5%	2	10.3%	3	8.0%	6	9.3%	8	5.4%	2
Better other leisure sports / cultural facilities	8.0%	10	20.0%	6	4.2%	4	14.3%	3	17.2%	5	2.7%	2	4.7%	4	13.5%	5
Better facilities for youth	7.2%	9	13.3%	4	5.3%	5	23.8%	5	10.3%	3	1.3%	1	10.5%	9	0.0%	0
More car parking	7.2%	9	13.3%	4	5.3%	5	0.0%	0	6.9%	2	9.3%	7	4.7%	4	10.8%	4
Improve rail services / access	6.4%	8	3.3%	1	7.4%	7	4.8%	1	13.8%	4	4.0%	3	7.0%	6	5.4%	2
Longer opening hours / more evening activities	6.4%	8	6.7%	2	6.3%	6	14.3%	3	10.3%	3	2.7%	2	3.5%	3	13.5%	5
More supermarkets / food shops	5.6%	7	6.7%	2	5.3%	5	0.0%	0	3.4%	1	8.0%	6	8.1%	7	0.0%	0
Better facilities for older people	4.8%	6	6.7%	2	4.2%	4	4.8%	1	6.9%	2	4.0%	3	5.8%	5	2.7%	1
More / better seating / toilets	4.8%	6	6.7%	2	4.2%	4	4.8%	1	6.9%	2	4.0%	3	3.5%	3	8.1%	3
Better choice of shops	2.4%	3	3.3%	1	2.1%	2	0.0%	0	6.9%	2	1.3%	1	2.3%	2	2.7%	1
Better facilities for pedestrian (including pedestrian crossing)	2.4%	3	0.0%	0	3.2%	3	4.8%	1	0.0%	0	2.7%	2	2.3%	2	2.7%	1
Improve security, including CCTV	2.4%	3	0.0%	0	3.2%	3	0.0%	0	3.4%	1	2.7%	2	1.2%	1	2.7%	1
More / better markets	2.4%	3	3.3%	1	2.1%	2	0.0%	0	0.0%	0	4.0%	3	3.5%	3	0.0%	0
Introduce a named retailer: Primark	1.6%	2	0.0%	0	2.1%	2	0.0%	0	3.4%	1	1.3%	1	1.2%	1	2.7%	1
More clothes shops	1.6%	2	0.0%	0	2.1%	2	0.0%	0	3.4%	1	1.3%	1	0.0%	0	5.4%	2
Introduce a named retailer: B&M	1.6%	2	0.0%	0	2.1%	2	0.0%	0	3.4%	1	1.3%	1	1.2%	1	2.7%	1
Less house building	1.6%	2	6.7%	2	0.0%	0	0.0%	0	3.4%	1	1.3%	1	1.2%	1	2.7%	1
More traffic free areas / pedestrianisation	1.6%	2	3.3%	1	1.1%	1	4.8%	1	0.0%	0	1.3%	1	2.3%	2	0.0%	0
Less empty shops	1.6%	2	3.3%	1	1.1%	1	0.0%	0	0.0%	0	2.7%	2	2.3%	2	0.0%	0
No need to improve	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
Less bookmakers	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Introduce a named retailer: Home Bargains	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
More pet shops	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.7%	1
Less expensive	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Improve signposting in centre	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Introduce a named retailer: Boots	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Less pot holes in the road	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Mental health hubs	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Introduce a named retailer: Marks & Spencer	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
(Don't know)	0.8%	1	3.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Base:		125		30		95		21		29		75		86		37

Lichfield & Burntwood Visitor Survey
for Lambert Smith Hampton

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	

Q09 Where else do you usually go for retail and leisure purposes?

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Lichfield (for respondents in Burntwood)	38.4%	48	43.3%	13	36.8%	35	33.3%	7	34.5%	10	41.3%	31	39.5%	34	35.1%	13
Cannock	21.6%	27	30.0%	9	18.9%	18	23.8%	5	10.3%	3	25.3%	19	14.0%	12	40.5%	15
Tamworth	12.0%	15	3.3%	1	14.7%	14	4.8%	1	10.3%	3	14.7%	11	16.3%	14	2.7%	1
McArthur Glen, Cannock	6.4%	8	3.3%	1	7.4%	7	9.5%	2	13.8%	4	2.7%	2	9.3%	8	0.0%	0
Brownhills	6.4%	8	10.0%	3	5.3%	5	0.0%	0	6.9%	2	8.0%	6	7.0%	6	5.4%	2
Birmingham	4.0%	5	3.3%	1	4.2%	4	4.8%	1	10.3%	3	1.3%	1	4.7%	4	2.7%	1
Walsall	4.0%	5	0.0%	0	5.3%	5	4.8%	1	3.4%	1	4.0%	3	3.5%	3	5.4%	2
Rugeley	2.4%	3	0.0%	0	3.2%	3	9.5%	2	0.0%	0	1.3%	1	2.3%	2	2.7%	1
Hednesford	1.6%	2	3.3%	1	1.1%	1	0.0%	0	3.4%	1	1.3%	1	1.2%	1	2.7%	1
Merry Hill Shopping Centre, Brierley Hill	0.8%	1	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Shrewsbury	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	1.6%	2	3.3%	1	1.1%	1	4.8%	1	3.4%	1	0.0%	0	1.2%	1	2.7%	1
Base:		125		30		95		21		29		75		86		37

Q10 Where do you usually go to eat and drink out?

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Lichfield	44.8%	56	33.3%	10	48.4%	46	47.6%	10	51.7%	15	41.3%	31	44.2%	38	45.9%	17
Burntwood	25.6%	32	33.3%	10	23.2%	22	28.6%	6	17.2%	5	28.0%	21	19.8%	17	37.8%	14
Cannock	9.6%	12	13.3%	4	8.4%	8	4.8%	1	6.9%	2	12.0%	9	9.3%	8	10.8%	4
Walsall	3.2%	4	6.7%	2	2.1%	2	0.0%	0	3.4%	1	4.0%	3	4.7%	4	0.0%	0
Birmingham	3.2%	4	6.7%	2	2.1%	2	4.8%	1	6.9%	2	1.3%	1	4.7%	4	0.0%	0
Tamworth	1.6%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	2.7%	2	2.3%	2	0.0%	0
Heart of the Country Village, Lichfield	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
McArthur Glen, Cannock	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
Brownhills	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Norton Canes	0.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Chasewater	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
(Don't do this)	6.4%	8	3.3%	1	7.4%	7	9.5%	2	6.9%	2	5.3%	4	7.0%	6	5.4%	2
(Don't know)	1.6%	2	0.0%	0	2.1%	2	4.8%	1	3.4%	1	0.0%	0	2.3%	2	0.0%	0
Base:		125		30		95		21		29		75		86		37

Column %ges.

NEMS market research

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	

Q11 What improvements, if any, would encourage you to visit Lichfield city / Burntwood town centre for food and beverage / hospitality purposes? [MR]

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Food markets	33.6%	42	33.3%	10	33.7%	32	23.8%	5	34.5%	10	36.0%	27	31.4%	27	37.8%	14
More evening leisure facilities - a new cinema	9.6%	12	3.3%	1	11.6%	11	14.3%	3	20.7%	6	4.0%	3	12.8%	11	2.7%	1
More / better quality cafés and restaurants	9.6%	12	0.0%	0	12.6%	12	14.3%	3	10.3%	3	8.0%	6	10.5%	9	8.1%	3
More evening leisure facilities in general	8.8%	11	3.3%	1	10.5%	10	9.5%	2	17.2%	5	5.3%	4	10.5%	9	5.4%	2
More / better quality pubs and bars	8.0%	10	10.0%	3	7.4%	7	9.5%	2	10.3%	3	6.7%	5	11.6%	10	0.0%	0
More evening leisure facilities - theatre	7.2%	9	6.7%	2	7.4%	7	9.5%	2	10.3%	3	5.3%	4	5.8%	5	10.8%	4
More cafés and restaurants in general	7.2%	9	3.3%	1	8.4%	8	9.5%	2	10.3%	3	5.3%	4	8.1%	7	5.4%	2
More evening leisure facilities - outdoor events	7.2%	9	6.7%	2	7.4%	7	19.0%	4	10.3%	3	2.7%	2	8.1%	7	5.4%	2
More / better police presence / CCTV	6.4%	8	10.0%	3	5.3%	5	4.8%	1	6.9%	2	6.7%	5	8.1%	7	2.7%	1
More branded / chain cafés and restaurants	5.6%	7	3.3%	1	6.3%	6	0.0%	0	6.9%	2	6.7%	5	5.8%	5	5.4%	2
More independent cafés and restaurants	4.8%	6	10.0%	3	3.2%	3	0.0%	0	13.8%	4	2.7%	2	7.0%	6	0.0%	0
More evening leisure facilities for children	4.0%	5	3.3%	1	4.2%	4	4.8%	1	10.3%	3	1.3%	1	3.5%	3	5.4%	2
Cheaper prices in cafes / restaurants	4.0%	5	6.7%	2	3.2%	3	4.8%	1	6.9%	2	2.7%	2	3.5%	3	5.4%	2
Better public transport	4.0%	5	3.3%	1	4.2%	4	0.0%	0	10.3%	3	2.7%	2	4.7%	4	2.7%	1
Safer environment at night	3.2%	4	3.3%	1	3.2%	3	0.0%	0	6.9%	2	2.7%	2	2.3%	2	2.7%	1
Free parking in general	3.2%	4	10.0%	3	1.1%	1	4.8%	1	3.4%	1	2.7%	2	4.7%	4	0.0%	0
Later opening restaurants	3.2%	4	0.0%	0	4.2%	4	4.8%	1	3.4%	1	2.7%	2	4.7%	4	0.0%	0
Better shops	3.2%	4	3.3%	1	3.2%	3	0.0%	0	6.9%	2	2.7%	2	4.7%	4	0.0%	0
More cafés and restaurants suitable for children	2.4%	3	0.0%	0	3.2%	3	0.0%	0	6.9%	2	1.3%	1	2.3%	2	2.7%	1
More evening leisure facilities for older age groups	2.4%	3	0.0%	0	3.2%	3	4.8%	1	6.9%	2	0.0%	0	3.5%	3	0.0%	0
Less traffic congestion / improved access	1.6%	2	0.0%	0	2.1%	2	0.0%	0	3.4%	1	1.3%	1	2.3%	2	0.0%	0
Garden Centre	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Cheaper parking	0.8%	1	3.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Improve appearance / environment	0.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Less expensive	0.8%	1	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
More green spaces	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Later opening cafes	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
(Don't know)	2.4%	3	6.7%	2	1.1%	1	4.8%	1	0.0%	0	2.7%	2	2.3%	2	2.7%	1
(Nothing)	2.4%	3	6.7%	2	1.1%	1	0.0%	0	0.0%	0	4.0%	3	3.5%	3	0.0%	0
(Don't do this activity)	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
Base:		125		30		95		21		29		75		86		37

Meanscore: [Number of visits per week]

Q12 How often do you visit Lichfield city / Burntwood town centre town centre during the daytime?

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Every day / most days	26.4%	33	30.0%	9	25.3%	24	28.6%	6	31.0%	9	24.0%	18	25.6%	22	27.0%	10
2-3 times a week	48.0%	60	53.3%	16	46.3%	44	47.6%	10	41.4%	12	50.7%	38	45.3%	39	56.8%	21
Once a week	12.8%	16	6.7%	2	14.7%	14	9.5%	2	13.8%	4	13.3%	10	12.8%	11	13.5%	5
Once a fortnight	2.4%	3	3.3%	1	2.1%	2	0.0%	0	3.4%	1	2.7%	2	2.3%	2	0.0%	0
Monthly	4.8%	6	0.0%	0	6.3%	6	4.8%	1	6.9%	2	4.0%	3	7.0%	6	0.0%	0
Once every 2-3 months	3.2%	4	6.7%	2	2.1%	2	4.8%	1	0.0%	0	4.0%	3	4.7%	4	0.0%	0
Once every 4-6 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
Less often	2.4%	3	0.0%	0	3.2%	3	4.8%	1	3.4%	1	1.3%	1	2.3%	2	2.7%	1
First visit today	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
Mean:		2.68		2.92		2.60		2.73		2.76		2.63		2.58		2.91
Base:		125		30		95		21		29		75		86		37

Lichfield & Burntwood Visitor Survey
for Lambert Smith Hampton

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	

Meanscore: [Number of visits per week]

Q13 How often do you visit Lichfield city / Burntwood town centre town centre during the evening?

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Every day / most days	5.6%	7	10.0%	3	4.2%	4	4.8%	1	13.8%	4	2.7%	2	7.0%	6	2.7%	1
2-3 times a week	11.2%	14	10.0%	3	11.6%	11	4.8%	1	10.3%	3	13.3%	10	7.0%	6	21.6%	8
Once a week	4.8%	6	13.3%	4	2.1%	2	9.5%	2	0.0%	0	5.3%	4	7.0%	6	0.0%	0
Once a fortnight	1.6%	2	0.0%	0	2.1%	2	0.0%	0	3.4%	1	1.3%	1	1.2%	1	2.7%	1
Monthly	0.8%	1	3.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Once every 2-3 months	1.6%	2	0.0%	0	2.1%	2	4.8%	1	3.4%	1	0.0%	0	2.3%	2	0.0%	0
Once every 4-6 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
Less often	9.6%	12	6.7%	2	10.5%	10	33.3%	7	3.4%	1	5.3%	4	9.3%	8	8.1%	3
First visit today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	64.8%	81	56.7%	17	67.4%	64	42.9%	9	62.1%	18	72.0%	54	66.3%	57	64.9%	24
(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
Mean:		0.62		0.89		0.53		0.46		0.98		0.53		0.60		0.69	
Base:		125		30		95		21		29		75		86		37	

Q14 What are the main reasons you visit the town centre during the evening? [MR]
Those who visit the study centre at least once every 2-3 months at Q13

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Restaurants	28.1%	9	18.2%	2	33.3%	7	0.0%	0	20.0%	2	41.2%	7	19.0%	4	50.0%	5
Walk about / look around	21.9%	7	9.1%	1	28.6%	6	0.0%	0	10.0%	1	35.3%	6	14.3%	3	40.0%	4
Pubs / bars	15.6%	5	9.1%	1	19.0%	4	40.0%	2	30.0%	3	0.0%	0	19.0%	4	10.0%	1
Takeaway food	12.5%	4	9.1%	1	14.3%	3	40.0%	2	10.0%	1	5.9%	1	19.0%	4	0.0%	0
Work	9.4%	3	9.1%	1	9.5%	2	0.0%	0	10.0%	1	11.8%	2	9.5%	2	10.0%	1
Sports facilities (including Gyms)	6.3%	2	9.1%	1	4.8%	1	40.0%	2	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Nightclubs	6.3%	2	0.0%	0	9.5%	2	20.0%	1	10.0%	1	0.0%	0	9.5%	2	0.0%	0
Theatre	6.3%	2	0.0%	0	9.5%	2	20.0%	1	10.0%	1	0.0%	0	9.5%	2	0.0%	0
Costa coffee shop	3.1%	1	0.0%	0	4.8%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	10.0%	1
Church	3.1%	1	9.1%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	4.8%	1	0.0%	0
Services (eg. cash tills)	3.1%	1	9.1%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	4.8%	1	0.0%	0
Food shopping	3.1%	1	0.0%	0	4.8%	1	0.0%	0	10.0%	1	0.0%	0	4.8%	1	0.0%	0
(Don't know / varies)	12.5%	4	18.2%	2	9.5%	2	20.0%	1	20.0%	2	5.9%	1	14.3%	3	0.0%	0
Base:		32		11		21		5		10		17		21		10	

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	

Q15 What could be improved about Lichfield city / Burntwood town centre that would make you visit more often during the EVENING time? [MR]

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
An evening food market	24.0%	30	40.0%	12	18.9%	18	23.8%	5	17.2%	5	26.7%	20	19.8%	17	35.1%	13
More / better quality cafés and restaurants	12.0%	15	16.7%	5	10.5%	10	9.5%	2	13.8%	4	12.0%	9	16.3%	14	2.7%	1
More evening leisure facilities - a new cinema	9.6%	12	10.0%	3	9.5%	9	19.0%	4	10.3%	3	6.7%	5	9.3%	8	10.8%	4
More / better quality pubs and bars	8.8%	11	10.0%	3	8.4%	8	9.5%	2	10.3%	3	8.0%	6	12.8%	11	0.0%	0
More evening leisure facilities in general	8.8%	11	6.7%	2	9.5%	9	14.3%	3	17.2%	5	4.0%	3	10.5%	9	5.4%	2
Later opening restaurants	8.0%	10	10.0%	3	7.4%	7	14.3%	3	10.3%	3	5.3%	4	10.5%	9	2.7%	1
More evening leisure facilities - theatre	8.0%	10	0.0%	0	10.5%	10	14.3%	3	13.8%	4	4.0%	3	10.5%	9	2.7%	1
More evening leisure facilities for children	7.2%	9	3.3%	1	8.4%	8	19.0%	4	13.8%	4	1.3%	1	7.0%	6	8.1%	3
More cafés and restaurants suitable for children	4.8%	6	0.0%	0	6.3%	6	9.5%	2	10.3%	3	1.3%	1	4.7%	4	5.4%	2
More cafés and restaurants in general	4.8%	6	3.3%	1	5.3%	5	9.5%	2	6.9%	2	2.7%	2	5.8%	5	2.7%	1
More evening leisure facilities - outdoor events	4.8%	6	0.0%	0	6.3%	6	14.3%	3	3.4%	1	2.7%	2	4.7%	4	5.4%	2
Safer environment at night	4.8%	6	3.3%	1	5.3%	5	14.3%	3	6.9%	2	1.3%	1	3.5%	3	8.1%	3
More branded / chain cafés and restaurants	4.0%	5	6.7%	2	3.2%	3	9.5%	2	10.3%	3	0.0%	0	5.8%	5	0.0%	0
Later opening shops	4.0%	5	3.3%	1	4.2%	4	4.8%	1	13.8%	4	0.0%	0	4.7%	4	2.7%	1
More / better police presence / CCTV	3.2%	4	3.3%	1	3.2%	3	0.0%	0	3.4%	1	4.0%	3	3.5%	3	2.7%	1
More independent cafés and restaurants	2.4%	3	0.0%	0	3.2%	3	0.0%	0	10.3%	3	0.0%	0	3.5%	3	0.0%	0
Cheaper prices in cafes / restaurants	1.6%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	2.7%	2	2.3%	2	0.0%	0
More evening leisure facilities for older age groups	1.6%	2	0.0%	0	2.1%	2	4.8%	1	3.4%	1	0.0%	0	2.3%	2	0.0%	0
Free parking in general	1.6%	2	3.3%	1	1.1%	1	4.8%	1	0.0%	0	1.3%	1	2.3%	2	0.0%	0
Better public transport in the evening	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
Events market	0.8%	1	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
More / better late night venues (e.g. night club)	0.8%	1	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Free parking in the evening	0.8%	1	3.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
More family friendly pubs	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.7%	1
Dementia cafe	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Later opening cafes	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
(Nothing)	14.4%	18	10.0%	3	15.8%	15	0.0%	0	6.9%	2	21.3%	16	14.0%	12	13.5%	5
(Don't know)	4.0%	5	0.0%	0	5.3%	5	0.0%	0	10.3%	3	2.7%	2	4.7%	4	0.0%	0
(Don't do this activity)	1.6%	2	0.0%	0	2.1%	2	4.8%	1	0.0%	0	1.3%	1	1.2%	1	2.7%	1
Base:		125		30		95		21		29		75		86		37

GEN Gender of respondent

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
Male	24.0%	30	100.0%	30	0.0%	0	28.6%	6	20.7%	6	24.0%	18	25.6%	22	18.9%	7
Female	76.0%	95	0.0%	0	100.0%	95	71.4%	15	79.3%	23	76.0%	57	74.4%	64	81.1%	30
Base:		125		30		95		21		29		75		86		37

AGE Could I ask how old you are please?

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
18 – 24 years	7.2%	9	10.0%	3	6.3%	6	42.9%	9	0.0%	0	0.0%	0	4.7%	4	13.5%	5
25 – 34 years	9.6%	12	10.0%	3	9.5%	9	57.1%	12	0.0%	0	0.0%	0	11.6%	10	5.4%	2
35 – 44 years	13.6%	17	16.7%	5	12.6%	12	0.0%	0	58.6%	17	0.0%	0	12.8%	11	13.5%	5
45 – 54 years	9.6%	12	3.3%	1	11.6%	11	0.0%	0	41.4%	12	0.0%	0	9.3%	8	8.1%	3
55 – 64 years	24.8%	31	20.0%	6	26.3%	25	0.0%	0	0.0%	0	41.3%	31	30.2%	26	13.5%	5
65+ years	35.2%	44	40.0%	12	33.7%	32	0.0%	0	0.0%	0	58.7%	44	31.4%	27	45.9%	17
(Prefer not to say)	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:		125		30		95		21		29		75		86		37

Lichfield & Burntwood Visitor Survey
for Lambert Smith Hampton

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	

CAR How many cars does your household have or use?

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
None	29.6%	37	23.3%	7	31.6%	30	33.3%	7	27.6%	8	29.3%	22	0.0%	0	100.0%	37
One	47.2%	59	53.3%	16	45.3%	43	38.1%	8	34.5%	10	54.7%	41	68.6%	59	0.0%	0
Two	18.4%	23	13.3%	4	20.0%	19	28.6%	6	27.6%	8	12.0%	9	26.7%	23	0.0%	0
Three or more	3.2%	4	6.7%	2	2.1%	2	0.0%	0	3.4%	1	4.0%	3	4.7%	4	0.0%	0
(Refused)	1.6%	2	3.3%	1	1.1%	1	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0
Base:		125		30		95		21		29		75		86		37

Column %ges.

Lichfield & Burntwood Visitor Survey
for Lambert Smith Hampton

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
PC Respondent's postcode sector																
B23 6	0.8%	1	3.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
B43 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
B70 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
B77 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
B78 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B79 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
B79 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
CV1 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV11 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
DE12 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
DE13 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE13 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
DE13 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
DE13 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
DE14 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE15 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
DE6 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
LE1 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG1 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST17 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TQ5 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
TW5 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
WR5 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
WS1 1	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS11 0	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS11 1	1.6%	2	0.0%	0	2.1%	2	0.0%	0	3.4%	1	1.3%	1	0.0%	0	5.4%	2
WS11 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
WS12 0	1.6%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	2.7%	2	2.3%	2	0.0%	0
WS12 1	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
WS12 2	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
WS12 3	1.6%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	2.7%	2	2.3%	2	0.0%	0
WS12 4	0.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS12 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
WS13 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
WS13 7	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS13 8	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS14	0.8%	1	3.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
WS14 0	0.8%	1	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
WS14 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
WS14 O	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
WS15 1	1.6%	2	0.0%	0	2.1%	2	9.5%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0
WS15 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS15 4	1.6%	2	3.3%	1	1.1%	1	0.0%	0	3.4%	1	1.3%	1	2.3%	2	0.0%	0
WS3 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS4 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS4 L	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS5 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS5 4	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.4%	1	0.0%	0	1.2%	1	0.0%	0
WS6 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
WS6 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
WS7	6.4%	8	3.3%	1	7.4%	7	9.5%	2	6.9%	2	5.3%	4	3.5%	3	13.5%	5
WS7 0	4.0%	5	3.3%	1	4.2%	4	4.8%	1	3.4%	1	4.0%	3	5.8%	5	0.0%	0
WS7 1	22.4%	28	20.0%	6	23.2%	22	14.3%	3	24.1%	7	24.0%	18	24.4%	21	16.2%	6
WS7 2	13.6%	17	16.7%	5	12.6%	12	9.5%	2	10.3%	3	16.0%	12	10.5%	9	21.6%	8
WS7 3	8.0%	10	10.0%	3	7.4%	7	4.8%	1	6.9%	2	9.3%	7	3.5%	3	16.2%	6
WS7 4	12.8%	16	13.3%	4	12.6%	12	23.8%	5	13.8%	4	9.3%	7	10.5%	9	18.9%	7
WS7 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
WS7 9	10.4%	13	6.7%	2	11.6%	11	0.0%	0	13.8%	4	12.0%	9	12.8%	11	5.4%	2
WS8 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
WS8 7	4.0%	5	13.3%	4	1.1%	1	4.8%	1	3.4%	1	4.0%	3	5.8%	5	0.0%	0
WS9 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 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
WS9 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
WV11 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV12 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 3	0.8%	1	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Base:		125		30		95		21		29		75		86		37

Column %ges.

Lichfield & Burntwood Visitor Survey
for Lambert Smith Hampton

	Total		Male		Female		18 to 34		35 to 54		55+		Has car		No car	
LOC Interview location																
Lichfield - Along Market Street, from City Arcade to Breadmarket 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
Lichfield - Along Baker's Lane, from Bore Street to Card Factory store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood - In front of Burntwood Town Shopping Centre, along Cannock Road	23.2%	29	16.7%	5	25.3%	24	23.8%	5	34.5%	10	18.7%	14	24.4%	21	21.6%	8
Burntwood - Within Burntwood Town Shopping Centre	76.8%	96	83.3%	25	74.7%	71	76.2%	16	65.5%	19	81.3%	61	75.6%	65	78.4%	29
Base:		125		30		95		21		29		75		86		37
TME Time of interview																
09:00 - 12:00	33.6%	42	23.3%	7	36.8%	35	19.0%	4	34.5%	10	37.3%	28	37.2%	32	27.0%	10
12:01 - 14:00	36.0%	45	43.3%	13	33.7%	32	42.9%	9	41.4%	12	32.0%	24	36.0%	31	35.1%	13
14:01 - 16:00	26.4%	33	33.3%	10	24.2%	23	33.3%	7	20.7%	6	26.7%	20	22.1%	19	35.1%	13
16:01 - 17:00	4.0%	5	0.0%	0	5.3%	5	4.8%	1	3.4%	1	4.0%	3	4.7%	4	2.7%	1
Base:		125		30		95		21		29		75		86		37
DAY Day of week																
Monday	20.0%	25	13.3%	4	22.1%	21	19.0%	4	13.8%	4	22.7%	17	20.9%	18	16.2%	6
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
Wednesday	20.0%	25	16.7%	5	21.1%	20	28.6%	6	17.2%	5	18.7%	14	19.8%	17	21.6%	8
Thursday	20.0%	25	23.3%	7	18.9%	18	9.5%	2	13.8%	4	25.3%	19	18.6%	16	24.3%	9
Friday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saturday	40.0%	50	46.7%	14	37.9%	36	42.9%	9	55.2%	16	33.3%	25	40.7%	35	37.8%	14
Base:		125		30		95		21		29		75		86		37

Column %ges.

NEMS market research