

Q3. What do you like most about this centre for shopping and services?

		Base: Excluding internet		Zone															
		Num	%	1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Excluding internet		1242	100.00%	300	100.00%	149	100.00%	150	100.00%	99	100.00%	147	100.00%	149	100.00%	124	100.00%	124	100.00%
Attractive environment		73	5.90%	18	6.00%	10	6.70%	5	3.30%	3	3.00%	16	10.90%	13	8.70%	4	3.20%	4	3.20%
Clean streets		15	1.20%	5	1.70%	2	1.30%	1	0.70%	0	0.00%	4	2.70%	2	1.30%	0	0.00%	1	0.80%
Easy to get to from home/close to home		482	38.80%	125	41.70%	46	30.90%	65	43.30%	34	34.30%	56	38.10%	52	34.90%	46	37.10%	58	46.80%
Easy to get to from work/close to work		27	2.20%	7	2.30%	8	5.40%	2	1.30%	5	5.10%	2	1.40%	2	1.30%	0	0.00%	1	0.80%
Easy to park the car		54	4.30%	8	2.70%	11	7.40%	1	0.70%	7	7.10%	10	6.80%	5	3.40%	8	6.50%	4	3.20%
Good cafes, restaurants or public houses		13	1.00%	6	2.00%	3	2.00%	0	0.00%	1	1.00%	0	0.00%	1	0.70%	2	1.60%	0	0.00%
Good food shops		240	19.30%	49	16.30%	28	18.80%	27	18.00%	25	25.30%	32	21.80%	39	26.20%	23	18.50%	17	13.70%
Good market		31	2.50%	5	1.70%	6	4.00%	1	0.70%	4	4.00%	4	2.70%	5	3.40%	2	1.60%	4	3.20%
Good non-food shops		217	17.50%	54	18.00%	31	20.80%	26	17.30%	17	17.20%	23	15.60%	24	16.10%	28	22.60%	14	11.30%
Good public transport		8	0.60%	1	0.30%	2	1.30%	2	1.30%	0	0.00%	0	0.00%	2	1.30%	0	0.00%	1	0.80%
Good quality car parks		12	1.00%	2	0.70%	0	0.00%	2	1.30%	2	2.00%	0	0.00%	2	1.30%	3	2.40%	1	0.80%
Good range of financial or personal services		19	1.50%	2	0.70%	4	2.70%	2	1.30%	2	2.00%	2	1.40%	2	1.30%	3	2.40%	2	1.60%
Good safety/security		2	0.20%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Good seats/litter bins/public telephones/public toilets		1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Marlowes Shopping centre		8	0.60%	4	1.30%	0	0.00%	3	2.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Riverside Shopping Centre		7	0.60%	4	1.30%	1	0.70%	0	0.00%	2	2.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Street entertainment/events/lots going on		1	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Traffic free pedestrian areas		9	0.70%	3	1.00%	2	1.30%	2	1.30%	0	0.00%	0	0.00%	2	1.30%	0	0.00%	0	0.00%
Well maintained streets		10	0.80%	4	1.30%	1	0.70%	0	0.00%	1	1.00%	2	1.40%	1	0.70%	0	0.00%	1	0.80%
Nothing/very little		233	18.80%	61	20.30%	26	17.40%	34	22.70%	13	13.10%	18	12.20%	21	14.10%	28	22.60%	32	25.80%
Other	Compact	23	1.90%	6	2.00%	0	0.00%	3	2.00%	1	1.00%	5	3.40%	3	2.00%	1	0.80%	4	3.20%
	Convenient	14	1.10%	1	0.30%	3	2.00%	1	0.70%	2	2.00%	2	1.40%	1	0.70%	1	0.80%	3	2.40%
	Habit/ familiarity/ live here	13	1.00%	4	1.30%	3	2.00%	2	1.30%	1	1.00%	2	1.40%	0	0.00%	1	0.80%	0	0.00%
	Independent stores	6	0.50%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	3	2.00%	0	0.00%	2	1.60%	0	0.00%
	Friendly people/ atmosphere	5	0.40%	0	0.00%	0	0.00%	2	1.30%	1	1.00%	0	0.00%	2	1.30%	0	0.00%	0	0.00%
	Free car parking	2	0.20%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
	Get a lift there	2	0.20%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
	Has everything	2	0.20%	1	0.30%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Cheaper parking	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Close to relatives	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Easy access to shops	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
	Good disabled access	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
	Large	1	0.10%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Not too busy	1	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Particular shop or store	Waitrose	12	1.00%	1	0.30%	1	0.70%	0	0.00%	0	0.00%	5	3.40%	1	0.70%	4	3.20%	0	0.00%
	Tesco	10	0.80%	2	0.70%	0	0.00%	1	0.70%	0	0.00%	3	2.00%	2	1.30%	1	0.80%	1	0.80%
	Sainsburys	8	0.60%	1	0.30%	3	2.00%	0	0.00%	4	4.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	The Harlequin Centre	3	0.20%	0	0.00%	3	2.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Morrisons	2	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
	Boutique shops	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
	Debenhams	1	0.10%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Independent stores	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
The Theatre	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	
Waitrose, The Backs, Chesham	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	

Q4. What do you dislike most about this centre for shopping and services?

	Base: Excluding internet		Zone																
	Num	%	1		2		3		4		5		6		7		8		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Base: Excluding internet	1242	100.00%	300	100.00%	149	100.00%	150	100.00%	99	100.00%	147	100.00%	149	100.00%	124	100.00%	124	100.00%	
Car parking too expensive	61	4.90%	17	5.70%	9	6.00%	7	4.70%	3	3.00%	7	4.80%	3	2.00%	8	6.50%	7	5.60%	
Danger from vehicles in some streets/ not fully pedestrianised	7	0.60%	2	0.70%	2	1.30%	1	0.70%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	
Difficult to park near shops	61	4.90%	4	1.30%	12	8.10%	4	2.70%	7	7.10%	17	11.60%	1	0.70%	6	4.80%	10	8.10%	
Don't feel safe	13	1.00%	4	1.30%	2	1.30%	0	0.00%	1	1.00%	1	0.70%	3	2.00%	0	0.00%	2	1.60%	
No market	6	0.50%	1	0.30%	1	0.70%	2	1.30%	1	1.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%	
Not enough seats/litter bins/public telephones/public toilets	7	0.60%	3	1.00%	0	0.00%	1	0.70%	0	0.00%	1	0.70%	0	0.00%	1	0.80%	1	0.80%	
Poor access for the disabled	4	0.30%	0	0.00%	2	1.30%	0	0.00%	1	1.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	
Poor cafes, restaurants or public houses	6	0.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	4	2.70%	1	0.80%	0	0.00%	
Poor market	8	0.60%	3	1.00%	0	0.00%	1	0.70%	3	3.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	
Poor quality car parks	18	1.40%	4	1.30%	2	1.30%	0	0.00%	3	3.00%	4	2.70%	1	0.70%	3	2.40%	1	0.80%	
Poor range of food shops	107	8.60%	27	9.00%	11	7.40%	17	11.30%	7	7.10%	9	6.10%	10	6.70%	17	13.70%	9	7.30%	
Poor range of non-food shops	186	15.00%	52	17.30%	11	7.40%	32	21.30%	8	8.10%	17	11.60%	28	18.80%	18	14.50%	20	16.10%	
Poor range of services	26	2.10%	5	1.70%	1	0.70%	5	3.30%	2	2.00%	0	0.00%	4	2.70%	6	4.80%	3	2.40%	
Streets are badly maintained	19	1.50%	4	1.30%	3	2.00%	3	2.00%	2	2.00%	2	1.40%	2	1.30%	1	0.80%	2	1.60%	
Streets are dirty	19	1.50%	5	1.70%	1	0.70%	4	2.70%	4	4.00%	0	0.00%	3	2.00%	0	0.00%	2	1.60%	
Too busy/crowded	29	2.30%	9	3.00%	6	4.00%	4	2.70%	1	1.00%	5	3.40%	0	0.00%	1	0.80%	3	2.40%	
Too many religious groups/charity collectors/street pedlars	6	0.50%	2	0.70%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	3	2.00%	0	0.00%	0	0.00%	
Traffic congestion makes it difficult to get to by car	36	2.90%	6	2.00%	8	5.40%	1	0.70%	9	9.10%	6	4.10%	2	1.30%	1	0.80%	3	2.40%	
Unattractive environment/not a very nice place	41	3.30%	7	2.30%	8	5.40%	8	5.30%	3	3.00%	2	1.40%	3	2.00%	4	3.20%	6	4.80%	
Nothing or very little	695	56.00%	172	57.30%	81	54.40%	79	52.70%	59	59.60%	81	55.10%	87	58.40%	72	58.10%	64	51.60%	
Other	Lack of independent stores	11	0.90%	2	0.70%	1	0.70%	2	1.30%	0	0.00%	1	0.70%	3	2.00%	1	0.80%	1	0.80%
	Over development	8	0.60%	0	0.00%	1	0.70%	2	1.30%	1	1.00%	2	1.40%	1	0.70%	0	0.00%	1	0.80%
	Expensive/ high prices	7	0.60%	1	0.30%	3	2.00%	1	0.70%	0	0.00%	2	1.40%	0	0.00%	0	0.00%	0	0.00%
	Shop closures/ high shop rents	5	0.40%	1	0.30%	2	1.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.60%
	The people	5	0.40%	1	0.30%	0	0.00%	2	1.30%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	1	0.80%
	Too big/ spread out	5	0.40%	1	0.30%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	3	2.40%
	Lack of public transport links	4	0.30%	1	0.30%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	2	1.30%	0	0.00%	0	0.00%
	Big stores	3	0.20%	0	0.00%	1	0.70%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
	Domination by superstores	3	0.20%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	1	0.80%
	Poor road layout/ need a	3	0.20%	1	0.30%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
	Small	3	0.20%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	1	0.70%	0	0.00%	1	0.80%	0	0.00%
	Troublesome children/	3	0.20%	0	0.00%	1	0.70%	1	0.70%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
	Just don't like it	2	0.20%	2	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Lack of departmental stores	2	0.20%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
	Not enough shops	2	0.20%	2	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Poor overall layout	2	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	1	0.80%	0	0.00%
	Anti-social behaviour	1	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Building within Greenbelt area	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
	Bus stations are poorly	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
	Closing schools/hospitals	1	0.10%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Everything	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
	Impersonal	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
	Lack of facilities	1	0.10%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Lack of younger women's	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
	Layout	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%

	Local store, Princes Risborough	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
	Martins Newsagents - tacky	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
	No under-cover shopping mall	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
	Not very close to home	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
	Poor quality shop assistants	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
	Roadworks	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
	Sainsburys and Tesco	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Store too big	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
	Too many cafes, not enough	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Too many estate agents	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
	Too many pound shops	1	0.10%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Too many speed bumps	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
	Travel costs	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
	Waitrose is small store	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Not having a particular shop or service	BHS store	2	0.20%	1	0.30%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	John Lewis Store	1	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	No petrol station	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%

Q5. At which food store do you do most of your household's main food shopping and where is that?

	Base: All respondents		Zone															
	Num	%	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1253	100.00%	300	100.00%	151	100.00%	151	100.00%	100	100.00%	150	100.00%	150	100.00%	126	100.00%	125	100.00%
Internet	26	2.10%	3	1.00%	3	2.00%	6	4.00%	3	3.00%	3	2.00%	2	1.30%	2	1.60%	4	3.20%
Don't know/No Answer	2	0.20%	0	0.00%	1	0.70%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Asda at Hillfield Road,	102	8.10%	47	15.70%	7	4.60%	42	27.80%	2	2.00%	3	2.00%	0	0.00%	1	0.80%	0	0.00%
Marks & Spencer in The	17	1.40%	7	2.30%	1	0.70%	6	4.00%	0	0.00%	1	0.70%	1	0.70%	1	0.80%	0	0.00%
Other food shops in Hemel	3	0.20%	2	0.70%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Iceland at Hillfield Road,	2	0.20%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
Asda, Hillfield Road, Hemel	1	0.10%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco at Jarman Way,	189	15.10%	115	38.30%	13	8.60%	46	30.50%	8	8.00%	7	4.70%	0	0.00%	0	0.00%	0	0.00%
Sainsburys at Apsley, Hemel	154	12.30%	70	23.30%	50	33.10%	26	17.20%	1	1.00%	4	2.70%	0	0.00%	3	2.40%	0	0.00%
Sainsburys at Woodall Farm,	50	4.00%	21	7.00%	2	1.30%	12	7.90%	15	15.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express at Henry	8	0.60%	7	2.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Tesco Express at	3	0.20%	1	0.30%	0	0.00%	1	0.70%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Co-op at Stoneycroft,	2	0.20%	0	0.00%	0	0.00%	2	1.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-op at Long Caulden,	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Costcutter at Rossgate,	1	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Apsley	3	0.20%	2	0.70%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Waitrose in Berkhamsted	111	8.90%	5	1.70%	4	2.60%	6	4.00%	2	2.00%	74	49.30%	2	1.30%	15	11.90%	3	2.40%
Tesco in Berkhamsted town	22	1.80%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	21	14.00%	0	0.00%	0	0.00%	0	0.00%
Other food shops in	5	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	4	2.70%	0	0.00%	1	0.80%	0	0.00%
Tesco, London Road, Tring	105	8.40%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	22	14.70%	1	0.70%	76	60.30%	5	4.00%
Other food shops in Tring	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Marks & Spencer, Dolphin	2	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.60%	0	0.00%
Aylesbury	67	5.30%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	7	5.60%	58	46.40%
Chesham	67	5.30%	0	0.00%	2	1.30%	0	0.00%	0	0.00%	1	0.70%	61	40.70%	3	2.40%	0	0.00%
Watford	39	3.10%	3	1.00%	32	21.20%	1	0.70%	1	1.00%	0	0.00%	1	0.70%	1	0.80%	0	0.00%
Dunstable	15	1.20%	0	0.00%	0	0.00%	0	0.00%	13	13.00%	2	1.30%	0	0.00%	0	0.00%	0	0.00%
St Albans	14	1.10%	2	0.70%	2	1.30%	0	0.00%	10	10.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Amersham	12	1.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	11	7.30%	0	0.00%	0	0.00%
Harpenden	7	0.60%	0	0.00%	0	0.00%	0	0.00%	7	7.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Other food shops in Hemel	5	0.40%	2	0.70%	2	1.30%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Local convenience shops	5	0.40%	1	0.30%	1	0.70%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	1	0.80%	1	0.80%
Leighton Buzzard	2	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	1	0.80%
Beaconsfield	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
High Wycombe	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Luton	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Spar at Leverstock Green	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sainsburys, Elgiva Lane,	32	2.60%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	31	20.70%	0	0.00%	0	0.00%
Waitrose, The Backs,	30	2.40%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	29	19.30%	0	0.00%	0	0.00%
Tesco, Tring Road,	26	2.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	4	3.20%	22	17.60%
Tesco, Bicester Road,	12	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	3	2.40%	9	7.20%
Asda, St Albans Road,	11	0.90%	0	0.00%	9	6.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Tesco, London Road West,	11	0.90%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	9	6.00%	0	0.00%	1	0.80%
Sainsburys, Luton Road,	9	0.70%	0	0.00%	0	0.00%	0	0.00%	8	8.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Waitrose, Ermine Close,	9	0.70%	3	1.00%	1	0.70%	0	0.00%	4	4.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Morrisons, Station Way,	6	0.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.60%	4	3.20%

Sainsburys, Everard Close,	6	0.50%	0	0.00%	0	0.00%	0	0.00%	6	6.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Budgens, High Street,	5	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	4	3.20%
Waitrose, Leyton Road,	5	0.40%	0	0.00%	0	0.00%	0	0.00%	5	5.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sainsburys, Barnet Road,	4	0.30%	2	0.70%	0	0.00%	0	0.00%	2	2.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco, Tring Road,	4	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	3	2.40%
Asda, Court Road,	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%
Budgens, High Street,	3	0.20%	0	0.00%	3	2.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Marks & Spencer, High	3	0.20%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.60%
Sainsburys, Buckingham	3	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	3	2.40%
Abbots Langley	2	0.20%	0	0.00%	2	1.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Costco, Hartspring Lane,	2	0.20%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Kings Langley	2	0.20%	0	0.00%	2	1.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Marks & Spencer, Colney	2	0.20%	1	0.30%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sainsburys, Dome	2	0.20%	0	0.00%	2	1.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco, High Street North,	2	0.20%	0	0.00%	0	0.00%	0	0.00%	2	2.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco, St Peters Street, St	2	0.20%	1	0.30%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Farm Shop, Tring	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
Lidl, Cambridge close Retail	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
Local stores, Bushey	1	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Morrisons, Hatfield Road, St	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sainsburys, Albert Road	1	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sainsburys, High Street,	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco, Adayfield	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco, Harefield Road,	1	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco, Longwick Road,	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Tesco, The Luton Armdale	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Summary																		
Hemel Hempsted Town	125	10.0%	57	19.0%	8	5.3%	49	32.5%	2	2.0%	5	3.3%	1	0.7%	3	2.4%	0	0.0%
Hemel Hempsted Out of	411	32.8%	217	72.3%	67	44.4%	87	57.6%	24	24.0%	12	8.0%	0	0.0%	3	2.4%	1	0.8%
Berkhamsted	138	11.0%	5	1.7%	5	3.3%	6	4.0%	2	2.0%	99	66.0%	2	1.3%	16	12.7%	3	2.4%
Tring	108	8.6%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	23	15.3%	1	0.7%	78	61.9%	5	4.0%
Total Respondents	1253		300		151		151		100		150		150		126		125	

Q8. 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?

	Base: All respondents		Zone															
	Num	%	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1253	100.00%	300	100.00%	151	100.00%	151	100.00%	100	100.00%	150	100.00%	150	100.00%	126	100.00%	125	100.00%
Don't do	201	16.00%	48	16.00%	23	15.20%	15	9.90%	19	19.00%	19	12.70%	39	26.00%	14	11.10%	24	19.20%
Don't know/No Answer	4	0.30%	0	0.00%	1	0.70%	0	0.00%	2	2.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Internet	2	0.20%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Mail Order	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Other food shops in Hemel	28	2.20%	16	5.30%	3	2.00%	6	4.00%	1	1.00%	1	0.70%	1	0.70%	0	0.00%	0	0.00%
Asda at Hillfield Road,	27	2.20%	19	6.30%	1	0.70%	6	4.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Marks & Spencer in The	21	1.70%	11	3.70%	2	1.30%	6	4.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	1	0.80%
Iceland at Hillfield Road,	2	0.20%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Costcutter, Marlowes, Hemel	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Marks & spencer Hemal	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco at Jarman Way,	46	3.70%	36	12.00%	2	1.30%	4	2.60%	3	3.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Sainsburys at Woodall Farm,	41	3.30%	25	8.30%	2	1.30%	10	6.60%	4	4.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sainsburys at Apsley, Hemel	27	2.20%	11	3.70%	13	8.60%	2	1.30%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Tesco Express at	27	2.20%	9	3.00%	1	0.70%	17	11.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express at Henry	17	1.40%	7	2.30%	0	0.00%	10	6.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-op at Queens Square,	10	0.80%	9	3.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-op at Long Caulden,	6	0.50%	1	0.30%	0	0.00%	5	3.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-op at Stoneycroft,	5	0.40%	0	0.00%	0	0.00%	5	3.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Costcutter at Rossgate,	5	0.40%	1	0.30%	0	0.00%	4	2.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco, Grove Hill, Hemel	4	0.30%	0	0.00%	0	0.00%	4	2.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Grovehill	2	0.20%	0	0.00%	0	0.00%	2	1.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Waitrose in Berkhamsted	52	4.20%	1	0.30%	2	1.30%	2	1.30%	1	1.00%	44	29.30%	1	0.70%	1	0.80%	0	0.00%
Other food shops in	21	1.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	21	14.00%	0	0.00%	0	0.00%	0	0.00%
Tesco in Berkhamsted town	18	1.40%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	17	11.30%	0	0.00%	0	0.00%	0	0.00%
Tesco, London Road, Tring	73	5.80%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	5	3.30%	0	0.00%	60	47.60%	7	5.60%
Other food shops in Tring	15	1.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	13	10.30%	1	0.80%
Budgens in Tring town	3	0.20%	1	0.30%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Marks & Spencer, Dolphin	7	0.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	6	4.80%	1	0.80%
Tring Town Centre	3	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	3	2.40%	0	0.00%
Local convenience shops	184	14.70%	43	14.30%	25	16.60%	30	19.90%	14	14.00%	18	12.00%	19	12.70%	17	13.50%	18	14.40%
Chesham	59	4.70%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	1	0.70%	56	37.30%	1	0.80%	0	0.00%
Aylesbury	31	2.50%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	4	3.20%	26	20.80%
St Albans	23	1.80%	6	2.00%	0	0.00%	0	0.00%	16	16.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Other food shops in Hemel	22	1.80%	9	3.00%	4	2.60%	8	5.30%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Watford	21	1.70%	5	1.70%	13	8.60%	1	0.70%	0	0.00%	1	0.70%	0	0.00%	1	0.80%	0	0.00%
Harpenden	6	0.50%	1	0.30%	0	0.00%	0	0.00%	5	5.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Spar at Leverstock Green	6	0.50%	4	1.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.60%
Amersham	5	0.40%	1	0.30%	2	1.30%	0	0.00%	0	0.00%	0	0.00%	2	1.30%	0	0.00%	0	0.00%
Dunstable	5	0.40%	0	0.00%	0	0.00%	0	0.00%	4	4.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Leighton Buzzard	2	0.20%	0	0.00%	1	0.70%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Stevenage	2	0.20%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
Beaconsfield	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Hatfield	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
High Wycombe	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Welwyn Garden City	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%

Spar, High Street, Kings	1	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Spar, Turners Place, Holmer	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Tesco, London Road West,	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Tesco, Tring Road,	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Waitrose, Leyton Road,	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
WH Smith, High Street,	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Summary																		
Hemel Hempsted Town	80	6.4%	49	16.3%	6	4.0%	18	11.9%	2	2.0%	2	1.3%	2	1.3%	0	0.0%	1	0.8%
Hemel Hempsted Out of	190	15.2%	99	33.0%	18	11.9%	64	42.4%	7	7.0%	2	1.3%	0	0.0%	0	0.0%	0	0.0%
Berkhamsted	91	7.3%	2	0.7%	2	1.3%	2	1.3%	1	1.0%	82	54.7%	1	0.7%	1	0.8%	0	0.0%
Tring	101	8.1%	1	0.3%	2	1.3%	0	0.0%	0	0.0%	6	4.0%	0	0.0%	82	65.1%	10	8.0%
Total Respondents	1253		300		151		151		100		150		150		126		125	

Chesham	1	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Chesterfield	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Great Missenden	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Great Yarmouth	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Hammer-on-the-Hill	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Hertfordshire	1	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Little Chalfont	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Poole, Dorset	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
St Albans	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Suffolk	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Warners End	1	0.10%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Summary																		
Hemel Hempsted Town Cent	411	37.2%	150	55.4%	29	21.0%	87	64.4%	18	20.7%	44	36.1%	50	38.2%	27	24.3%	6	5.4%
Hemel Hempsted Out of Cent	23	2.1%	13	4.8%	2	1.4%	5	3.7%	0	0.0%	1	0.8%	1	0.8%	1	0.9%	0	0.0%
Berkhamsted	23	2.1%	0	0.0%	2	1.4%	2	1.5%	0	0.0%	15	12.3%	1	0.8%	1	0.9%	2	1.8%
Tring	6	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6	5.4%	0	0.0%
Total Respondents	1106		271		138		135		87		122		131		111		111	

Q10. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

	Base: All respondents		Zone															
	Num	%	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1253	100.00%	300	100.00%	151	100.00%	151	100.00%	100	100.00%	150	100.00%	150	100.00%	126	100.00%	125	100.00%
Don't buy	271	21.60%	64	21.30%	33	21.90%	35	23.20%	21	21.00%	32	21.30%	37	24.70%	27	21.40%	22	17.60%
Don't know/No answer	55	4.40%	12	4.00%	4	2.60%	15	9.90%	4	4.00%	7	4.70%	3	2.00%	3	2.40%	7	5.60%
Internet	48	3.80%	11	3.70%	8	5.30%	6	4.00%	5	5.00%	6	4.00%	4	2.70%	3	2.40%	5	4.00%
Mail Order/Catalogue	13	1.00%	6	2.00%	1	0.70%	1	0.70%	2	2.00%	2	1.30%	0	0.00%	1	0.80%	0	0.00%
Hemel Hempstead Town	111	8.90%	36	12.00%	10	6.60%	27	17.90%	4	4.00%	14	9.30%	13	8.70%	7	5.60%	0	0.00%
Marlowes, Hemel	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in Hemel	63	5.00%	32	10.70%	5	3.30%	9	6.00%	2	2.00%	7	4.70%	6	4.00%	1	0.80%	1	0.80%
Food Superstores in Hemel	3	0.20%	1	0.30%	0	0.00%	1	0.70%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Apsley Mills Retail Park,	22	1.80%	11	3.70%	3	2.00%	3	2.00%	0	0.00%	2	1.30%	3	2.00%	0	0.00%	0	0.00%
Apsley, Hemel Hempstead	5	0.40%	2	0.70%	1	0.70%	2	1.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Apsley	3	0.20%	1	0.30%	1	0.70%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Berkhamsted Town Centre	17	1.40%	1	0.30%	0	0.00%	1	0.70%	0	0.00%	14	9.30%	0	0.00%	0	0.00%	1	0.80%
Retail warehouses in	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Tring Town Centre	5	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	5	4.00%	0	0.00%
Watford Town Centre	260	20.80%	84	28.00%	60	39.70%	35	23.20%	9	9.00%	30	20.00%	25	16.70%	13	10.30%	4	3.20%
Aylesbury Town Centre	92	7.30%	2	0.70%	1	0.70%	2	1.30%	1	1.00%	5	3.30%	9	6.00%	33	26.20%	39	31.20%
Retail warehouses in	42	3.40%	17	5.70%	11	7.30%	3	2.00%	1	1.00%	3	2.00%	3	2.00%	3	2.40%	1	0.80%
Milton Keynes Town Centre	27	2.20%	1	0.30%	1	0.70%	1	0.70%	1	1.00%	6	4.00%	0	0.00%	6	4.80%	11	8.80%
Retail warehouses in	26	2.10%	2	0.70%	1	0.70%	1	0.70%	0	0.00%	2	1.30%	3	2.00%	8	6.30%	9	7.20%
Chesham Town Centre	23	1.80%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	22	14.70%	0	0.00%	0	0.00%
High Wycombe Town Centre	20	1.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.30%	7	4.70%	4	3.20%	7	5.60%
St Albans Town Centre	17	1.40%	2	0.70%	0	0.00%	2	1.30%	12	12.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Welwyn Garden City Town	13	1.00%	1	0.30%	2	1.30%	0	0.00%	10	10.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in High	10	0.80%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	5	3.30%	1	0.80%	3	2.40%
Retail warehouses in Luton	10	0.80%	0	0.00%	0	0.00%	1	0.70%	7	7.00%	0	0.00%	0	0.00%	1	0.80%	1	0.80%
Retail warehouses in Milton	7	0.60%	0	0.00%	0	0.00%	1	0.70%	1	1.00%	1	0.70%	0	0.00%	2	1.60%	2	1.60%
Amersham Town Centre	5	0.40%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	3	2.00%	1	0.80%	0	0.00%
Luton Town Centre	5	0.40%	0	0.00%	0	0.00%	0	0.00%	5	5.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Dunstable Town Centre	3	0.20%	0	0.00%	0	0.00%	1	0.70%	1	1.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
Retail warehouses in St	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%
Food Superstores in High	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Harpenden Town Centre	1	0.10%	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	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Leighton Buzzard Town	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
London	15	1.20%	2	0.70%	1	0.70%	0	0.00%	2	2.00%	8	5.30%	1	0.70%	0	0.00%	1	0.80%
Kings Langley	10	0.80%	4	1.30%	3	2.00%	0	0.00%	1	1.00%	2	1.30%	0	0.00%	0	0.00%	0	0.00%
Milton Keynes	9	0.70%	0	0.00%	0	0.00%	1	0.70%	1	1.00%	1	0.70%	0	0.00%	3	2.40%	3	2.40%
Brent Cross	7	0.60%	1	0.30%	1	0.70%	0	0.00%	1	1.00%	3	2.00%	0	0.00%	1	0.80%	0	0.00%
High Wycombe.	5	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.30%	1	0.80%	2	1.60%
London Colney	4	0.30%	2	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	1	0.80%
Various	3	0.20%	1	0.30%	1	0.70%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
The Harlequin, Watford	2	0.20%	0	0.00%	1	0.70%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Wendover	2	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.60%
Advert in the paper	1	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Bournemouth, Dorset	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%

Drury Way, London	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Haddenham	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Hammer-on-the-Hill	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Ikea, Drury Way, London	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Ikea, Park Lane,	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
John Lewis, The Harlequin	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Redbourn	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Slough	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Uxbridge	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Summary																		
Hemel Hempsted Town Cent	112	12.9%	37	17.9%	10	9.5%	27	28.7%	4	5.9%	14	13.6%	13	12.3%	7	7.6%	0	0.0%
Hemel Hempsted Out of Cent	93	10.7%	46	22.2%	9	8.6%	15	16.0%	3	4.4%	9	8.7%	9	8.5%	1	1.1%	1	1.1%
Berkhamsted	18	2.1%	1	0.5%	0	0.0%	1	1.1%	0	0.0%	15	14.6%	0	0.0%	0	0.0%	1	1.1%
Tring	5	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	5.4%	0	0.0%
Total Respondents	866		207		105		94		68		103		106		92		91	

Q11. Where do you do most of your household's shopping for household textiles and soft furnishings, including bedding?

	Base: All respondents		Zone															
	Num	%	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1253	100.00%	300	100.00%	151	100.00%	151	100.00%	100	100.00%	150	100.00%	150	100.00%	126	100.00%	125	100.00%
Don't buy	121	9.70%	26	8.70%	21	13.90%	9	6.00%	7	7.00%	17	11.30%	20	13.30%	11	8.70%	10	8.00%
Don't know/No answer	41	3.30%	10	3.30%	3	2.00%	9	6.00%	1	1.00%	6	4.00%	2	1.30%	7	5.60%	3	2.40%
Internet	34	2.70%	9	3.00%	4	2.60%	3	2.00%	2	2.00%	6	4.00%	4	2.70%	3	2.40%	3	2.40%
Mail Order/Catalogue	33	2.60%	10	3.30%	3	2.00%	2	1.30%	4	4.00%	3	2.00%	6	4.00%	4	3.20%	1	0.80%
Hemel Hempstead Town	229	18.30%	86	28.70%	13	8.60%	58	38.40%	7	7.00%	25	16.70%	19	12.70%	17	13.50%	4	3.20%
Retail warehouses in Hemel	96	7.70%	47	15.70%	14	9.30%	16	10.60%	1	1.00%	8	5.30%	6	4.00%	4	3.20%	0	0.00%
Food Superstores in Hemel	5	0.40%	3	1.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Apsley Mills Retail Park,	39	3.10%	15	5.00%	6	4.00%	9	6.00%	0	0.00%	5	3.30%	1	0.70%	1	0.80%	2	1.60%
Apsley	19	1.50%	8	2.70%	4	2.60%	4	2.60%	0	0.00%	2	1.30%	1	0.70%	0	0.00%	0	0.00%
Dunelm Mill Shop, Apsley,	4	0.30%	1	0.30%	1	0.70%	0	0.00%	1	1.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Berkhamsted Town Centre	18	1.40%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	14	9.30%	0	0.00%	1	0.80%	2	1.60%
Tring Town Centre	5	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	4	3.20%	0	0.00%
Retail warehouses in Tring	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Watford Town Centre	247	19.70%	60	20.00%	60	39.70%	32	21.20%	8	8.00%	40	26.70%	25	16.70%	16	12.70%	6	4.80%
Aylesbury Town Centre	88	7.00%	2	0.70%	1	0.70%	2	1.30%	0	0.00%	0	0.00%	4	2.70%	29	23.00%	50	40.00%
High Wycombe Town Centre	31	2.50%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	2	1.30%	15	10.00%	5	4.00%	8	6.40%
Milton Keynes Town Centre	31	2.50%	2	0.70%	0	0.00%	2	1.30%	3	3.00%	5	3.30%	0	0.00%	9	7.10%	10	8.00%
Chesham Town Centre	23	1.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	23	15.30%	0	0.00%	0	0.00%
Retail warehouses in	19	1.50%	6	2.00%	5	3.30%	3	2.00%	1	1.00%	2	1.30%	1	0.70%	1	0.80%	0	0.00%
St Albans Town Centre	19	1.50%	0	0.00%	3	2.00%	0	0.00%	14	14.00%	1	0.70%	0	0.00%	1	0.80%	0	0.00%
Retail warehouses in High	15	1.20%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	4	2.70%	3	2.40%	7	5.60%
Retail warehouses in	14	1.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	3	2.00%	5	4.00%	5	4.00%
Dunstable Town Centre	13	1.00%	0	0.00%	0	0.00%	0	0.00%	8	8.00%	3	2.00%	0	0.00%	1	0.80%	1	0.80%
Welwyn Garden City Town	11	0.90%	1	0.30%	0	0.00%	0	0.00%	10	10.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in Milton	8	0.60%	2	0.70%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	3	2.40%	2	1.60%
Retail warehouses in Luton	6	0.50%	0	0.00%	0	0.00%	0	0.00%	6	6.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in St	6	0.50%	1	0.30%	0	0.00%	0	0.00%	4	4.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Luton Town Centre	5	0.40%	0	0.00%	0	0.00%	0	0.00%	5	5.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in	4	0.30%	0	0.00%	0	0.00%	0	0.00%	4	4.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Amersham Town Centre	3	0.20%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	2	1.30%	0	0.00%	0	0.00%
Harpenden Town Centre	2	0.20%	0	0.00%	0	0.00%	0	0.00%	2	2.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Food Superstores in High	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Hatfield Town Centre	1	0.10%	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	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Central London	13	1.00%	1	0.30%	3	2.00%	1	0.70%	2	2.00%	5	3.30%	0	0.00%	0	0.00%	1	0.80%
Milton Keynes	7	0.60%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	1	0.70%	0	0.00%	1	0.80%	4	3.20%
Holmers Farm Way, High	6	0.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	4	2.70%	0	0.00%	2	1.60%
The Harlequin Centre,	6	0.50%	1	0.30%	3	2.00%	1	0.70%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Brent Cross	5	0.40%	0	0.00%	1	0.70%	0	0.00%	2	2.00%	2	1.30%	0	0.00%	0	0.00%	0	0.00%
London Colney	4	0.30%	2	0.70%	1	0.70%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Wembley	4	0.30%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	1	0.70%	2	1.30%	0	0.00%	0	0.00%
John Lewis, The Harlequin	3	0.20%	2	0.70%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Marks & Spencer, Barnet	2	0.20%	2	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Various	2	0.20%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Hammer-on-the-Hill	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%

Ikea, Drury Way, London	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Kings Langley	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Lancaster town centre	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Luton	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Thame	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Wendover	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Weston super Mare	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Summary																		
Hemel Hempsted Town Centre	229	22.4%	86	35.1%	13	10.8%	58	45.3%	7	8.1%	25	21.2%	19	16.1%	17	16.8%	4	3.7%
Hemel Hempsted Out of Centre	163	15.9%	74	30.2%	25	20.8%	29	22.7%	3	3.5%	15	12.7%	10	8.5%	5	5.0%	2	1.9%
Berkhamsted	18	1.8%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	14	11.9%	0	0.0%	1	1.0%	2	1.9%
Tring	6	0.6%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.8%	4	4.0%	0	0.0%
Total Respondents	1024		245		120		128		86		118		118		101		108	

Q12. Where do you do most of your household's shopping for household appliances such as fridges, washing machines, kettles or hairdryers?

	Base: All respondents		Zone															
	Num	%	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1253	100.00%	300	100.00%	151	100.00%	151	100.00%	100	100.00%	150	100.00%	150	100.00%	126	100.00%	125	100.00%
Internet	87	6.90%	18	6.00%	11	7.30%	8	5.30%	10	10.00%	11	7.30%	8	5.30%	13	10.30%	8	6.40%
Don't buy	86	6.90%	22	7.30%	10	6.60%	8	5.30%	5	5.00%	13	8.70%	11	7.30%	8	6.30%	9	7.20%
Don't know/No answer	23	1.80%	0	0.00%	3	2.00%	5	3.30%	2	2.00%	5	3.30%	1	0.70%	1	0.80%	6	4.80%
Mail Order/Catalogue	17	1.40%	6	2.00%	1	0.70%	4	2.60%	4	4.00%	0	0.00%	0	0.00%	1	0.80%	1	0.80%
Hemel Hempstead Town	173	13.80%	60	20.00%	12	7.90%	43	28.50%	3	3.00%	30	20.00%	16	10.70%	9	7.10%	0	0.00%
Retail warehouses in Hemel	158	12.60%	76	25.30%	10	6.60%	37	24.50%	5	5.00%	13	8.70%	11	7.30%	6	4.80%	0	0.00%
Food Superstores in Hemel	7	0.60%	5	1.70%	0	0.00%	0	0.00%	1	1.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Apsley Mills Retail Park,	105	8.40%	48	16.00%	14	9.30%	21	13.90%	2	2.00%	14	9.30%	2	1.30%	4	3.20%	0	0.00%
Apsley	30	2.40%	11	3.70%	7	4.60%	4	2.60%	1	1.00%	5	3.30%	2	1.30%	0	0.00%	0	0.00%
Curry's, Apsley Mills Retail	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Berkhamsted Town Centre	3	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	3	2.00%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Tring Town Centre	18	1.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	17	13.50%	1	0.80%
Retail warehouses in Tring	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
Watford Town Centre	154	12.30%	43	14.30%	42	27.80%	10	6.60%	7	7.00%	24	16.00%	12	8.00%	12	9.50%	4	3.20%
Aylesbury Town Centre	90	7.20%	1	0.30%	0	0.00%	1	0.70%	0	0.00%	2	1.30%	3	2.00%	30	23.80%	53	42.40%
Chesham Town Centre	67	5.30%	0	0.00%	2	1.30%	0	0.00%	0	0.00%	1	0.70%	61	40.70%	2	1.60%	1	0.80%
Retail warehouses in	27	2.20%	0	0.00%	1	0.70%	1	0.70%	0	0.00%	0	0.00%	2	1.30%	8	6.30%	15	12.00%
Milton Keynes Town Centre	20	1.60%	1	0.30%	0	0.00%	0	0.00%	2	2.00%	6	4.00%	0	0.00%	5	4.00%	6	4.80%
Retail warehouses in	20	1.60%	3	1.00%	6	4.00%	2	1.30%	0	0.00%	5	3.30%	2	1.30%	1	0.80%	1	0.80%
High Wycombe Town Centre	16	1.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	3	2.00%	4	2.70%	2	1.60%	7	5.60%
Welwyn Garden City Town	13	1.00%	1	0.30%	1	0.70%	0	0.00%	11	11.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in High	12	1.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	6	4.00%	2	1.60%	3	2.40%
Retail warehouses in Luton	12	1.00%	0	0.00%	0	0.00%	0	0.00%	11	11.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
St Albans Town Centre	12	1.00%	1	0.30%	1	0.70%	2	1.30%	7	7.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Dunstable Town Centre	8	0.60%	0	0.00%	0	0.00%	0	0.00%	5	5.00%	3	2.00%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in St	6	0.50%	0	0.00%	0	0.00%	0	0.00%	6	6.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Luton Town Centre	5	0.40%	0	0.00%	0	0.00%	0	0.00%	4	4.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Amersham Town Centre	3	0.20%	0	0.00%	0	0.00%	0	0.00%	2	2.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Food Superstores in Watford	3	0.20%	1	0.30%	1	0.70%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in	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	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%
Harpenden Town Centre	2	0.20%	0	0.00%	0	0.00%	0	0.00%	2	2.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in Milton	2	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.60%
Hatfield Town Centre	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Leighton Buzzard Town	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
Retail warehouses in	1	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in	1	0.10%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Abbots Langley	14	1.10%	0	0.00%	14	9.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Holmers Farm Way, High	8	0.60%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	1	0.70%	3	2.00%	1	0.80%	2	1.60%
Brent Cross	6	0.50%	2	0.70%	0	0.00%	0	0.00%	2	2.00%	2	1.30%	0	0.00%	0	0.00%	0	0.00%
The Harlequin, Watford	6	0.50%	0	0.00%	4	2.60%	1	0.70%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
London	5	0.40%	0	0.00%	3	2.00%	0	0.00%	1	1.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Bovingdon	4	0.30%	0	0.00%	3	2.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Milton Keynes	4	0.30%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	1	0.70%	0	0.00%	0	0.00%	2	1.60%

Broadfields Retail Park,	2	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	1	0.80%
John Lewis, The Harlequin	2	0.20%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
Buckinghamshire	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Costco, Hartspring Lane,	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Edlesborough	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Great Gaddesden	1	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Hertfordshire	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Oldhams Trading Estate,	1	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Thame, Oxfordshire	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Various	1	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Wembley, Greater London	1	0.10%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Wycombe Retail Park, High	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Summary																		
Hemel Hempsted Town Cent	173	16.6%	60	23.6%	12	9.5%	43	34.1%	3	3.8%	30	24.8%	16	12.3%	9	8.7%	0	0.0%
Hemel Hempsted Out of Cent	301	28.9%	140	55.1%	31	24.6%	62	49.2%	10	12.7%	33	27.3%	15	11.5%	10	9.7%	0	0.0%
Berkhamsted	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	3.3%	0	0.0%	0	0.0%	0	0.0%
Tring	19	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	18	17.5%	1	1.0%
Total Respondents	1040		254		126		126		79		121		130		103		101	

Q13. 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?

	Base: All respondents		Zone															
	Num	%	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1253	100.00%	300	100.00%	151	100.00%	151	100.00%	100	100.00%	150	100.00%	150	100.00%	126	100.00%	125	100.00%
Don't buy	118	9.40%	29	9.70%	13	8.60%	11	7.30%	11	11.00%	14	9.30%	18	12.00%	10	7.90%	12	9.60%
Internet	108	8.60%	26	8.70%	10	6.60%	9	6.00%	11	11.00%	15	10.00%	9	6.00%	16	12.70%	12	9.60%
Don't know/No answer	24	1.90%	2	0.70%	2	1.30%	7	4.60%	2	2.00%	5	3.30%	2	1.30%	3	2.40%	1	0.80%
Mail Order/Catalogue	10	0.80%	4	1.30%	2	1.30%	1	0.70%	1	1.00%	0	0.00%	0	0.00%	1	0.80%	1	0.80%
Hemel Hempstead Town	165	13.20%	53	17.70%	12	7.90%	38	25.20%	2	2.00%	33	22.00%	20	13.30%	7	5.60%	0	0.00%
Retail warehouses in Hemel	139	11.10%	67	22.30%	12	7.90%	27	17.90%	6	6.00%	12	8.00%	6	4.00%	8	6.30%	1	0.80%
Food Superstores in Hemel	3	0.20%	3	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Apsley Mills Retail Park,	91	7.30%	42	14.00%	12	7.90%	22	14.60%	1	1.00%	11	7.30%	2	1.30%	1	0.80%	0	0.00%
Apsley	25	2.00%	9	3.00%	5	3.30%	4	2.60%	0	0.00%	4	2.70%	3	2.00%	0	0.00%	0	0.00%
Comet, Winifred Rd. Apsley,	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Berkhamsted Town Centre	2	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.30%	0	0.00%	0	0.00%	0	0.00%
Tring Town Centre	28	2.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	23	18.30%	4	3.20%
Retail warehouses in Tring	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
Watford Town Centre	171	13.60%	44	14.70%	48	31.80%	17	11.30%	6	6.00%	28	18.70%	16	10.70%	10	7.90%	2	1.60%
Aylesbury Town Centre	93	7.40%	1	0.30%	0	0.00%	1	0.70%	0	0.00%	3	2.00%	4	2.70%	24	19.00%	60	48.00%
Chesham Town Centre	40	3.20%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	38	25.30%	1	0.80%	0	0.00%
Retail warehouses in	24	1.90%	4	1.30%	2	1.30%	6	4.00%	2	2.00%	4	2.70%	4	2.70%	1	0.80%	1	0.80%
Retail warehouses in	22	1.80%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	2	1.30%	9	7.10%	10	8.00%
High Wycombe Town Centre	20	1.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	3	2.00%	10	6.70%	0	0.00%	7	5.60%
St Albans Town Centre	16	1.30%	1	0.30%	0	0.00%	2	1.30%	12	12.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Milton Keynes Town Centre	15	1.20%	0	0.00%	0	0.00%	0	0.00%	2	2.00%	4	2.70%	0	0.00%	5	4.00%	4	3.20%
Welwyn Garden City Town	13	1.00%	1	0.30%	2	1.30%	0	0.00%	10	10.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in High	9	0.70%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	3	2.00%	2	1.60%	3	2.40%
Retail warehouses in Luton	8	0.60%	0	0.00%	0	0.00%	0	0.00%	8	8.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in St	7	0.60%	1	0.30%	1	0.70%	2	1.30%	3	3.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Dunstable Town Centre	6	0.50%	0	0.00%	0	0.00%	0	0.00%	4	4.00%	2	1.30%	0	0.00%	0	0.00%	0	0.00%
Luton Town Centre	6	0.50%	1	0.30%	1	0.70%	0	0.00%	3	3.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Amersham Town Centre	3	0.20%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	2	1.30%	0	0.00%	0	0.00%
Food Superstores in Watford	3	0.20%	0	0.00%	2	1.30%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in	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%
Food Superstores in	2	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.60%	0	0.00%
Harpenden Town Centre	2	0.20%	0	0.00%	0	0.00%	0	0.00%	2	2.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in	2	0.20%	0	0.00%	0	0.00%	0	0.00%	2	2.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in Milton	2	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	1	0.80%
Retail warehouses in	2	0.20%	0	0.00%	0	0.00%	1	0.70%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Food Superstores in Hatfield	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Food Superstores in High	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Food Superstores in Luton	1	0.10%	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	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Leighton Buzzard Town	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
Abbots Langley	13	1.00%	0	0.00%	13	8.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
John Lewis, The Harlequin	9	0.70%	4	1.30%	4	2.60%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Brent Cross	8	0.60%	5	1.70%	0	0.00%	0	0.00%	2	2.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Holmers Farm Way, Cressex	7	0.60%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	1	0.70%	4	2.70%	0	0.00%	1	0.80%
Bovingdon	5	0.40%	0	0.00%	3	2.00%	1	0.70%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%

Milton Keynes	5	0.40%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	1	0.70%	0	0.00%	0	0.00%	3	2.40%
London	3	0.20%	0	0.00%	1	0.70%	0	0.00%	1	1.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
London Colney	3	0.20%	2	0.70%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Costco, Hartspring Lane,	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Get from the National	1	0.10%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
John Lewis, Milton Keynes	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Kings Langley	1	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Luton	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Redbourn	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Slough	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Various	1	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Watford	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
Watford Arches Retail Park,	1	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Wycombe Retail Park, High	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Summary																		
Hemel Hempsted Town Cent	165	16.6%	53	22.2%	12	9.7%	38	30.9%	2	2.7%	33	28.4%	20	16.5%	7	7.3%	0	0.0%
Hemel Hempsted Out of Cent	259	26.1%	121	50.6%	29	23.4%	53	43.1%	8	10.7%	27	23.3%	11	9.1%	9	9.4%	1	1.0%
Berkhamsted	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.7%	0	0.0%	0	0.0%	0	0.0%
Tring	29	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	0	0.0%	24	25.0%	4	4.0%
Total Respondents	993		239		124		123		75		116		121		96		99	

Q14. Where do you do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products?

	Base: All respondents		Zone															
	Num	%	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1253	100.00%	300	100.00%	151	100.00%	151	100.00%	100	100.00%	150	100.00%	150	100.00%	126	100.00%	125	100.00%
Don't buy	123	9.80%	31	10.30%	15	9.90%	11	7.30%	13	13.00%	15	10.00%	15	10.00%	10	7.90%	13	10.40%
Don't know/No answer	16	1.30%	1	0.30%	5	3.30%	3	2.00%	0	0.00%	1	0.70%	2	1.30%	2	1.60%	2	1.60%
Internet	9	0.70%	1	0.30%	1	0.70%	2	1.30%	0	0.00%	3	2.00%	1	0.70%	0	0.00%	1	0.80%
Mail Order/Catalogue	5	0.40%	0	0.00%	3	2.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
Hemel Hempstead Town	253	20.20%	102	34.00%	28	18.50%	61	40.40%	5	5.00%	35	23.30%	14	9.30%	8	6.30%	0	0.00%
Retail warehouses in Hemel	228	18.20%	102	34.00%	27	17.90%	50	33.10%	5	5.00%	27	18.00%	7	4.70%	10	7.90%	0	0.00%
Food Superstores in Hemel	7	0.60%	2	0.70%	3	2.00%	1	0.70%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Apsley Mills Retail Park,	80	6.40%	33	11.00%	13	8.60%	16	10.60%	2	2.00%	10	6.70%	4	2.70%	2	1.60%	0	0.00%
Apsley town centre	11	0.90%	6	2.00%	1	0.70%	2	1.30%	0	0.00%	2	1.30%	0	0.00%	0	0.00%	0	0.00%
Berkhamsted Town Centre	44	3.50%	1	0.30%	1	0.70%	1	0.70%	0	0.00%	36	24.00%	0	0.00%	4	3.20%	1	0.80%
Food Superstores in	2	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.30%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in	2	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.30%	0	0.00%	0	0.00%	0	0.00%
Tring Town Centre	31	2.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.30%	1	0.70%	27	21.40%	1	0.80%
Aylesbury Town Centre	121	9.70%	3	1.00%	1	0.70%	0	0.00%	0	0.00%	1	0.70%	2	1.30%	39	31.00%	75	60.00%
Chesham Town Centre	85	6.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.30%	81	54.00%	2	1.60%	0	0.00%
Watford Town Centre	48	3.80%	4	1.30%	26	17.20%	3	2.00%	3	3.00%	3	2.00%	7	4.70%	1	0.80%	1	0.80%
Retail warehouses in	39	3.10%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	1	0.70%	15	11.90%	22	17.60%
St Albans Town Centre	18	1.40%	4	1.30%	0	0.00%	0	0.00%	14	14.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in Luton	15	1.20%	0	0.00%	0	0.00%	0	0.00%	15	15.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in	13	1.00%	2	0.70%	11	7.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Luton Town Centre	11	0.90%	0	0.00%	0	0.00%	0	0.00%	9	9.00%	2	1.30%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in St	11	0.90%	1	0.30%	2	1.30%	0	0.00%	8	8.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in	9	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	9	6.00%	0	0.00%	0	0.00%
Dunstable Town Centre	8	0.60%	0	0.00%	0	0.00%	0	0.00%	6	6.00%	2	1.30%	0	0.00%	0	0.00%	0	0.00%
Amersham Town Centre	4	0.30%	2	0.70%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Retail warehouses in	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%
Retail warehouses in Tring	3	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	3	2.40%	0	0.00%
Hatfield Town Centre	2	0.20%	0	0.00%	1	0.70%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Milton Keynes Town Centre	2	0.20%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
Retail warehouses in High	2	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.30%	0	0.00%	0	0.00%
Retail warehouses in Milton	2	0.20%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Welwyn Garden City Town	2	0.20%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Food Superstores in Luton	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Harpenden Town Centre	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
High Wycombe Town Centre	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Leighton Buzzard Town	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
Retail warehouses in	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Abbots Langley	8	0.60%	3	1.00%	5	3.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Chipperfield	6	0.50%	1	0.30%	4	2.60%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Wendover	6	0.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	6	4.80%
Bovingdon	2	0.20%	0	0.00%	2	1.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Husband is in the building	2	0.20%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Markyate	2	0.20%	0	0.00%	0	0.00%	0	0.00%	2	2.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Redbourn, St. Albans	2	0.20%	0	0.00%	0	0.00%	0	0.00%	2	2.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Wyevale, Pipers Hill, Great	2	0.20%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%

Brent Cross	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Caddington	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Garden Centre, Chipperfield Hertfordshire	1	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Local stores, St Albans	1	0.10%	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	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Luton	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Milton Keynes	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Watford Arches Retail Park, Summary	1	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Hemel Hempsted Town Cent	253	23.0%	102	38.2%	28	22.0%	61	45.2%	5	5.8%	35	26.7%	14	10.6%	8	7.1%	0	0.0%
Hemel Hempsted Out of Cent	326	29.6%	143	53.6%	44	34.6%	69	51.1%	8	9.3%	39	29.8%	11	8.3%	12	10.6%	0	0.0%
Berkhamsted	48	4.4%	1	0.4%	1	0.8%	1	0.7%	0	0.0%	40	30.5%	0	0.0%	4	3.5%	1	0.9%
Tring	31	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.5%	1	0.8%	27	23.9%	1	0.9%
Total Respondents	1100		267		127		135		86		131		132		113		109	

Q15. Where do you do most of your household's shopping for chemist's and medical goods, cosmetics and other beauty products?

	Base: All respondents		Zone															
	Num	%	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1253	100.00%	300	100.00%	151	100.00%	151	100.00%	100	100.00%	150	100.00%	150	100.00%	126	100.00%	125	100.00%
Don't buy	24	1.90%	7	2.30%	4	2.60%	1	0.70%	1	1.00%	3	2.00%	2	1.30%	5	4.00%	1	0.80%
Mail Order/Catalogue	11	0.90%	4	1.30%	2	1.30%	3	2.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	1	0.80%
Don't know/No answer	9	0.70%	1	0.30%	2	1.30%	3	2.00%	3	3.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Internet	6	0.50%	3	1.00%	0	0.00%	1	0.70%	0	0.00%	1	0.70%	0	0.00%	1	0.80%	0	0.00%
Hemel Hempstead Town	352	28.10%	195	65.00%	24	15.90%	109	72.20%	6	6.00%	5	3.30%	3	2.00%	10	7.90%	0	0.00%
Boots, The Marlowes, Hemel	5	0.40%	2	0.70%	0	0.00%	2	1.30%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Food Superstores in Hemel	43	3.40%	28	9.30%	7	4.60%	5	3.30%	3	3.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in Hemel	18	1.40%	13	4.30%	1	0.70%	3	2.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Apsley Mills Retail Park,	3	0.20%	2	0.70%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Apsley Town Centre	2	0.20%	1	0.30%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Local stores, Woodhall Farm	3	0.20%	3	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Berkhamsted Town Centre	151	12.10%	3	1.00%	2	1.30%	7	4.60%	0	0.00%	128	85.30%	1	0.70%	8	6.30%	2	1.60%
Food Superstores in	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Tring Town Centre	73	5.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	72	57.10%	1	0.80%
Tesco Superstore in Tring	2	0.20%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
Retail warehouses in Tring	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
Tring	2	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	1	0.80%	0	0.00%
Chesham Town Centre	137	10.90%	0	0.00%	3	2.00%	0	0.00%	0	0.00%	1	0.70%	130	86.70%	3	2.40%	0	0.00%
Aylesbury Town Centre	104	8.30%	0	0.00%	1	0.70%	1	0.70%	1	1.00%	0	0.00%	0	0.00%	19	15.10%	82	65.60%
Watford Town Centre	42	3.40%	6	2.00%	28	18.50%	2	1.30%	3	3.00%	0	0.00%	1	0.70%	1	0.80%	1	0.80%
St Albans Town Centre	29	2.30%	3	1.00%	1	0.70%	0	0.00%	25	25.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Amersham Town Centre	10	0.80%	0	0.00%	3	2.00%	0	0.00%	1	1.00%	0	0.00%	6	4.00%	0	0.00%	0	0.00%
Dunstable Town Centre	9	0.70%	0	0.00%	0	0.00%	0	0.00%	5	5.00%	4	2.70%	0	0.00%	0	0.00%	0	0.00%
Harpenden Town Centre	9	0.70%	0	0.00%	0	0.00%	1	0.70%	8	8.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Food Superstores in	7	0.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	6	4.80%
Luton Town Centre	4	0.30%	0	0.00%	0	0.00%	0	0.00%	4	4.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Milton Keynes Town Centre	4	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	2	1.60%	1	0.80%
Food Superstores in	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%
Food Superstores in	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%
Food Superstores in Watford	3	0.20%	0	0.00%	3	2.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Welwyn Garden City Town	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	0.80%
Food Superstores in St	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
High Wycombe Town Centre	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Retail warehouses in	1	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Retail warehouses in	1	0.10%	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 Luton	1	0.10%	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	1	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Abbots Langley	35	2.80%	0	0.00%	35	23.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Kings Langley	18	1.40%	3	1.00%	15	9.90%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Wendover	18	1.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	17	13.60%
Redbourn	16	1.30%	0	0.00%	0	0.00%	0	0.00%	16	16.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Bovingdon	11	0.90%	0	0.00%	10	6.60%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Leverstock Green	8	0.60%	8	2.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Aston Clinton, Aylesbury	7	0.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	6	4.80%

Local stores, Hemel	7	0.60%	3	1.00%	1	0.70%	2	1.30%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Adeyfield	6	0.50%	6	2.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Local stores, Markyate	6	0.50%	0	0.00%	0	0.00%	0	0.00%	6	6.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Boxmoor, Hertfordshire	4	0.30%	4	1.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Local stores, Wendover	4	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	4	3.20%
Markyate, St Albans,	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%
Gadebridge	2	0.20%	1	0.30%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Great Gaddesden	2	0.20%	0	0.00%	1	0.70%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Grove Hill	2	0.20%	0	0.00%	0	0.00%	2	1.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Local stores, Rebourne	2	0.20%	0	0.00%	0	0.00%	1	0.70%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Local stores, Harpenden	2	0.20%	0	0.00%	0	0.00%	0	0.00%	2	2.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
London	2	0.20%	0	0.00%	1	0.70%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
London City Centre	2	0.20%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Stoneycroft, Hemel	2	0.20%	0	0.00%	0	0.00%	2	1.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Warners End, Hemel	2	0.20%	0	0.00%	1	0.70%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Abroad	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Bobbington	1	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Boots, Colney Fields	1	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Borehamwood	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Brent Cross	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Little Chalfont	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Lloyds Pharmacy, Queens	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Local stores, Caulden	1	0.10%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Morrisons, Cumberland	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Ross Gate	1	0.10%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Woodhall Hall Community	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Summary																		
Hemel Hempsted Town Centre	357	29.7%	197	69.1%	24	16.8%	111	77.6%	6	6.3%	6	4.1%	3	2.0%	10	8.3%	0	0.0%
Hemel Hempsted Out of Centre	69	5.7%	47	16.5%	9	6.3%	9	6.3%	4	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berkhamsted	152	12.6%	3	1.1%	2	1.4%	7	4.9%	0	0.0%	129	88.4%	1	0.7%	8	6.7%	2	1.6%
Tring	78	6.5%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	75	62.5%	1	0.8%
Total Respondents	1203		285		143		143		96		146		147		120		123	

Q16. Where do you do most of your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?

	Base: All respondents		Zone															
	Num	%	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1253	100.00%	300	100.00%	151	100.00%	151	100.00%	100	100.00%	150	100.00%	150	100.00%	126	100.00%	125	100.00%
Don't buy	220	17.60%	54	18.00%	35	23.20%	16	10.60%	17	17.00%	24	16.00%	20	13.30%	25	19.80%	29	23.20%
Internet	81	6.50%	19	6.30%	6	4.00%	10	6.60%	4	4.00%	9	6.00%	8	5.30%	12	9.50%	13	10.40%
Don't know/No answer	27	2.20%	5	1.70%	3	2.00%	6	4.00%	5	5.00%	3	2.00%	0	0.00%	4	3.20%	1	0.80%
Mail Order/Catalogue	12	1.00%	3	1.00%	0	0.00%	2	1.30%	2	2.00%	1	0.70%	3	2.00%	0	0.00%	1	0.80%
Hemel Hempstead Town	296	23.60%	137	45.70%	21	13.90%	80	53.00%	11	11.00%	11	7.30%	21	14.00%	13	10.30%	2	1.60%
Retail warehouses in Hemel	18	1.40%	7	2.30%	1	0.70%	5	3.30%	1	1.00%	0	0.00%	2	1.30%	2	1.60%	0	0.00%
Food Superstores in Hemel	10	0.80%	4	1.30%	1	0.70%	3	2.00%	2	2.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Apsley Mills Retail Park,	4	0.30%	2	0.70%	1	0.70%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Apsley	2	0.20%	0	0.00%	1	0.70%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Berkhamsted Town Centre	74	5.90%	1	0.30%	2	1.30%	5	3.30%	0	0.00%	57	38.00%	1	0.70%	8	6.30%	0	0.00%
Food Superstores in	3	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.30%	0	0.00%	1	0.80%	0	0.00%
Tring Town Centre	20	1.60%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	19	15.10%	0	0.00%
Watford Town Centre	178	14.20%	43	14.30%	61	40.40%	17	11.30%	6	6.00%	21	14.00%	16	10.70%	9	7.10%	5	4.00%
Aylesbury Town Centre	89	7.10%	0	0.00%	1	0.70%	1	0.70%	0	0.00%	3	2.00%	4	2.70%	26	20.60%	54	43.20%
Chesham Town Centre	58	4.60%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	57	38.00%	0	0.00%	0	0.00%
St Albans Town Centre	29	2.30%	4	1.30%	1	0.70%	1	0.70%	23	23.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Milton Keynes Town Centre	21	1.70%	3	1.00%	1	0.70%	1	0.70%	2	2.00%	2	1.30%	0	0.00%	4	3.20%	8	6.40%
Dunstable Town Centre	11	0.90%	0	0.00%	0	0.00%	0	0.00%	8	8.00%	3	2.00%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in	10	0.80%	2	0.70%	2	1.30%	2	1.30%	2	2.00%	1	0.70%	0	0.00%	1	0.80%	0	0.00%
Amersham Town Centre	7	0.60%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	1	0.70%	5	3.30%	0	0.00%	0	0.00%
Harpenden Town Centre	5	0.40%	0	0.00%	0	0.00%	0	0.00%	5	5.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
High Wycombe Town Centre	5	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	4	2.70%	0	0.00%	1	0.80%
Retail warehouses in High	5	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	4	2.70%	0	0.00%	1	0.80%
Luton Town Centre	4	0.30%	0	0.00%	0	0.00%	0	0.00%	3	3.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Welwyn Garden City Town	4	0.30%	0	0.00%	0	0.00%	0	0.00%	4	4.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in St	2	0.20%	0	0.00%	1	0.70%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Food Superstores in	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
Food Superstores in High	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Food Superstores in St	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Food Superstores in Watford	1	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in	1	0.10%	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	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail warehouses in	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
London	17	1.40%	2	0.70%	6	4.00%	1	0.70%	0	0.00%	5	3.30%	3	2.00%	0	0.00%	0	0.00%
Abroad	4	0.30%	1	0.30%	1	0.70%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	1	0.80%	0	0.00%
Wendover	4	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	4	3.20%
Brent Cross	3	0.20%	1	0.30%	0	0.00%	0	0.00%	1	1.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Central London	3	0.20%	3	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
London Colney	3	0.20%	2	0.70%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Abbots Langley	2	0.20%	0	0.00%	2	1.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
John Lewis, Harlequin	2	0.20%	1	0.30%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Milton Keynes	2	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.60%
St Albans	2	0.20%	1	0.30%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Bournemouth town centre	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Brighton	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%

Northampton	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Weymouth	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Summary																		
Hemel Hempsted Town Centre	296	32.4%	137	62.6%	21	19.6%	80	68.4%	11	15.3%	11	9.7%	21	17.6%	13	15.3%	2	2.5%
Hemel Hempsted Out of Centre	34	3.7%	13	5.9%	4	3.7%	9	7.7%	3	4.2%	1	0.9%	2	1.7%	2	2.4%	0	0.0%
Berkhamsted	77	8.4%	1	0.5%	2	1.9%	5	4.3%	0	0.0%	59	52.2%	1	0.8%	9	10.6%	0	0.0%
Tring	20	2.2%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	19	22.4%	0	0.0%
Total Respondents	913		219		107		117		72		113		119		85		81	

Q17. When you shop for non-food goods, how do you usually travel there?

	Base: All respondents		Zone															
	Num	%	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1253	100.00%	300	100.00%	151	100.00%	151	100.00%	100	100.00%	150	100.00%	150	100.00%	126	100.00%	125	100.00%
Car (as driver)	814	65.00%	152	50.70%	103	68.20%	97	64.20%	74	74.00%	107	71.30%	99	66.00%	91	72.20%	91	72.80%
Car (as passenger)	171	13.60%	54	18.00%	15	9.90%	19	12.60%	14	14.00%	16	10.70%	21	14.00%	18	14.30%	14	11.20%
Bus	140	11.20%	48	16.00%	21	13.90%	23	15.20%	10	10.00%	7	4.70%	10	6.70%	5	4.00%	16	12.80%
Walk	87	6.90%	35	11.70%	4	2.60%	6	4.00%	0	0.00%	15	10.00%	17	11.30%	9	7.10%	1	0.80%
Train	22	1.80%	5	1.70%	6	4.00%	2	1.30%	0	0.00%	4	2.70%	2	1.30%	2	1.60%	1	0.80%
Goods delivered	9	0.70%	2	0.70%	2	1.30%	0	0.00%	2	2.00%	0	0.00%	1	0.70%	0	0.00%	2	1.60%
Taxi	6	0.50%	2	0.70%	0	0.00%	3	2.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Moped/motorcycle	2	0.20%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
Bicycle	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Other	1	0.10%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Private Jet																	

Q19. SEG

	Base: All respondents		Zone															
	Num	%	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1253	100.00%	300	100.00%	151	100.00%	151	100.00%	100	100.00%	150	100.00%	150	100.00%	126	100.00%	125	100.00%
A/B	349	27.90%	68	22.70%	49	32.50%	35	23.20%	29	29.00%	52	34.70%	41	27.30%	34	27.00%	41	32.80%
C1	404	32.20%	102	34.00%	49	32.50%	48	31.80%	36	36.00%	40	26.70%	47	31.30%	43	34.10%	39	31.20%
C2	267	21.30%	81	27.00%	30	19.90%	35	23.20%	17	17.00%	24	16.00%	36	24.00%	18	14.30%	26	20.80%
D/E	129	10.30%	32	10.70%	15	9.90%	19	12.60%	4	4.00%	16	10.70%	17	11.30%	18	14.30%	8	6.40%
Refused	104	8.30%	17	5.70%	8	5.30%	14	9.30%	14	14.00%	18	12.00%	9	6.00%	13	10.30%	11	8.80%

Q20. How many people are there in your household who are aged...?

		Base: All respondents		Zone															
		Num	%	1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1253	100.00%	300	100.00%	151	100.00%	151	100.00%	100	100.00%	150	100.00%	150	100.00%	126	100.00%	125	100.00%
0 - 15 years	None	958	76.50%	234	78.00%	108	71.50%	112	74.20%	73	73.00%	112	74.70%	122	81.30%	96	76.20%	101	80.80%
	1	107	8.50%	20	6.70%	20	13.20%	16	10.60%	10	10.00%	15	10.00%	11	7.30%	8	6.30%	7	5.60%
	2	109	8.70%	31	10.30%	12	7.90%	13	8.60%	11	11.00%	14	9.30%	10	6.70%	8	6.30%	10	8.00%
	3	26	2.10%	4	1.30%	4	2.60%	2	1.30%	1	1.00%	2	1.30%	2	1.30%	7	5.60%	4	3.20%
	4 or more	12	1.00%	2	0.70%	3	2.00%	2	1.30%	1	1.00%	1	0.70%	1	0.70%	1	0.80%	1	0.80%
	Refused	41	3.30%	9	3.00%	4	2.60%	6	4.00%	4	4.00%	6	4.00%	4	2.70%	6	4.80%	2	1.60%
16 - 64 years	None	435	34.70%	106	35.30%	52	34.40%	48	31.80%	29	29.00%	52	34.70%	58	38.70%	40	31.70%	50	40.00%
	1	206	16.40%	51	17.00%	25	16.60%	23	15.20%	26	26.00%	22	14.70%	22	14.70%	21	16.70%	16	12.80%
	2	374	29.80%	103	34.30%	43	28.50%	44	29.10%	29	29.00%	44	29.30%	42	28.00%	35	27.80%	34	27.20%
	3	124	9.90%	25	8.30%	20	13.20%	20	13.20%	4	4.00%	18	12.00%	14	9.30%	12	9.50%	11	8.80%
	4 or more	72	5.70%	6	2.00%	7	4.60%	10	6.60%	8	8.00%	9	6.00%	10	6.70%	10	7.90%	12	9.60%
	Refused	42	3.40%	9	3.00%	4	2.60%	6	4.00%	4	4.00%	5	3.30%	4	2.70%	8	6.30%	2	1.60%
65 years and over	None	659	52.60%	164	54.70%	86	57.00%	84	55.60%	52	52.00%	81	54.00%	68	45.30%	64	50.80%	60	48.00%
	1	316	25.20%	69	23.00%	35	23.20%	34	22.50%	29	29.00%	35	23.30%	48	32.00%	31	24.60%	35	28.00%
	2	236	18.80%	58	19.30%	26	17.20%	27	17.90%	16	16.00%	28	18.70%	30	20.00%	23	18.30%	28	22.40%
	3	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
	Refused	41	3.30%	9	3.00%	4	2.60%	6	4.00%	3	3.00%	5	3.30%	4	2.70%	8	6.30%	2	1.60%

Q21. How many people (men and women) aged 16 - 64 are there in your household who are..?

		Base: All respondents		Zone															
		Num	%	1		2		3		4		5		6		7		8	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1253	100.00%	300	100.00%	151	100.00%	151	100.00%	100	100.00%	150	100.00%	150	100.00%	126	100.00%	125	100.00%
In part-time employment'	None	917	73.20%	227	75.70%	110	72.80%	103	68.20%	76	76.00%	102	68.00%	109	72.70%	90	71.40%	100	80.00%
	1	240	19.20%	55	18.30%	28	18.50%	35	23.20%	18	18.00%	32	21.30%	28	18.70%	23	18.30%	21	16.80%
	2	38	3.00%	7	2.30%	6	4.00%	4	2.60%	3	3.00%	10	6.70%	5	3.30%	3	2.40%	0	0.00%
	3	10	0.80%	2	0.70%	1	0.70%	2	1.30%	0	0.00%	0	0.00%	4	2.70%	1	0.80%	0	0.00%
	Refused	48	3.80%	9	3.00%	6	4.00%	7	4.60%	3	3.00%	6	4.00%	4	2.70%	9	7.10%	4	3.20%
In full-time employment	None	596	47.60%	144	48.00%	69	45.70%	63	41.70%	46	46.00%	75	50.00%	80	53.30%	55	43.70%	64	51.20%
	1	373	29.80%	97	32.30%	39	25.80%	47	31.10%	34	34.00%	46	30.70%	40	26.70%	41	32.50%	29	23.20%
	2	183	14.60%	41	13.70%	29	19.20%	23	15.20%	14	14.00%	16	10.70%	19	12.70%	18	14.30%	23	18.40%
	3	40	3.20%	8	2.70%	5	3.30%	8	5.30%	1	1.00%	5	3.30%	7	4.70%	3	2.40%	3	2.40%
	4 or more	14	1.10%	1	0.30%	3	2.00%	3	2.00%	2	2.00%	2	1.30%	0	0.00%	1	0.80%	2	1.60%
Refused	47	3.80%	9	3.00%	6	4.00%	7	4.60%	3	3.00%	6	4.00%	4	2.70%	8	6.30%	4	3.20%	
Unemployed - available for/ seeking employment	None	1152	91.90%	278	92.70%	141	93.40%	134	88.70%	94	94.00%	138	92.00%	140	93.30%	112	88.90%	115	92.00%
	1	50	4.00%	11	3.70%	4	2.60%	9	6.00%	3	3.00%	6	4.00%	6	4.00%	5	4.00%	6	4.80%
	2	4	0.30%	2	0.70%	1	0.70%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Refused	47	3.80%	9	3.00%	5	3.30%	7	4.60%	3	3.00%	6	4.00%	4	2.70%	9	7.10%	4	3.20%

Q22. How many cars do you have in your household which can be used for shopping trips?

	Base: All respondents		Zone															
	Num	%	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1253	100.00%	300	100.00%	151	100.00%	151	100.00%	100	100.00%	150	100.00%	150	100.00%	126	100.00%	125	100.00%
None	142	11.30%	51	17.00%	16	10.60%	18	11.90%	5	5.00%	16	10.70%	12	8.00%	8	6.30%	16	12.80%
1	538	42.90%	138	46.00%	53	35.10%	68	45.00%	50	50.00%	66	44.00%	72	48.00%	53	42.10%	38	30.40%
2	403	32.20%	83	27.70%	60	39.70%	42	27.80%	35	35.00%	48	32.00%	41	27.30%	44	34.90%	50	40.00%
3 or more	121	9.70%	17	5.70%	17	11.30%	18	11.90%	6	6.00%	13	8.70%	21	14.00%	12	9.50%	17	13.60%
Refused	49	3.90%	11	3.70%	5	3.30%	5	3.30%	4	4.00%	7	4.70%	4	2.70%	9	7.10%	4	3.20%

Q23. Age group of respondent

	Base: All respondents		Zone															
	Num	%	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1253	100.00%	300	100.00%	151	100.00%	151	100.00%	100	100.00%	150	100.00%	150	100.00%	126	100.00%	125	100.00%
18 - 24 years	21	1.70%	3	1.00%	1	0.70%	1	0.70%	1	1.00%	2	1.30%	4	2.70%	4	3.20%	5	4.00%
25 - 34 years	44	3.50%	14	4.70%	4	2.60%	10	6.60%	3	3.00%	5	3.30%	3	2.00%	2	1.60%	3	2.40%
35 - 44 years	152	12.10%	40	13.30%	15	9.90%	23	15.20%	10	10.00%	20	13.30%	17	11.30%	11	8.70%	16	12.80%
45 - 54 years	216	17.20%	49	16.30%	28	18.50%	31	20.50%	20	20.00%	22	14.70%	25	16.70%	22	17.50%	19	15.20%
55 - 64 years	266	21.20%	65	21.70%	38	25.20%	24	15.90%	21	21.00%	34	22.70%	30	20.00%	31	24.60%	23	18.40%
65 years or above	504	40.20%	119	39.70%	57	37.70%	56	37.10%	40	40.00%	62	41.30%	67	44.70%	47	37.30%	56	44.80%
Refused	50	4.00%	10	3.30%	8	5.30%	6	4.00%	5	5.00%	5	3.30%	4	2.70%	9	7.10%	3	2.40%

Q24. Gender of respondent

	Base: All respondents		Zone															
	Num	%	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1253	100.00%	300	100.00%	151	100.00%	151	100.00%	100	100.00%	150	100.00%	150	100.00%	126	100.00%	125	100.00%
Male	362	28.90%	78	26.00%	43	28.50%	43	28.50%	31	31.00%	49	32.70%	48	32.00%	38	30.20%	32	25.60%
Female	891	71.10%	222	74.00%	108	71.50%	108	71.50%	69	69.00%	101	67.30%	102	68.00%	88	69.80%	93	74.40%

Q25. Would you be willing to be recontacted for future quality control purposes?

	Base: All respondents		Zone															
	Num	%	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1253	100.00%	300	100.00%	151	100.00%	151	100.00%	100	100.00%	150	100.00%	150	100.00%	126	100.00%	125	100.00%
Yes	751	59.90%	182	60.70%	98	64.90%	85	56.30%	56	56.00%	88	58.70%	100	66.70%	66	52.40%	76	60.80%
No	502	40.10%	118	39.30%	53	35.10%	66	43.70%	44	44.00%	62	41.30%	50	33.30%	60	47.60%	49	39.20%

Q3 Cross Tab for Hemel Hempstead. What do you like most about this centre for shopping and services?

	Weighted Base: Hemel		Zone																
	Num	%	1		2		3		4		5		6		7		8		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Weighted Base: Hemel	508	100.00%	147	100.00%	70	100.00%	62	100.00%	23	100.00%	56	100.00%	59	100.00%	44	100.00%	48	100.00%	
Attractive environment	25	4.90%	8	5.30%	6	8.00%	2	2.90%	0	0.00%	4	7.10%	6	10.00%	0	0.00%	0	0.00%	
Clean streets	3	0.60%	3	1.90%	0	0.00%	0	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Easy to get to from	192	37.80%	67	45.60%	25	36.00%	29	47.10%	14	60.90%	20	35.70%	18	30.00%	19	44.40%	0	0.00%	
Easy to get to from	6	1.20%	3	1.90%	1	2.00%	1	1.40%	1	4.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Easy to park the car	36	7.20%	4	2.70%	7	10.00%	0	0.00%	1	4.30%	8	14.30%	12	20.00%	5	11.10%	0	0.00%	
Good cafes, restaurants	5	0.90%	3	2.30%	1	2.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Good food shops	72	14.10%	21	14.40%	8	12.00%	10	16.70%	1	4.30%	20	35.70%	6	10.00%	5	11.10%	0	0.00%	
Good market	10	1.90%	2	1.10%	3	4.00%	0	0.70%	1	4.30%	4	7.10%	0	0.00%	0	0.00%	0	0.00%	
Good non-food shops	108	21.30%	22	15.20%	7	10.00%	11	18.10%	2	8.70%	12	21.40%	29	50.00%	24	55.60%	0	0.00%	
Good public transport	1	0.20%	1	0.40%	0	0.00%	0	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Good quality car parks	14	2.70%	1	0.80%	0	0.00%	1	1.40%	1	4.30%	0	0.00%	6	10.00%	5	11.10%	0	0.00%	
Good range of financial	52	10.20%	1	0.80%	1	2.00%	0	0.00%	1	4.30%	0	0.00%	0	0.00%	0	0.00%	48	100.00%	
Good safety/security	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%	
Good seats/litter	1	0.10%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Marlowes Shopping	3	0.60%	2	1.10%	0	0.00%	1	2.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Riverside Shopping	2	0.30%	2	1.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Street	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%	
Traffic free pedestrian	4	0.80%	2	1.10%	1	2.00%	1	1.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Well maintained streets	2	0.40%	2	1.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Nothing/very little	85	16.70%	32	21.70%	17	24.00%	14	23.20%	3	13.00%	8	14.30%	6	10.00%	5	11.10%	0	0.00%	
Other	Habit/ familiarity/ live here	5	0.90%	2	1.50%	1	2.00%	1	1.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Compact	4	0.80%	3	1.90%	0	0.00%	1	2.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Convenient	2	0.50%	1	0.40%	1	2.00%	0	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Not too busy	1	0.30%	0	0.00%	1	2.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Has everything	1	0.20%	1	0.40%	0	0.00%	0	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Cheaper parking	1	0.20%	0	0.00%	0	0.00%	0	0.00%	1	4.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Particular shop or store	Friendly people/	1	0.20%	0	0.00%	0	0.00%	1	1.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Tesco	6	1.10%	1	0.80%	0	0.00%	0	0.70%	0	0.00%	4	7.10%	0	0.00%	0	0.00%	0	0.00%
	Sainsburys	5	1.00%	1	0.40%	3	4.00%	0	0.00%	2	8.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Debenhams	0	0.10%	0	0.00%	0	0.00%	0	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%

