



Dacorum Retail Study

HOUSEHOLD INTERVIEW SURVEY QUESTIONNAIRE

Note to Interviewers:

In questions 2 and 5 to 13 inclusive, if a particular shop or store is mentioned by respondents, ask where it is and code the response accordingly.

Good morning/afternoon. I am calling from Next Steps Market Research Limited, and we are conducting a shopping survey in your area. Are you the person responsible for most of your household's shopping? If so, would you be kind enough to take part in this survey – the questions will only take a few minutes of your time?

1. Can I just ask you your postcode please?

List of postcodes covering the catchment area. If not on list, thank and close the interview.

See attached Sampling Specification.

First some questions about shopping for food:

2. At which food store do you do most of your household's main food shopping, and where is that?

Food stores in Hemel Hempstead town centre:

Asda at Hillfield Road
Marks & Spencer in The Marlowes Centre
Costcutter, Marlowes

Other food stores in Hemel Hempstead:

Tesco at Jarman Way
Sainsburys at Apsley
Sainsburys at Woodall Farm
Iceland at Hillfield Road
Tesco Express at Stoneycroft, Warners End
Tesco Express at Henry Wells Square
Co-op at Long Caulden
Co-op at Queens Square
Co-op at Stoneycroft, Warners End
Costcutter at Rossgate
Spar at Leverstock Green Road

Waitrose in Berkhamsted town centre:

Tesco in Berkhamsted town centre:
Other food stores in Berkhamsted

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Budgens in Tring town centre
Tesco, London Road, Tring

Any food stores in:

Amersham
Aylesbury
Beaconsfield
Chesham
Dunstable
Hatfield
Harpenden
High Wycombe
Leighton Buzzard
Luton
Milton Keynes
St Albans
Stevenage
Watford
Welwyn Garden City

- Local convenience shops
- Other (please specify)
- Internet
- Don't do
- Don't know/No Answer

3. When you do your household's main food shopping, do you usually do any non-food shopping in the same centre on the same journey?

Yes
No

4. When you do your household's main food shopping, how do you usually travel there?

Car; car (including park and ride); bus; taxi; train; cycle; motorcycle; walk.

5. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?

Answers as for Question 2.

Now some questions about non-food shopping:

6. Where do you do most of your household's shopping for clothes, footwear and other fashion goods?

Hemel Hempstead Town Centre (including Asda)
Retail warehouses in Hemel Hempstead
Food Superstores in Hemel Hempstead (excluding Asda)

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Berkhamsted Town Centre
Retail warehouses in Berkhamsted
Food Superstores in Berkhamsted

Tring Town Centre
Retail warehouses in Tring
Tesco Superstore in Tring

Amersham Town Centre
Retail warehouses in Amersham
Food Superstores in Amersham

Aylesbury Town Centre
Retail warehouses in Aylesbury
Food Superstores in Aylesbury

Beaconsfield Town Centre
Retail warehouses in Beaconsfield
Food Superstores in Beaconsfield

Chesham Town Centre
Retail warehouses in Chesham
Food Superstores in Chesham

Dunstable Town Centre
Retail warehouses in Dunstable
Food Superstores in Dunstable

Hatfield Town Centre
Retail warehouses in Hatfield
Food Superstores in Hatfield

Harpenden Town Centre
Retail warehouses in Harpenden
Food Superstores in Harpenden

High Wycombe Town Centre
Retail warehouses in High Wycombe
Food Superstores in High Wycombe

Leighton Buzzard Town Centre
Retail warehouses in Leighton Buzzard
Food Superstores in Leighton Buzzard

Luton Town Centre
Retail warehouses in Luton
Food Superstores in Luton

Milton Keynes Town Centre
Retail warehouses in Milton Keynes
Food Superstores in Milton Keynes

St Albans Town Centre
Retail warehouses in St Albans

Household Interview Survey Questionnaire

Food Superstores in St Albans

Stevenage Town Centre

Retail warehouses in Stevenage

Food Superstores in Stevenage

Watford Town Centre

Retail warehouses in Watford

Food Superstores in Watford

Welwyn Garden City Town Centre

Retail warehouses in Welwyn

Food Superstores in Welwyn

- Other locations (please specify)
- Internet
- Mail Order
- Don't buy
- Don't know/No answer

7. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

Answers as for question 6

Hemel Hempstead Town Centre

Retail warehouses in Hemel Hempstead

Berkhamsted Town Centre

Retail warehouses in Berkhamsted

Tring Town Centre

Retail warehouses in Tring

Amersham Town Centre

Retail warehouses in Amersham

Aylesbury Town Centre

Retail warehouses in Aylesbury

Beaconsfield Town Centre

Retail warehouses in Beaconsfield

Chesham Town Centre

Retail warehouses in Chesham

Dunstable Town Centre

Retail warehouses in Dunstable

Hatfield Town Centre

Retail warehouses in Hatfield

Harpenden Town Centre

Retail warehouses in Harpenden

Household Interview Survey Questionnaire

High Wycombe Town Centre
Retail warehouses in High Wycombe

Leighton Buzzard Town Centre
Retail warehouses in Leighton Buzzard

Luton Town Centre
Retail warehouses in Luton

Milton Keynes Town Centre
Food Superstores in Milton Keynes

St Albans Town Centre
Retail warehouses in St Albans

Stevenage Town Centre
Retail warehouses in Stevenage

Watford Town Centre
Retail warehouses in Watford

Welwyn Garden City Town Centre
Retail warehouses in Welwyn

- Other locations (please specify)
- Internet
- Mail Order
- Don't buy
- Don't know/No answer

8. Where do you do most of your household's shopping for household textiles and soft furnishings, including bedding?

Answers as for Question 7.

9. Where do you do most of your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?

Answers as for Question 6.

10. Where do you do most of your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?

Answers as for Question 6.

11. Where do you do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products?

Answers as for Question 7.

Household Interview Survey Questionnaire

12. Where do you do most of your household's shopping for chemists and medical goods, cosmetics and other beauty products?

Answers as for Question 6.

13. Where do you do most of your household's shopping for books; jewellery and watches; china, glassware and kitchen utensils; recreational and luxury goods?

Answers as for Question 6.

14. When you shop for non-food goods, how do you usually travel there?

Answers as for question 4

Now I would like to ask you about where you go for leisure activities.

15. Which town do members of your household visit most often for the following leisure facilities:

	Cinema?	Theatre?	Bowling Alley?	Sports Centre or Gym?	Nightclub?	Eating out in pubs, cafes or restaurants?
Hemel Hempstead						
Town Centre						
Elsewhere in Hemel Hempstead						
Berkhamsted						
Tring						
Amersham						
Aylesbury						
Beaconsfield						
Chesham						
Dunstable						
Hatfield						
Harpenden						
High Wycombe						
Leighton Buzzard						
London						
Luton						
Milton Keynes						
St Albans						
Stevenage						
Watford						
Welwyn Garden City						
Other towns (specify which)						
Don't use						
Don't know/no answer						

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

- More or better leisure facilities (specify which)
- New leisure facilities which are not yet available (specify which)
- Better security in the evening
- More Police presence in the evening
- Better bus services late in the evening
- Car parking nearby
- Free car parking in the evening
- Better car park security in the evening
- Better range of leisure activities
- More spare time
- More money
- Other improvements (specify which)
- No improvements
- Don't use leisure facilities
- Don't know or no answer

Finally, I need to ask you a few questions about yourself and your household. These are for survey control purposes only, and the results will not be released identifying you by name.

17. What is the occupation of the head of your household?

If retired ask for previous occupation

18. SEG (Record from answer to Question 14)

- A/B
- C1
- C2
- D/E
- Refused

19. How many people are there in your household who are aged between:

- 0 to 4 years?
- 5 to 15 years
- 16 to 24 years?
- 25 to 44 years?
- 45 to pensionable age?
- Pensionable age?

20. How many people (men and women) aged 16-64 are there in your household who are:

- In part time employment (up to 29 hours per week)?
- In full time employment - 30 or more hours per week?
- Unemployed but available or seeking employment?

**21. How many cars do you have in your household which can be used for shopping trips?
(include light vans, pickups and 4 wheel drive vehicles)**

- None
- One
- Two
- Three or more

22. Gender of respondent (Record by observation – do not ask)

- Male
- Female

Thank and close interview.

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Donaldsons
February 2005

Q1. Can I just ask you your post code please?

Sample	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
AL3 7**	66	4.40%	0	0.00%	0	0.00%	0	0.00%	66	66.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
AL3 8**	34	2.22%	0	0.00%	0	0.00%	0	0.00%	34	34.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
HP1 1**	31	2.07%	31	8.86%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
HP1 2**	57	3.80%	0	0.00%	0	0.00%	57	38.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
HP1 3**	39	2.60%	0	0.00%	0	0.00%	39	26.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
HP2 4**	49	3.27%	49	14.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
HP2 5**	164	10.93%	164	46.86%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
HP2 6**	54	3.60%	0	0.00%	0	0.00%	54	36.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
HP2 7**	31	2.07%	31	8.86%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
HP2 5**	135	9.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	135	90.00%
HP2 6**	15	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	15	10.00%
HP2 4**	124	8.27%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	124	49.60%	0	0.00%
HP2 5**	58	3.87%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	58	23.20%	0	0.00%
HP2 6**	18	1.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	18	7.20%	0	0.00%
HP3 0**	71	4.73%	0	0.00%	71	47.33%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
HP3 8**	35	2.33%	35	10.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
HP3 9**	40	2.67%	40	11.43%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
HP4 1**	95	6.33%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	95	38.00%	0	0.00%	0	0.00%	0	0.00%
HP4 2**	88	5.87%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	88	35.20%	0	0.00%	0	0.00%	0	0.00%
HP4 3**	67	4.47%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	67	26.80%	0	0.00%	0	0.00%	0	0.00%
HP5 1**	65	4.33%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	65	43.33%	0	0.00%	0	0.00%
HP5 2**	72	4.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	72	48.00%	0	0.00%	0	0.00%
HP5 3**	13	0.87%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	13	8.67%	0	0.00%	0	0.00%
WD4 8**	24	1.60%	0	0.00%	24	16.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
WD4 9**	15	1.00%	0	0.00%	15	10.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
WD5 0**	40	2.67%	0	0.00%	40	26.67%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%

Source: Dacorum Household Interview Survey March 2005, Next Steps Market Research.

Notes: Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.

Q2. At which food store do you do most of your household's main food shopping, and where is that?

Sample	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
	Count	Count	Count	Count	Count	Count	Count	Count	Count	
	%	%	%	%	%	%	%	%	%	
Asda at Hillfield Road	1500	91.13%	350	150	150	100	250	150	150	
Costcutler, Marlows	1489	1489	349	148	149	100	247	149	148	
Costcutler, Marlows	265	17.67%	112	32.00%	26	17.33%	51	34.00%	22	22.00%
Costcutler, Marlows	3	0.29%	0	0.00%	0	0.00%	1	0.67%	0	0.00%
Iceland at Hillfield Road	10	0.67%	2	0.57%	0	0.00%	6	4.00%	0	0.00%
Costcutler, Marlows	21	1.40%	3	0.86%	1	0.67%	5	3.33%	5	5.00%
Marks & Spencer in The Marlows Centre	21	1.40%	3	0.86%	1	0.67%	5	5.00%	1	0.67%
TOTAL HEMEL HEMPSTEAD TOWN CENTRE	118	33.89%	27	18.2%	63	42.3%	27	27.0%	13	5.3%
Co-op at Long Caulden	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-op at Queens Square	2	0.13%	2	0.57%	0	0.00%	0	0.00%	0	0.00%
Co-op at Stoneycroft, Warners End	3	0.20%	1	0.29%	0	0.00%	1	0.67%	0	0.00%
Co-op at Stoneycroft, Warners End	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Costcutler at Rosgate	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Costcutler at Rosgate	146	9.73%	41	11.71%	52	34.67%	26	17.33%	8	8.00%
Costcutler at Woodfall Farm	84	5.60%	36	10.29%	7	4.67%	17	11.33%	15	15.00%
Costcutler at Woodfall Farm	168	11.20%	84	24.00%	15	10.00%	30	20.00%	8	8.00%
Costcutler at Henry Wells Square	6	0.40%	5	1.43%	0	0.00%	1	0.67%	0	0.00%
Tesco Express at Stoneycroft, Warners End	11	0.73%	7	2.00%	0	0.00%	1	0.67%	1	1.00%
Various in Hemel Hempstead	4	0.27%	2	0.57%	1	0.67%	0	0.00%	1	0.67%
TOTAL HEMEL HEMPSTEAD NON-CENTRAL	178	51.0%	75	50.7%	76	51.0%	32	32.0%	42	17.0%
Other food stores in Berkhamstead	2	0.13%	0	0.00%	0	0.00%	0	0.00%	1	0.40%
Tesco in Berkhamstead town centre:	69	4.60%	3	0.86%	0	0.00%	0	0.00%	58	23.20%
Waitrose in Berkhamstead town centre:	129	8.60%	1	0.29%	2	1.33%	4	2.67%	101	40.40%
TOTAL BERKHAMSTEAD	8	0.53%	4	1.1%	2	1.4%	4	2.7%	160	64.8%
Budgets in Ring town centre	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco, London Road, Ring (Transterred)	101	6.73%	0	0.00%	0	0.00%	1	1.00%	22	8.80%
Tesco, London Road, Ring (Transterred)	5	0.33%	0	0.00%	0	0.00%	1	0.40%	0	0.00%
TOTAL RING	0	0.0%	0	0.0%	0	0.0%	1	1.0%	23	9.3%
Amesham	22	1.47%	0	0.00%	6	4.00%	0	0.00%	14	9.33%
Asda at Jarman Way	3	0.20%	0	0.00%	0	0.00%	0	0.00%	3	1.20%
Aylesbury	58	3.87%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Beaconsfield	1	0.07%	0	0.00%	0	0.00%	0	0.00%	1	0.40%
Chestham	89	5.93%	1	0.29%	4	2.67%	0	0.00%	79	52.67%
Don't know/No Answer	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Don't know/No Answer	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Dunstable	10	0.67%	0	0.00%	0	0.00%	9	9.00%	0	0.00%
Hatpenden	14	0.93%	0	0.00%	0	0.00%	14	14.00%	0	0.00%
Hatfield	1	0.07%	0	0.00%	0	0.00%	0	0.00%	1	0.40%
High Wycombe	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Internet	11	0.73%	1	0.29%	2	1.33%	1	0.67%	3	1.20%
Leighton Buzzard	2	0.13%	0	0.00%	0	0.00%	1	0.40%	0	0.00%
Local convenience shops	65	4.33%	42	12.00%	8	5.33%	5	3.33%	2	2.00%
Luton	4	0.27%	0	0.00%	0	0.00%	4	4.00%	0	0.00%
Millon Keynes	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
No specific location	3	0.20%	0	0.00%	1	0.67%	0	0.00%	0	0.00%
Redbourne	1	0.07%	0	0.00%	0	0.00%	1	1.00%	0	0.00%
Spa at Iwerstock Green Road	1	0.07%	0	0.00%	0	0.00%	0	0.00%	1	0.40%
St Albans	15	1.00%	4	1.14%	2	1.33%	7	7.00%	1	0.40%
Stevenson	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Waitford	27	1.80%	1	0.29%	23	15.33%	0	0.00%	1	0.40%
Watlyn Garden City	3	0.20%	0	0.00%	0	0.00%	1	1.00%	0	0.00%

Source: Dacorum Household Interview Survey March 2005, Next Steps Market Research.
 Notes: Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.

Results for Zones 7 & 8 include reassignment of some responses originally coded under 'other locations' to the specific locations of these stores, eg, Tesco at London Road, Ring.

Q3. When you do your household's main food shopping, do you usually do any non-food shopping in the same centre on the same journey?

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
	Count	Count	Count	Count	Count	Count	Count	Count	Count
	%	%	%	%	%	%	%	%	%
Sample	1500	350	150	150	100	250	150	200	150
Yes	1009	272	118	74	54	163	117	131	80
No	491	78	32	76	46	87	33	69	70
	67.27%	77.71%	78.67%	49.33%	54.00%	65.20%	78.00%	52.40%	53.33%
	32.73%	22.29%	21.33%	50.67%	46.00%	34.80%	22.00%	27.60%	46.67%

Source: Dacorum Household Interview Survey March 2005, Next Steps Market Research.

Notes: Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.

Q4: When you do your household's main food shopping, how do you usually travel there?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Sample	1500	100.00%	350	100.00%	150	100.00%	150	100.00%	100	100.00%	250	100.00%	150	100.00%	200	80.00%	150	100.00%
Car	1194	79.60%	251	71.71%	139	92.67%	116	77.33%	84	84.00%	190	76.00%	124	82.67%	165	66.00%	125	83.33%
Car (including park and ride)	19	1.27%	4	1.14%	1	0.67%	5	3.33%	1	1.00%	6	2.40%	1	0.67%	0	0.00%	1	0.67%
Bus	106	7.07%	25	7.14%	3	2.00%	15	10.00%	14	14.00%	13	5.20%	6	4.00%	15	6.00%	15	10.00%
Taxi	11	0.73%	4	1.14%	1	0.67%	1	0.67%	0	0.00%	1	0.40%	1	0.67%	0	0.00%	3	2.00%
Train	1	0.07%	1	0.29%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
cycle	1	0.07%	0	0.00%	1	0.67%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Motorcycle	1	0.07%	0	0.00%	0	0.00%	1	0.67%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Walk	167	11.13%	65	18.57%	5	3.33%	12	8.00%	1	1.00%	40	16.00%	18	12.00%	20	8.00%	6	4.00%

Source: Dacorum Household Interview Survey March 2005, Next Steps Market Research.

Notes: Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.

Q5. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?

Sample	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Asda at Hillfield Road	1422	350	24.6%	150	10.6%	150	10.6%	100	7.0%	250	17.6%	150	10.6%	200	14.1%	150	10.6%
Costcutler, Marlows	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%
Costcutler at Hillfield Road	3	0	0.0%	0	0.0%	2	66.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer in The Marlows Centre	10	1	10.0%	0	0.0%	2	20.0%	0	0.0%	0	0.0%	0	0.0%	1	10.0%	0	0.0%
TOTAL HEMEL HEMPSTEAD TOWN CENTRE		34	2.4%	11	7.7%	37	26.0%	16	11.3%	13	9.2%	2	1.4%	8	5.6%	3	2.1%
Co-op at Long Caulden	3	0	0.0%	0	0.0%	0	0.0%	1	33.3%	0	0.0%	0	0.0%	1	33.3%	0	0.0%
Co-op at Queens Square	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%
Co-op at Stonecroft, Warners End	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%
Costcutler at Rossdale	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys at Apsey	45	15	33.3%	7	15.6%	12	26.7%	5	11.1%	2	4.4%	3	6.7%	1	2.2%	0	0.0%
Sainsburys at Woodall Farm	48	17	35.4%	10	20.8%	10	20.8%	17	35.4%	2	4.2%	0	0.0%	0	0.0%	0	0.0%
tesco at Jarman Way	62	29	46.8%	1	1.6%	10	16.1%	2	3.2%	17	27.4%	3	4.8%	0	0.0%	0	0.0%
tesco Express at Henry Wells Square	7	2	28.6%	0	0.0%	4	57.1%	0	0.0%	1	14.3%	0	0.0%	0	0.0%	0	0.0%
tesco Express at Stonecroft, Warners End	12	5	41.7%	1	8.3%	2	16.7%	1	7.7%	3	23.1%	0	0.0%	0	0.0%	0	0.0%
Various shops in Hemel Hempstead	11	2	18.2%	2	18.2%	2	18.2%	1	9.1%	4	36.4%	0	0.0%	0	0.0%	0	0.0%
TOTAL HEMEL HEMPSTEAD NON-CENTRAL		78	5.5%	12	0.8%	39	26.0%	26	18.3%	26	18.3%	12	8.0%	2	1.4%	0	0.0%
Other food stores in Berkhamstead	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
tesco in Berkhamstead town centre	49	0	0.0%	0	0.0%	0	0.0%	1	2.0%	41	83.7%	3	6.1%	1	2.0%	1	2.0%
Waitrose in Berkhamstead town centre	67	0	0.0%	1	1.5%	1	1.5%	0	0.0%	56	83.6%	3	4.5%	4	6.0%	2	3.0%
TOTAL BERKHAMSTEAD		1	0.3%	1	0.7%	2	1.3%	1	1.0%	97	38.8%	6	4.0%	5	2.5%	3	2.0%
Budgens in Ting town centre	8	0	0.0%	1	12.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6	75.0%	1	12.5%
tesco, London Road, Ting	42	0	0.0%	1	2.4%	0	0.0%	0	0.0%	4	9.5%	3	7.1%	28	66.7%	6	14.3%
tesco, London Road, Ting (Transferred)																	
Various in Ting	1	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	100.0%	0	0.0%
TOTAL TING		0	0.0%	2	1.3%	0	0.0%	0	0.0%	4	1.6%	3	2.0%	59	29.5%	7	4.7%
Amersham	1	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Aylesbury	36	0	0.0%	4	11.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	13.9%	27	75.0%
Beaconsfield	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chestnham	83	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	81	97.6%	1	1.2%	1	1.2%
Don't do	84	19	22.6%	5	6.0%	7	8.3%	6	7.1%	17	20.2%	4	4.8%	5	6.0%	21	25.0%
Don't know/No Answer	15	1	6.7%	2	13.3%	3	20.0%	4	26.7%	2	13.3%	1	6.7%	0	0.0%	2	13.3%
Dunstable	3	0	0.0%	0	0.0%	0	0.0%	3	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hanpenden	7	0	0.0%	0	0.0%	0	0.0%	7	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hatfield	3	0	0.0%	2	66.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	33.3%	0	0.0%
High Wycombe	1	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	100.0%
Internel	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
leighton Buzzard	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local convenience shops	662	200	30.2%	97	14.5%	58	8.8%	34	5.1%	89	13.4%	40	6.0%	105	15.9%	39	5.9%
Luton	1	0	0.0%	0	0.0%	0	0.0%	1	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Million Keynes	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spot at Levestock Green Road	11	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Albans	7	0	0.0%	2	28.6%	1	14.3%	2	28.6%	1	14.3%	0	0.0%	0	0.0%	0	0.0%
Stevensage	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Various in London	3	0	0.0%	0	0.0%	3	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Various shops in Abbots Langley	1	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Watford	17	1	5.9%	14	82.4%	0	0.0%	0	0.0%	1	5.9%	0	0.0%	0	0.0%	0	0.0%
Watlyn Garden City	1	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Source: Dacorum Household Interview Survey March 2005, Next Steps Market Research

Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.

Results for Zones 7 & 8 include reassignment of some responses originally coded under 'other locations' to the specific location of these stores, eg. Tesco at London Road, Ting

Q7. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

Sample	Location	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
		Count	Count	Count	Count	Count	Count	Count	Count	Count
		%	%	%	%	%	%	%	%	%
No of Interviews exc Don't Buy/ Mail Order & Internet		1500	350	150	150	100	250	150	200	150
Hemel Hempstead town Centre		1359	319	142	142	77	233	130	183	133
TOTAL HEMEL HEMPSTEAD TOWN CENTRE	1	477	46.86%	75	50.00%	30	39.0%	39	15.60%	33
Retail warehouses in Hemel Hempstead		130	51.4%	52.8%	53.9%	30	39.0%	39	16.7%	33
TOTAL HEMEL HEMPSTEAD NON-CENTRAL	2	130	8.67%	43	3.33%	23	15.33%	29	11.60%	9
Berkhamsted Town Centre		59	13.5%	3.5%	16.2%	2	2.6%	29	12.4%	9
TOTAL BERKHAMSTED	3	61	4.07%	1	0.00%	3	2.00%	51	20.40%	11
Retail warehouses in Berkhamsted		3	0.29%	0.00%	0.00%	0	0.00%	87	37.3%	2
TOTAL BERKHAMSTED	3	61	4.07%	1	0.00%	3	2.00%	51	20.40%	11
Auction house in Ting		4	0.07%	0.00%	0.00%	0	0.00%	0	0.00%	0
Retail warehouses in Ting		13	0.87%	0.00%	0.00%	0	0.00%	0	0.00%	0
TOTAL TOWN CENTRE	4	29	1.93%	1	0.29%	2	1.33%	5	2.00%	3
TOTAL TRING	4	18	1.20%	1	0.3%	2	1.4%	2	1.4%	4
Amesham Town Centre		18	1.20%	0.00%	0.00%	1	6.7%	7	2.80%	5
Aylesbury Town Centre		90	6.00%	1	0.29%	0	0.00%	6	2.40%	3
Beaconsfield Town Centre		1	0.07%	0.00%	0.00%	0	0.00%	0	0.00%	0
Chesham Town Centre		18	1.20%	0.00%	0.00%	0	0.00%	0	0.00%	0
Depends on location		1	0.07%	0.00%	0.00%	0	0.00%	0	0.00%	0
Depends on what part of the house we are working on		1	0.07%	0.00%	0.00%	0	0.00%	0	0.00%	0
Don't buy		123	8.20%	26	7.43%	6	4.00%	6	6.00%	18
Don't know/No answer		35	2.33%	6	1.71%	4	2.67%	1	0.40%	2
Dunstable Town Centre		7	0.47%	0.00%	0.00%	1	0.67%	5	5.00%	0
Harpenden Town Centre		2	0.13%	0.00%	0.00%	0	0.00%	1	1.00%	0
Halford Town Centre		3	0.20%	0.00%	0.00%	1	1.00%	0	0.00%	0
High Wycombe town Centre		10	0.67%	0.00%	0.00%	1	0.67%	0	0.00%	7
Internet		4	0.27%	2	0.57%	0	0.00%	0	0.00%	1
Leighton Buzzard town Centre		0	0.00%	0.00%	0.00%	0	0.00%	0	0.00%	0
London		10	0.67%	3	0.86%	2	1.33%	1	0.67%	3
Luton Town Centre		7	0.47%	2	0.57%	4	4.00%	0	0.00%	1
Mail Order		14	0.93%	3	0.86%	2	1.33%	2	2.00%	1
Million Keynes Town Centre		9	0.60%	1	0.29%	0	0.00%	2	2.00%	0
Retail warehouses in Apsley		1	0.07%	0.00%	0.00%	0	0.00%	1	0.40%	0
Retail warehouses in Amersham		8	0.53%	0.00%	0.00%	0	0.00%	1	0.40%	3
Retail warehouses in Aylesbury		70	4.67%	1	0.29%	0	0.00%	13	8.67%	25
Retail warehouses in Beaconsfield		0	0.00%	0.00%	0.00%	0	0.00%	0	0.00%	0
Retail warehouses in Chesham		16	1.07%	0.00%	0.00%	0	0.00%	16	10.67%	0
Retail warehouses in Dunstable		0	0.00%	0.00%	0.00%	0	0.00%	0	0.00%	0
Retail warehouses in Harpenden		1	0.07%	0.00%	0.00%	1	1.00%	0	0.00%	0
Retail warehouses in Hatfield		0	0.00%	0.00%	0.00%	0	0.00%	0	0.00%	0
Retail warehouses in High Wycombe		2	0.13%	0.00%	0.00%	0	0.00%	1	0.67%	0
Retail warehouses in Leighton Buzzard		0	0.00%	0.00%	0.00%	0	0.00%	0	0.00%	0
Retail warehouses in Luton		6	0.40%	1	0.29%	0	0.00%	4	4.00%	0
Retail warehouses in Milton Keynes		6	0.40%	1	0.29%	0	0.00%	0	0.00%	5
Retail warehouses in St Albans		3	0.20%	0.00%	0.00%	1	1.00%	0	0.00%	0
Retail warehouses in Stevenage		1	0.07%	0.00%	0.00%	0	0.00%	0	0.00%	0
Retail warehouses in Watford		43	2.87%	12	3.43%	7	4.67%	15	6.00%	4
Retail warehouses in Welwyn		1	0.07%	0.00%	0.00%	0	0.00%	0	0.00%	0
Shop around		4	0.27%	2	0.57%	1	0.67%	1	0.67%	0
St Albans Town Centre		14	0.93%	4	1.14%	3	2.00%	6	6.00%	0
Stevenage Town Centre		0	0.00%	0.00%	0.00%	0	0.00%	0	0.00%	0
Various shops		6	0.40%	0.00%	0.00%	1	0.67%	2	1.33%	0
Watford Town Centre		3	0.20%	1	0.29%	0	0.00%	0	0.00%	0
Welwyn Garden City Town Centre		170	11.33%	53	15.14%	41	27.33%	15	10.00%	8
		221	14.7%	15	4.29%	0	0.00%	5	5.00%	1

Source: Decorum Household Interview Survey March 2005, Next Steps Market Research.

Notes: Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.

Q8. Where do you do most of your household's shopping for household textiles and soft furnishings, including bedding?

Sample	Location	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	
No of Interviews exc Don't Buy, Mail Order & Internet		1300	100.00%	350		150		150		100		250		150		200		150		
Hemel Hempstead Town Centre		1394	37.87%	321	146	144	144	90	233	137	46	30.67%	185	138	59	23.60%	11	7.33%		
TOTAL HEMEL HEMPSSTEAD TOWN CENTRE		1	568	186	53.14%	81	54.00%	92	61.33%	23	25.5%	70	28.00%	46	30.67%	59	23.60%	11	7.33%	
Retail warehouses in Hemel Hempstead		1	105	47	14.6%	3	2.1%	8	5.6%	16	17.8%	17	7.3%	3	2.2%	10	5.4%	1	0.7%	
TOTAL HEMEL HEMPSSTEAD NON-CENTRAL		2	7.00%	47	14.6%	3	2.1%	8	5.6%	16	17.8%	17	7.3%	3	2.2%	10	5.4%	1	0.7%	
Retail warehouses in Berkhamsted		3	46	3.07%	0	0.00%	0	0.00%	4	4.00%	0	0.00%	40	16.00%	1	0.67%	1	0.40%	0	0.00%
Berkhamsted Town Centre		3	46	3.07%	0	0.00%	0	0.00%	4	4.00%	0	0.00%	40	16.00%	1	0.67%	1	0.40%	0	0.00%
TOTAL BERKHAMSTED		3	46	3.07%	0	0.00%	0	0.00%	4	4.00%	0	0.00%	40	16.00%	1	0.67%	1	0.40%	0	0.00%
Retail warehouses in Tring		4	6	0.40%	0	0.00%	1	0.67%	0	0.00%	0	0.00%	0	0.00%	2	1.33%	5	2.00%	0	0.00%
Tring Town Centre		4	34	2.27%	0	0.00%	1	0.67%	2	1.33%	0	0.00%	0	0.00%	2	1.33%	20	8.00%	3	2.00%
TOTAL TRING		4	0.0%	0	0.0%	2	1.4%	2	1.4%	0	0.0%	0	0.0%	2	1.5%	25	13.5%	3	2.2%	
Amersham Town Centre		10	0.67%	0	0.00%	1	0.67%	0	0.00%	0	0.00%	0	0.00%	4	2.67%	1	0.40%	4	2.67%	
Aylesbury Town Centre		122	8.13%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.33%	42	16.80%	77	51.33%	
Beaconsfield Town Centre		1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.40%	0	0.00%	
Chesterham Town Centre		45	3.00%	0	0.00%	0	0.00%	0	0.00%	3	3.00%	1	0.40%	41	27.33%	0	0.00%	0	0.00%	
Don't buy		72	4.80%	21	6.00%	3	2.00%	3	2.00%	7	7.00%	13	5.20%	9	6.00%	7	2.80%	9	6.00%	
Don't know/No answer		8	0.53%	3	0.86%	2	1.33%	2	1.33%	5	5.00%	3	1.20%	2	1.33%	3	1.20%	5	3.33%	
Dunstable Town Centre		25	1.67%	1	0.29%	0	0.00%	0	0.00%	0	0.00%	6	6.00%	0	0.00%	1	0.40%	0	0.00%	
Harpenden Town Centre		1	0.07%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Hatfield Town Centre		4	0.27%	1	0.29%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	2	1.67%	
High Wycombe Town Centre		10	0.67%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	6	4.00%	2	0.80%	1	0.67%	
Intermet		5	0.33%	2	0.57%	0	0.00%	1	0.67%	0	0.00%	2	0.80%	0	0.00%	0	0.00%	0	0.00%	
Leighton Buzzard Town Centre		0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
London		14	0.93%	2	0.57%	2	1.33%	3	2.00%	0	0.00%	7	7.00%	5	2.00%	1	0.67%	0	0.00%	
Luton Town Centre		8	0.53%	1	0.29%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Mail Order		29	1.93%	6	1.71%	1	0.67%	2	1.33%	3	3.00%	2	0.80%	4	2.67%	8	3.20%	3	2.00%	
Million Keynes Town Centre		15	1.00%	1	0.29%	1	0.67%	0	0.00%	2	2.00%	3	1.20%	0	0.00%	4	1.60%	4	2.67%	
Retail warehouses in Amersham		6	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	3	2.00%	1	0.40%	2	1.33%	
Retail warehouses in Aylesbury		33	2.20%	1	0.29%	0	0.00%	0	0.00%	0	0.00%	2	0.80%	0	0.00%	14	5.60%	16	10.67%	
Retail warehouses in Beaconsfield		0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Retail warehouses in Chesham		6	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	5	3.33%	0	0.00%	1	0.67%	1	0.67%	
Retail warehouses in Dunstable		3	0.20%	0	0.00%	0	0.00%	0	0.00%	2	2.00%	0	0.00%	0	0.00%	0	0.00%	1	0.67%	
Retail warehouses in Harpenden		1	0.07%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Retail warehouses in Hatfield		0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Retail warehouses in High Wycombe		3	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	3	2.00%	0	0.00%	0	0.00%	
Retail warehouses in Leighton Buzzard		0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Retail warehouses in Luton		2	0.13%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	1	0.40%	0	0.00%	
Retail warehouses in Milton Keynes		2	0.13%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.40%	0	0.00%	2	0.80%	2	1.33%	
Retail warehouses in St Albans		2	0.13%	0	0.00%	0	0.00%	1	0.67%	0	0.00%	0	0.00%	0	0.00%	1	0.40%	0	0.00%	
Retail warehouses in Stevenage		1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	
Retail warehouses in Watford		33	2.20%	11	3.14%	8	5.33%	1	0.67%	0	0.00%	3	1.20%	4	2.67%	4	1.60%	2	1.33%	
Retail warehouses in Welwyn		0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Shop around		1	0.07%	1	0.29%	2	1.33%	3	2.00%	0	0.00%	0	0.00%	1	0.67%	0	0.00%	0	0.00%	
St Albans Town Centre		17	1.13%	2	0.57%	2	1.33%	3	2.00%	9	9.00%	0	0.00%	1	0.67%	0	0.00%	0	0.00%	
Stevenage Town Centre		1	0.07%	1	0.29%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Various shops / outlets		3	0.20%	1	0.29%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	1	0.40%	0	0.00%	
Various shops in Aisleby		6	0.40%	2	0.57%	0	0.00%	2	1.33%	0	0.00%	2	0.80%	0	0.00%	0	0.00%	0	0.00%	
Watford Town Centre		181	12.07%	45	12.86%	44	29.33%	20	13.33%	7	7.00%	40	16.00%	12	8.00%	7	2.80%	6	4.00%	
Watlyn Garden City Town Centre		21	1.40%	14	4.00%	0	0.00%	0	0.00%	5	5.00%	1	0.40%	0	0.00%	1	0.40%	0	0.00%	
Source:																				

Notes: Dacorum Household Interview Survey March 2005, Next Steps Market Research
 Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.

Q11. Where do you do most of your households shopping for hardware, DIY goods, decorating supplies and garden products?

Sample	Location	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
No of Interviews exc Don't Buy, Mail Order & Internet		Count	Count	Count	Count	Count	Count	Count	Count	Count	
Hemel Hempstead Town Centre		1371	325	142	136	100	250	150	200	150	
Amersham Town Centre		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	
Hemel Hempstead Town Centre		1500	350	150	150	100	250	150	200	150	
		1371	325	142	136	100	231	127	188	138	
TOTAL HEML HEMPSHEAD TOWN CENTRE		506	33.73%	156	44.57%	90	60.00%	18	18.00%	53	21.20%
Retail warehouses in Hemel Hempstead		2	0.40%	82	54.67%	18	18.00%	18	18.00%	53	22.98%
TOTAL HEML HEMPSHEAD NON-CENTRAL		210	14.00%	96	27.45%	8	5.33%	16	16.00%	54	23.44%
Berthamsted Town Centre		47	3.13%	0	0.00%	7	4.67%	0	0.00%	36	14.40%
Retail warehouses in Berthamsted		3	0.64%	0	0.00%	0	0.00%	0	0.00%	50	20.00%
TOTAL BERKHAMSTED		58	3.87%	0	0.00%	8	5.99%	0	0.00%	86	37.24%
Retail warehouses in Tilting		4	0.29%	1	0.67%	0	0.00%	0	0.00%	3	1.20%
TOTAL TRING		65	4.33%	1	0.79%	1	0.79%	0	0.00%	12	5.24%
Amersham Town Centre		9	0.60%	0	0.00%	0	0.00%	0	0.00%	6	4.00%
Aylesbury Town Centre		22	1.47%	13	3.71%	1	0.67%	2	1.33%	6	2.40%
Beaconsfield Town Centre		85	5.67%	3	0.86%	0	0.00%	0	0.00%	16	6.40%
Chesterham Town Centre		0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Chippingstead		41	2.73%	0	0.00%	0	0.00%	1	1.00%	0	0.00%
Don't know/NO answer		1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Dunstable Town Centre		21	1.40%	7	2.00%	2	1.33%	10	6.67%	16	6.40%
High Wycombe Town Centre		116	7.73%	23	6.57%	8	5.33%	16	16.00%	22	14.67%
Hatfield Town Centre		4	0.27%	0	0.00%	0	0.00%	1	1.00%	0	0.00%
Internet		6	0.40%	1	0.29%	0	0.00%	0	0.00%	2	0.80%
Leighton Buzzard Town Centre		1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Local DIY shops		4	0.27%	0	0.00%	2	1.33%	0	0.00%	2	1.33%
Luton Town Centre		12	0.80%	0	0.00%	1	0.67%	0	0.00%	2	0.80%
Mail Order		11	0.73%	0	0.00%	0	0.00%	10	10.00%	0	0.00%
Million Keynes Town Centre		7	0.47%	0	0.00%	0	0.00%	0	0.00%	1	0.40%
Retail warehouse		0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in Amersham		52	3.47%	2	0.57%	0	0.00%	0	0.00%	1	0.40%
Retail warehouses in Beaconsfield		0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in Chessham		9	0.60%	0	0.00%	0	0.00%	0	0.00%	9	6.00%
Retail warehouses in Dunstable		1	0.07%	0	0.00%	0	0.00%	1	1.00%	0	0.00%
Retail warehouses in Harpenden		1	0.07%	0	0.00%	0	0.00%	1	1.00%	0	0.00%
Retail warehouses in Hatfield		2	0.13%	0	0.00%	1	0.67%	0	0.00%	0	0.00%
Retail warehouses in High Wycombe		1	0.07%	0	0.00%	0	0.00%	0	0.00%	1	0.67%
Retail warehouses in Leighton Buzzard		0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in Luton		3	0.20%	1	0.29%	0	0.00%	2	2.00%	0	0.00%
Retail warehouses in Milton Keynes		3	0.20%	0	0.00%	0	0.00%	1	1.00%	1	0.67%
Retail warehouses in St Albans		6	0.40%	0	0.00%	1	0.67%	3	3.00%	0	0.00%
Retail warehouses in Stevenage		0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in Watford		28	1.87%	3	0.86%	11	7.33%	1	1.00%	6	2.40%
Retail warehouses in Welwyn		2	0.13%	2	0.57%	0	0.00%	0	0.00%	0	0.00%
Shops around		111	7.23%	0	0.00%	1	0.67%	8	8.00%	1	0.40%
St Albans Town Centre		3	0.20%	0	0.00%	0	0.00%	2	2.00%	0	0.00%
Various shops / best deals		87	5.80%	23	6.57%	30	20.00%	10	6.67%	6	2.40%
Watford Town Centre		20	1.33%	13	3.71%	0	0.00%	3	3.00%	4	1.60%
Welwyn Garden City Town Centre		1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Wendover		1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%

Source: Dacorum Household Interview Survey March 2005. Next Steps Market Research.

Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.

Q14: When you do your household's non-food shopping, how do you usually travel there?

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Sample	Count 1500	Count 350	Count 150	Count 150	Count 100	Count 250	Count 150	Count 200	Count 150
	% 100.00%	% 100.00%	% 100.00%	% 100.00%	% 100.00%	% 100.00%	% 100.00%	% 100.00%	% 100.00%
Car	1268	293	140	115	82	200	126	176	136
	84.53%	83.71%	93.33%	76.67%	82.00%	80.00%	84.00%	70.40%	90.67%
Car (including park and ride)	25	3	2	4	4	7	2	3	0
	1.67%	0.86%	1.33%	2.67%	4.00%	2.80%	1.33%	1.20%	0.00%
Bus	115	32	4	17	13	23	7	12	7
	7.67%	9.14%	2.67%	11.33%	13.00%	9.20%	4.67%	4.80%	4.67%
Taxi	9	2	1	0	0	1	2	0	3
	0.60%	0.57%	0.67%	0.00%	0.00%	0.40%	1.33%	0.00%	2.00%
Train	4	0	0	0	0	0	1	0	0
	0.27%	0.00%	0.00%	2.00%	0.00%	0.00%	0.67%	0.00%	0.00%
cycle	2	0	1	0	0	1	0	0	0
	0.13%	0.00%	0.67%	0.00%	0.00%	0.40%	0.00%	0.00%	0.00%
Motorcycle	2	0	0	1	0	0	1	0	0
	0.13%	0.00%	0.00%	0.67%	0.00%	0.00%	0.67%	0.00%	0.00%
Walk	75	20	2	10	1	18	11	9	4
	5.00%	5.71%	1.33%	6.67%	1.00%	7.20%	7.33%	3.60%	2.67%

Source: Dacorum Household Interview Survey March 2005, Next Steps Market Research.

Notes: Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.

Q15. Which town do members of your household visit most often for the following leisure facilities: Cinema?

Sample	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Amersham	7	0.47%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	0.80%	4	2.67%	1	0.40%	0	0.00%
Aylesbury	169	11.27%	1	0.29%	0	0.00%	0	0.00%	0	0.00%	8	3.20%	3	2.00%	63	25.20%	94	62.67%
Beaconsfield	7	0.47%	0	0.00%	1	0.67%	0	0.00%	0	0.00%	4	1.60%	0	0.00%	1	0.40%	1	0.67%
Berkhamsted	96	6.40%	1	0.29%	0	0.00%	7	4.67%	0	0.00%	79	31.60%	1	0.67%	8	3.20%	0	0.00%
Cesham	44	2.93%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	44	29.33%	0	0.00%	0	0.00%
Don't know/no answer	10	0.67%	2	0.57%	1	0.67%	0	0.00%	2	2.00%	0	0.00%	3	2.00%	0	0.00%	2	1.33%
Don't use	363	24.20%	71	20.29%	26	17.33%	48	32.00%	39	39.00%	61	24.40%	49	32.67%	33	13.20%	36	24.00%
Dunstable	2	0.13%	1	0.29%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Elsewhere in Hemel Hempstead	60	4.00%	16	4.57%	4	2.67%	12	8.00%	2	2.00%	13	5.20%	3	2.00%	9	3.60%	1	0.67%
Harpenden	3	0.20%	1	0.29%	0	0.00%	0	0.00%	2	2.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Hatfield	6	0.40%	3	0.86%	0	0.00%	1	0.67%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	1	0.67%
Hemel Hempstead Town Centre	538	35.87%	209	59.71%	78	52.00%	69	46.00%	26	26.00%	68	27.20%	26	17.33%	57	22.80%	5	3.33%
High Wycombe	10	0.67%	1	0.29%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	8	5.33%	0	0.00%	1	0.67%
Leighton Buzzard	1	0.07%	1	0.29%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
London	27	1.80%	6	1.71%	3	2.00%	5	3.33%	6	6.00%	4	1.60%	0	0.00%	1	0.40%	2	1.33%
Luton	9	0.60%	2	0.57%	0	0.00%	0	0.00%	7	7.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Milton Keynes	8	0.53%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	3	1.20%	4	2.67%
St Albans	12	0.80%	3	0.86%	0	0.00%	2	1.33%	7	7.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Stevenage	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Thing	22	1.47%	0	0.00%	0	0.00%	1	0.67%	0	0.00%	1	0.40%	0	0.00%	20	8.00%	0	0.00%
Watford	100	6.67%	31	8.86%	36	24.00%	5	3.33%	5	5.00%	10	4.00%	6	4.00%	4	1.60%	3	2.00%
Weilwyn Garden City	1	0.07%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Garston	2	0.13%	1	0.29%	1	0.67%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Harrow	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.67%	0	0.00%	0	0.00%
Uxbridge	2	0.13%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.33%	0	0.00%	0	0.00%

Source: Dacorum Household Interview Survey March 2005, Next Steps Market Research.

Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.

Q15. Which town do members of your household visit most often for the following leisure facilities: Theatre?

Sample	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Amersham	1500	100.00%	350	100.00%	150	100.00%	150	100.00%	100	100.00%	250	100.00%	150	100.00%	200	80.00%	150	100.00%
Aylesbury	8	0.53%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	3	1.20%	4	2.67%	0	0.00%	1	0.67%
Beaconsfield	70	4.67%	0	0.00%	0	0.00%	1	0.67%	0	0.00%	3	1.20%	1	0.67%	22	8.80%	43	28.67%
Berkhamstead	3	0.20%	0	0.00%	1	0.67%	0	0.00%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	1	0.67%
Chesterham	63	4.20%	1	0.29%	1	0.67%	6	4.00%	0	0.00%	49	19.60%	1	0.67%	5	2.00%	0	0.00%
Don't know/no answer	18	1.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	16	10.67%	1	0.40%	1	0.67%
Don't use	18	1.20%	5	1.43%	1	0.67%	0	0.00%	3	3.00%	3	1.20%	0	0.00%	0	0.00%	2	0.80%
Dunstable	439	29.27%	101	28.86%	22	14.67%	55	36.67%	37	37.00%	81	32.40%	54	36.00%	39	15.60%	50	33.33%
Elsewhere in Hemel Hempstead	4	0.27%	1	0.29%	0	0.00%	0	0.00%	1	1.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%
Harpenden	55	3.67%	4	1.14%	3	2.00%	10	6.67%	0	0.00%	4	1.60%	21	14.00%	12	4.80%	1	0.67%
Hatfield	2	0.13%	0	0.00%	0	0.00%	0	0.00%	2	2.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Hemel Hempstead Town Centre	4	0.27%	1	0.29%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	2	1.33%
High Wycombe	260	17.33%	64	18.29%	70	46.67%	34	22.67%	12	12.00%	28	11.20%	14	9.33%	37	14.80%	1	0.67%
Leighton Buzzard	18	1.20%	2	0.57%	0	0.00%	0	0.00%	0	0.00%	2	0.80%	4	2.67%	2	0.80%	8	5.33%
London	3	0.20%	1	0.29%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	1	0.40%	0	0.00%
Luton	395	26.33%	140	40.00%	25	16.67%	40	26.67%	28	28.00%	55	22.00%	30	20.00%	46	18.40%	31	20.67%
Milton Keynes	4	0.27%	1	0.29%	0	0.00%	0	0.00%	3	3.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
St Albans	15	1.00%	0	0.00%	1	0.67%	1	0.67%	6	6.00%	0	0.00%	0	0.00%	3	1.20%	4	2.67%
Stevenage	6	0.40%	2	0.57%	0	0.00%	0	0.00%	3	3.00%	0	0.00%	0	0.00%	1	0.40%	1	0.67%
Thing	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Watford	21	1.40%	0	0.00%	0	0.00%	1	0.67%	0	0.00%	1	0.40%	0	0.00%	19	7.60%	0	0.00%
Welwyn Garden City	88	5.87%	27	7.71%	25	16.67%	2	1.33%	3	3.00%	17	6.80%	3	2.00%	8	3.20%	3	2.00%
Cardiff	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Garston	1	0.07%	0	0.00%	1	0.67%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Harrow	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.67%	0	0.00%	0	0.00%
Oxford	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%
Pendly	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.40%	0	0.00%
Windsoor	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.67%	0	0.00%	0	0.00%

Source: Dacorum Household Interview Survey March 2005, Next Steps Market Research.

Notes: Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.

Q15. Which town do members of your household visit most often for the following leisure facilities: Bowling alley?

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Sample	Count 1500	Count 350	Count 150	Count 150	Count 100	Count 250	Count 150	Count 200	Count 150
	% 100.00%	% 100.00%	% 100.00%	% 100.00%	% 100.00%	% 100.00%	% 100.00%	% 80.00%	% 100.00%
Amersham	8	0	0	0	0	3	3	1	1
Aylesbury	104	2	0	1	0	5	1	32	63
Beaconsfield	4	0	0	0	0	2	0	0	0
Berkhamsted	56	1	0	1	0	48	0	3	0
Chestham	32	1	0	0	0	1	30	0	0
Don't know/no answer	22	5	4	0	2	4	2	1	4
Don't use	601	126	40	67	58	107	71	63	69
Dunstable	11	1	1	0	7	0	0	2	0
Elsewhere in Hemel Hempstead	58	13	1	13	2	14	3	12	0
Harpenden	1	0	0	0	1	0	0	0	0
Hatfield	1	0	0	0	0	0	0	0	1
Hemel Hempstead Town Centre	449	184	73	57	16	47	17	50	5
High Wycombe	0	0	0	0	0	0	0	0	0
Leighton Buzzard	3	0	0	0	3	0	0	0	0
London	12	5	1	1	0	2	0	1	2
Luton	2	1	0	0	0	1	0	0	0
Millon Keynes	5	0	0	0	0	1	0	0	4
St Albans	8	0	0	2	6	0	0	0	0
Stevenage	3	0	0	0	3	0	0	0	0
Thing	24	0	0	1	0	3	1	0	0
Watford	91	10	27	5	2	12	20	14	1
Welwyn Garden City	0	0	0	0	0	0	0	0	0
Garston	1	0	1	0	0	0	0	0	0
Harrow	1	0	0	0	0	0	1	0	0
Jarman's Park	1	1	0	0	0	0	0	0	0
Maldenhead	1	0	0	0	0	0	1	0	0
Shenley	1	0	0	0	0	0	0	1	0

Source: Dacorum Household Interview Survey March 2005, Next Steps Market Research.

Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.

Q15. Which town do members of your household visit most often for the following leisure facilities: Sports centre or gym?

Sample	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Amersham	10	0.67%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	0.80%	5	3.33%	1	0.40%	2	1.33%
Aylesbury	79	5.27%	2	0.57%	0	0.00%	0	0.00%	0	0.00%	2	0.80%	1	0.67%	20	8.00%	54	36.00%
Beaconsfield	6	0.40%	0	0.00%	1	0.67%	0	0.00%	0	0.00%	3	1.20%	0	0.00%	1	0.40%	0	0.00%
Berkhamstead	111	7.40%	2	0.57%	1	0.67%	3	2.00%	0	0.00%	91	36.40%	0	0.00%	14	5.60%	0	0.00%
Chesham	40	2.67%	0	0.00%	0	0.00%	1	0.67%	0	0.00%	0	0.00%	38	25.33%	1	0.40%	0	0.00%
Don't know/no answer	20	1.33%	3	0.86%	1	0.67%	1	0.67%	3	3.00%	1	0.40%	4	2.67%	3	1.20%	4	2.67%
Dorset use	543	36.20%	112	32.00%	40	26.67%	56	37.33%	63	63.00%	84	33.60%	68	45.33%	50	20.00%	70	46.67%
Dunstable	6	0.40%	1	0.29%	0	0.00%	0	0.00%	3	3.00%	2	0.80%	0	0.00%	0	0.00%	0	0.00%
Elsewhere in Hemel Hempstead	81	5.40%	21	6.00%	2	1.33%	18	12.00%	1	1.00%	8	3.20%	19	12.67%	11	4.40%	1	0.67%
Harpenden	2	0.13%	0	0.00%	0	0.00%	0	0.00%	2	2.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Hatfield	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.67%
Hemel Hempstead Town Centre	442	29.47%	198	56.57%	71	47.33%	58	38.67%	12	12.00%	49	19.60%	11	7.33%	41	16.40%	2	1.33%
High Wycombe	2	0.13%	0	0.00%	0	0.00%	1	0.67%	0	0.00%	0	0.00%	1	0.67%	0	0.00%	0	0.00%
Leighton Buzzard	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
London	16	1.07%	2	0.57%	2	1.33%	7	4.67%	0	0.00%	2	0.80%	0	0.00%	2	0.80%	1	0.67%
Luton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Milton Keynes	3	0.20%	1	0.29%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.40%	1	0.67%
St Albans	15	1.00%	1	0.29%	1	0.67%	1	0.67%	12	12.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Stevenage	1	0.07%	1	0.29%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Thing	56	3.73%	0	0.00%	0	0.00%	1	0.67%	0	0.00%	2	0.80%	1	0.67%	51	20.40%	1	0.67%
Watford	55	3.67%	5	1.43%	26	17.33%	2	1.33%	4	4.00%	4	1.60%	1	0.67%	3	1.20%	10	6.67%
Weilwyn Garden City	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Abbots Langley	2	0.13%	0	0.00%	2	1.33%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Harrow	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.67%	0	0.00%	0	0.00%
Local hotel	1	0.07%	1	0.29%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Local village	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.40%	0	0.00%
Northwood	1	0.07%	0	0.00%	1	0.67%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Rickmansworth	1	0.07%	0	0.00%	1	0.67%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Stoke Mandeville	2	0.13%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.33%
Uxbridge	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.67%
Local Sports centre	1	0.07%	0	0.00%	1	0.67%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%

Source: Dacorum Household Interview Survey March 2005. Next Steps Market Research.

Notes: Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.

Q15. Which town do members of your household visit most often for the following leisure facilities: Nightclub?

Sample	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Amersham	8	0.53%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	4	1.60%	3	2.00%	0	0.00%	1	0.67%
Aylesbury	64	4.27%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	5	2.00%	0	0.00%	20	8.00%	39	26.00%
Beaconsfield	3	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	3	1.20%	0	0.00%	0	0.00%	0	0.00%
Berkhamsted	57	3.80%	0	0.00%	2	1.33%	3	2.00%	0	0.00%	47	18.80%	2	1.33%	3	1.20%	0	0.00%
Chestham	28	1.87%	0	0.00%	0	0.00%	1	0.67%	0	0.00%	1	0.40%	2	1.33%	26	17.33%	0	0.00%
Don't know/no answer	20	1.33%	5	1.43%	2	1.33%	1	0.67%	3	3.00%	2	0.80%	2	1.33%	5	3.33%	1	0.67%
Don't use	763	50.87%	194	55.43%	50	33.33%	77	51.33%	74	74.00%	125	50.00%	72	48.00%	76	30.40%	95	63.33%
Dunstable	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.40%	0	0.00%
Elsewhere in Hemel Hempstead	37	2.47%	7	2.00%	4	2.67%	7	4.67%	0	0.00%	3	1.20%	3	3.33%	5	3.33%	11	4.40%
Harpenden	3	0.20%	1	0.29%	1	0.67%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Hatfield	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Hemel Hempstead Town Centre	362	24.13%	111	31.71%	68	45.33%	43	28.67%	10	10.00%	49	19.60%	28	18.67%	52	20.80%	1	0.67%
High Wycombe	2	0.13%	1	0.29%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.67%
Leighton Buzzard	3	0.20%	0	0.00%	0	0.00%	0	0.00%	3	3.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
London	38	2.53%	10	2.86%	3	2.00%	9	6.00%	1	1.00%	3	1.20%	4	2.67%	3	1.20%	5	3.33%
Luton	2	0.13%	0	0.00%	1	0.67%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Milton Keynes	11	0.73%	2	0.57%	0	0.00%	0	0.00%	0	0.00%	1	0.40%	1	0.67%	6	2.40%	1	0.67%
St Albans	10	0.67%	3	0.86%	0	0.00%	2	1.33%	5	5.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Stevenage	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Thing	28	1.87%	0	0.00%	0	0.00%	1	0.67%	0	0.00%	3	1.20%	0	0.00%	24	9.60%	0	0.00%
Watford	59	3.93%	16	4.57%	18	12.00%	6	4.00%	2	2.00%	4	1.60%	4	2.67%	3	1.20%	6	4.00%
Weilwyn Garden City	1	0.07%	0	0.00%	1	0.67%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%

Source: Dacorum Household Interview Survey March 2005, Next Steps Market Research.

Notes: Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.

Q15. Which town do members of your household visit most often for the following leisure facilities: Eating out in pubs, cafes or restaurants?

Sample	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Amersham	13	0.87%	1	0.29%	0	0.00%	0	0.00%	0	0.00%	1	0.40%	9	6.00%	1	0.40%	1	0.67%
Aylesbury	141	9.40%	2	0.57%	0	0.00%	0	0.00%	0	0.00%	7	2.80%	0	0.00%	0	0.00%	44	17.60%
Beaconsfield	6	0.40%	1	0.29%	0	0.00%	0	0.00%	0	0.00%	4	1.60%	1	0.67%	0	0.00%	0	0.00%
Berkhamstead	157	10.47%	5	1.43%	4	2.67%	6	4.00%	0	0.00%	128	51.20%	3	2.00%	10	4.00%	1	0.67%
Chestham	63	4.20%	0	0.00%	0	0.00%	0	0.00%	2	2.00%	0	0.00%	61	40.67%	0	0.00%	0	0.00%
Don't know/no answer	19	1.27%	3	0.86%	2	1.33%	0	0.00%	1	1.00%	5	2.00%	1	0.67%	3	1.20%	4	2.67%
Don't use	171	11.40%	34	9.71%	10	6.67%	13	8.67%	21	21.00%	21	8.40%	29	19.33%	17	6.80%	26	17.33%
Dunstable	5	0.33%	0	0.00%	0	0.00%	1	0.67%	4	4.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Elsewhere in Hemel Hempstead	159	10.60%	21	6.00%	66	44.00%	30	20.00%	0	0.00%	8	3.20%	6	4.00%	28	11.20%	0	0.00%
Harpenden	10	0.67%	2	0.57%	0	0.00%	1	0.67%	6	6.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%
Hatfield	6	0.40%	1	0.29%	0	0.00%	0	0.00%	2	2.00%	2	0.80%	0	0.00%	0	0.00%	1	0.67%
Hemel Hempstead Town Centre	451	30.07%	230	65.71%	17	11.33%	72	48.00%	21	21.00%	49	19.60%	27	18.00%	27	10.80%	8	5.33%
High Wycombe	4	0.27%	1	0.29%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.33%	0	0.00%	1	0.67%
Leighton Buzzard	1	0.07%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
London	52	3.47%	14	4.00%	7	4.67%	10	6.67%	6	6.00%	5	2.00%	1	0.67%	3	1.20%	6	4.00%
Luton	8	0.53%	0	0.00%	0	0.00%	0	0.00%	6	6.00%	1	0.40%	0	0.00%	0	0.00%	1	0.67%
Milton Keynes	9	0.60%	0	0.00%	0	0.00%	0	0.00%	3	3.00%	2	0.80%	0	0.00%	0	0.00%	3	1.20%
St Albans	22	1.47%	4	1.14%	0	0.00%	1	0.67%	17	17.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Stevenage	1	0.07%	0	0.00%	1	0.67%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Thing	66	4.40%	0	0.00%	0	0.00%	2	1.33%	0	0.00%	7	2.80%	1	0.67%	55	22.00%	1	0.67%
Watford	92	6.13%	23	6.57%	33	22.00%	13	8.67%	3	3.00%	8	3.20%	5	3.33%	4	1.60%	3	2.00%
Weilwyn Garden City	3	0.20%	1	0.29%	0	0.00%	0	0.00%	2	2.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Abbots Langley	4	0.27%	0	0.00%	4	2.67%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Not one area in particular	18	1.20%	5	1.43%	3	2.00%	0	0.00%	5	5.00%	1	0.40%	2	1.33%	1	0.40%	1	0.67%
Aswood	1	0.07%	0	0.00%	1	0.67%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Boxington	1	0.07%	0	0.00%	1	0.67%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Boxmoor	1	0.07%	1	0.29%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Buckinghamshire	1	0.07%	1	0.29%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Bushley	1	0.07%	0	0.00%	0	0.00%	1	0.67%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Chipperfield	1	0.07%	0	0.00%	1	0.67%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Harrow	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.67%	0	0.00%	0	0.00%
Herfordshire	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.67%	0	0.00%	0	0.00%
Longmarston	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.40%	0	0.00%
Marlowe	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.40%	0	0.00%
Wendover	9	0.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.40%	8	5.33%

Source: Dacorum Household Interview Survey March 2005, Next Steps Market Research.

Notes: Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.

Q16. What would make you and your household visit leisure facilities more often?

Sample	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
	Count	Count	Count	Count	Count	Count	Count	Count	Count
	%	%	%	%	%	%	%	%	%
Sample	1500	350	150	150	100	250	150	200	150
Better bus services late in the evening	28	1.8%	9	3	0	0	2	8	3
Better car park security in the evening	4	0.2%	1	0	0	0	0	1	0
Better range of leisure activities	50	3.3%	6	5	0	10	4	10	4
Better security in the evening	48	3.2%	8	2	1	16	7	2	8
Car parking nearby	147	9.8%	87	5	3	3	26	10	5
Don't know or no answer	178	11.8%	29	6	3	32	28	8	14
Don't use leisure facilities	264	17.6%	64	4	2	22	32	12	26
Free car parking in the evening	80	5.3%	9	3	4	6	15	6	4
More money	144	9.6%	19	5	9	8	28	11	19
More or better leisure facilities (Specify which)	1	0.0%	1	0	0	0	0	0	0
Accommodate a wheelchair user	1	0.0%	0	0	0	0	0	0	0
More activities for young children	1	0.0%	1	0	0	0	0	0	0
More for children	1	0.0%	0	0	0	0	0	0	0
Better Bars and Pubs	1	0.0%	1	0	0	0	0	0	0
Better open facilities	1	0.0%	0	0	0	0	0	0	0
Better Multiplexes	1	0.0%	0	0	0	0	0	0	0
Better theatre	1	0.0%	0	0	0	0	0	0	0
more variety of facilities	1	0.0%	0	0	0	0	0	0	0
child orientated facilities	1	0.0%	0	0	0	0	0	0	0
Cleaner locations	1	0.0%	0	0	0	0	0	0	0
Could be cleaner and more enjoyable	1	0.0%	0	0	0	0	0	0	0
Evening courses at college	1	0.0%	0	0	0	0	0	0	0
Golf facilities	1	0.0%	0	0	0	0	0	0	0
hades only nights/more adverts	1	0.0%	0	0	0	0	0	0	0
More cinemas	1	0.0%	0	0	0	0	0	0	0
more variety at gyms	1	0.0%	0	0	0	0	0	0	0
More variety at gyms	1	0.0%	0	0	0	0	0	0	0
More Police presence in the evening	20	1.3%	2	0	1	6	5	2	2
New leisure facilities which are not yet available (Specify which):	252	16.8%	52	20	38	40	20	35	42
Better facilities for children	1	0.0%	1	0	0	0	0	0	0
Indoor bowls	1	0.0%	0	0	0	0	0	0	0
More facilities for Pensioners	1	0.0%	1	0	0	0	0	0	0
More facilities for Pensioners	1	0.0%	1	0	0	0	0	0	0
Smoker hall	1	0.0%	1	0	0	0	0	0	0
Something for the older generation 40+	1	0.0%	1	0	0	0	0	0	0
Toga in the evenings	1	0.0%	0	0	0	0	0	0	0
NO improvements	221	14.7%	43	66	15	15	37	23	8
Other improvements (Specify which)	1	0.0%	1	0	0	0	0	0	0
Accessible in terms of stairs	1	0.0%	0	0	0	0	0	0	0
Accessibility - could be better parking	1	0.0%	0	0	0	0	0	0	0
Better access	1	0.0%	0	0	0	0	0	0	0
Better entertainment	1	0.0%	0	0	0	0	0	0	0
Better children	1	0.0%	0	0	0	0	0	0	0
Better facilities for younger children	1	0.0%	0	0	0	0	0	0	0
Better family deals	1	0.0%	0	0	0	0	0	0	0
Better health	1	0.0%	0	0	0	0	0	0	0
Better music	1	0.0%	0	0	0	0	0	0	0
Better meals	1	0.0%	0	0	0	0	0	0	0
Better cheaper prices	2	0.1%	0	0	0	1	0	1	0
Bigger variety of whats on offer	2	0.1%	0	0	0	0	0	0	0
Cheaper	1	0.0%	1	0	0	0	0	0	0
Electronic signpage	1	0.0%	0	0	0	0	0	0	0
Group deals	1	0.0%	0	0	0	0	0	0	0
Lower prices	1	0.0%	1	0	0	0	0	0	0
Make facilities cheaper	2	0.1%	0	0	1	0	0	0	0
More accessible	1	0.0%	0	0	0	0	0	0	0
more baby'sitters	3	0.2%	0	0	0	2	0	1	0
More choice for families with kids	2	0.1%	0	0	0	0	0	0	0
More free car parking at all times	3	0.2%	1	0	0	1	0	0	0
more information	1	0.0%	1	0	0	0	0	0	0
more space	1	0.0%	0	0	0	0	0	0	0
nicer restaurants, needs renovating	1	0.0%	0	0	0	0	0	0	0
Smoker free zone	1	0.0%	0	0	0	0	0	0	0
Special offers	1	0.0%	0	0	0	0	0	0	0

Source: Dacorum Household Interview Survey March 2005. Next Steps Market Research
 Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.

Q18: SEG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Sample	1500	100.00%	350	100.00%	150	100.00%	150	100.00%	100	100.00%	250	100.00%	150	100.00%	200	80.00%	150	100.00%
A/B	205	13.67%	54	15.43%	5	3.33%	33	22.00%	22	22.00%	0	0.00%	3	2.00%	38	15.20%	50	33.33%
C1	382	25.47%	70	20.00%	21	14.00%	58	38.67%	62	62.00%	15	6.00%	57	38.00%	84	33.60%	15	10.00%
C2	291	19.40%	77	22.00%	34	22.67%	30	20.00%	1	1.00%	15	6.00%	32	21.33%	50	20.00%	52	34.67%
D/E	205	13.67%	52	14.86%	32	21.33%	21	14.00%	15	15.00%	26	10.40%	2	1.33%	25	10.00%	32	21.33%
Refused	417	27.80%	97	27.71%	58	38.67%	8	5.33%	0	0.00%	194	77.60%	56	37.33%	3	1.20%	1	0.67%

Source: Dacorum Household Interview Survey March 2005, Next Steps Market Research.

Notes: Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.

Q19: How many people are there in your household who are aged between: 0-4 years?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Sample	1500	100.00%	350	100.00%	150	100.00%	150	100.00%	100	100.00%	250	100.00%	150	100.00%	200	80.00%	150	100.00%
0	1323	88.20%	317	90.57%	135	90.00%	142	94.67%	90	90.00%	211	84.40%	134	89.33%	174	69.60%	120	80.00%
1	128	8.53%	27	7.71%	10	6.67%	6	4.00%	8	8.00%	29	11.60%	9	6.00%	14	5.60%	25	16.67%
2	41	2.73%	4	1.14%	4	2.67%	2	1.33%	1	1.00%	8	3.20%	6	4.00%	12	4.80%	4	2.67%
3	3	0.20%	1	0.29%	1	0.67%	0	0.00%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%
4	5	0.33%	1	0.29%	0	0.00%	0	0.00%	1	1.00%	1	0.40%	1	0.67%	0	0.00%	1	0.67%

Source: Dacorum Household Interview Survey March 2005, Next Steps Market Research.

Notes: Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.

Q19: How many people are there in your household who are aged between: 5-15 years?

Sample	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
0	1186	79.07%	251	71.71%	125	83.33%	127	84.67%	85	85.00%	204	81.60%	127	84.67%	159	63.60%	108	72.00%
1	192	12.80%	67	19.14%	15	10.00%	14	9.33%	11	11.00%	27	10.80%	10	6.67%	28	11.20%	20	13.33%
2	86	5.73%	21	6.00%	6	4.00%	4	2.67%	3	3.00%	15	6.00%	6	4.00%	12	4.80%	19	12.67%
3	28	1.87%	8	2.29%	4	2.67%	2	1.33%	1	1.00%	3	1.20%	6	4.00%	1	0.40%	3	2.00%
4	7	0.47%	3	0.86%	0	0.00%	3	2.00%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%
5	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.67%	0	0.00%	0	0.00%

Source: Dacorrum Household Interview Survey March 2005, Next Steps Market Research.

Notes: Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.

Q19: How many people are there in your household who are aged between: 16-24 years?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Sample	1500	100.00%	350	100.00%	150	100.00%	150	100.00%	100	100.00%	250	100.00%	150	100.00%	200	80.00%	150	100.00%
0	1159	77.27%	248	70.86%	109	72.67%	123	82.00%	82	82.00%	211	84.40%	108	72.00%	156	62.40%	122	81.33%
1	216	14.40%	82	23.43%	15	10.00%	21	14.00%	13	13.00%	25	10.00%	28	18.67%	16	6.40%	16	10.67%
2	102	6.80%	17	4.86%	22	14.67%	6	4.00%	4	4.00%	14	5.60%	12	8.00%	16	6.40%	11	7.33%
3	22	1.47%	3	0.86%	4	2.67%	0	0.00%	1	1.00%	0	0.00%	1	0.67%	12	4.80%	1	0.67%
4	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
5	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.67%	0	0.00%	0	0.00%

Source: Dacorum Household Interview Survey March 2005, Next Steps Market Research.

Notes: Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.

Q19: How many people are there in your household who are aged between: 25-44 years?

Sample	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
0	820	54.67%	159	45.43%	88	58.67%	87	58.00%	67	67.00%	137	54.80%	82	54.67%	126	50.40%	74	49.33%
1	283	18.87%	86	24.57%	17	11.33%	25	16.67%	16	16.00%	43	17.20%	38	25.33%	33	13.20%	25	16.67%
2	382	25.47%	101	28.86%	43	28.67%	37	24.67%	15	15.00%	68	27.20%	26	17.33%	41	16.40%	51	34.00%
3	14	0.93%	4	1.14%	2	1.33%	1	0.67%	2	2.00%	2	0.80%	3	2.00%	0	0.00%	0	0.00%
4	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.67%	0	0.00%	0	0.00%

Source: Dacorum Household Interview Survey March 2005, Next Steps Market Research.

Notes: Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.

Q19: How many people are there in your household who are aged between: 45 to pensionable age?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8			
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%		
Sample	1500	100.00%	350	100.00%	150	100.00%	150	100.00%	100	100.00%	250	100.00%	150	100.00%	150	100.00%	200	80.00%	150	100.00%
0	913	60.87%	203	58.00%	91	60.67%	78	52.00%	56	56.00%	165	66.00%	102	68.00%	120	48.00%	98	65.33%		
1	273	18.20%	78	22.29%	25	16.67%	29	19.33%	16	16.00%	38	15.20%	24	16.00%	34	13.60%	29	19.33%		
2	312	20.80%	69	19.71%	33	22.00%	43	28.67%	28	28.00%	47	18.80%	24	16.00%	24	16.00%	46	18.40%	22	14.67%
3	2	0.13%	0	0.00%	1	0.67%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.67%

Source: Dacorum Household Interview Survey March 2005, Next Steps Market Research.

Notes: Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.

Q19: How many people are there in your household who are of pensionable age?

Sample	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
0	961	64.07%	229	65.43%	84	56.00%	121	80.67%	60	60.00%	160	64.00%	97	64.67%	111	44.40%	99	66.00%
1	310	20.67%	74	21.14%	30	20.00%	17	11.33%	20	20.00%	44	17.60%	37	24.67%	56	22.40%	32	21.33%
2	227	15.13%	46	13.14%	36	24.00%	12	8.00%	20	20.00%	46	18.40%	16	10.67%	33	13.20%	18	12.00%
3	2	0.13%	1	0.29%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.67%

Source: Dacorum Household Interview Survey March 2005, Next Steps Market Research.

Notes: Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.

Q20: How many people (men and women) aged 16-64 are there in your household who are in part time employment (up to 29 hours per week)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Sample	1500	100.00%	350	100.00%	150	100.00%	150	100.00%	100	100.00%	250	100.00%	150	100.00%	200	80.00%	150	100.00%
0	1187	79.13%	256	73.14%	128	85.33%	129	86.00%	82	82.00%	202	80.80%	111	74.00%	150	60.00%	129	86.00%
1	270	18.00%	83	23.71%	21	14.00%	19	12.67%	14	14.00%	39	15.60%	37	24.67%	38	15.20%	19	12.67%
2	41	2.73%	11	3.14%	0	0.00%	2	1.33%	3	3.00%	9	3.60%	2	1.33%	12	4.80%	2	1.33%
3	1	0.07%	0	0.00%	1	0.67%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
4	1	0.07%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%

Source: Dacorum Household Interview Survey March 2005, Next Steps Market Research.

Notes: Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.

Q20: How many people (men and women) aged 16-64 are there in your household who are in full time employment (30 hours or more per week)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Sample	1500	100.00%	350	100.00%	150	100.00%	150	100.00%	100	100.00%	250	100.00%	150	100.00%	200	80.00%	150	100.00%
0	648	43.20%	143	40.86%	72	48.00%	39	26.00%	59	59.00%	116	46.40%	68	45.33%	91	36.40%	60	40.00%
1	426	28.40%	99	28.29%	22	14.67%	73	48.67%	25	25.00%	73	29.20%	34	22.67%	54	21.60%	46	30.67%
2	378	25.20%	93	26.57%	49	32.67%	35	23.33%	11	11.00%	58	23.20%	41	27.33%	50	20.00%	41	27.33%
3	37	2.47%	12	3.43%	5	3.33%	1	0.67%	4	4.00%	3	1.20%	5	3.33%	5	2.00%	2	1.33%
4	11	0.73%	3	0.86%	2	1.33%	2	1.33%	1	1.00%	0	0.00%	2	1.33%	0	0.00%	1	0.67%
5	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
6	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
7	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%

Source: Dacorum Household Interview Survey March 2005, Next Steps Market Research.

Notes: Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.

Q20. How many people (men and women) aged 16-64 are there in your household who are unemployed but available or seeking employment?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sample	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
0	1367	91.13%	305	87.14%	138	92.00%	146	97.33%	83	83.00%	217	86.80%	145	96.67%	191	76.40%	142	94.67%
1	119	7.93%	44	12.57%	12	8.00%	4	2.67%	12	12.00%	29	11.60%	4	2.67%	9	3.60%	5	3.33%
2	14	0.93%	1	0.29%	0	0.00%	0	0.00%	5	5.00%	4	1.60%	1	0.67%	0	0.00%	3	2.00%

Source: Dacorum Household Interview Survey March 2005, Next Steps Market Research.

Notes: Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.

Q21. How many cars do you have in your household which can be used for shopping trips? (Including light vans, pickups and 4 wheel drive vehicles)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Sample	1500	100.00%	350	100.00%	150	100.00%	150	100.00%	100	100.00%	250	100.00%	150	100.00%	200	80.00%	150	100.00%
None	256	17.07%	57	16.29%	17	11.33%	27	18.00%	20	20.00%	32	12.80%	22	14.67%	64	25.60%	17	11.33%
One	729	48.60%	145	41.43%	78	52.00%	86	57.33%	48	48.00%	143	57.20%	92	61.33%	64	25.60%	73	48.67%
Two	449	29.93%	136	38.86%	47	31.33%	31	20.67%	21	21.00%	70	28.00%	27	18.00%	65	26.00%	52	34.67%
Three or more	66	4.40%	12	3.43%	8	5.33%	6	4.00%	11	11.00%	5	2.00%	9	6.00%	7	2.80%	8	5.33%

Source: Dacorrum Household Interview Survey March 2005, Next Steps Market Research.

Notes: Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.

Q22: Gender of respondent

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Sample	1500	100.00%	350	100.00%	150	100.00%	150	100.00%	100	100.00%	250	100.00%	150	100.00%	200	80.00%	150	100.00%
Male	561	37.40%	119	34.00%	51	34.00%	60	40.00%	39	39.00%	131	52.40%	48	32.00%	57	22.80%	56	37.33%
Female	939	62.60%	231	66.00%	99	66.00%	90	60.00%	61	61.00%	119	47.60%	102	68.00%	143	57.20%	94	62.67%

Source: Dacorrum Household Interview Survey March 2005, Next Steps Market Research.

Notes: Totals column is the unweighted sum of the results for each zone. It is not therefore statistically representative of the survey area as a whole.