

Charnwood Thurmaston Retail Park / Asda Visitors Study for Roger Tym & Partners

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Thurmaston Retail Park		Asda		
Q01 How did you travel to Thurmaston Retail Park / Asda today ?																					
Car / Van (driver)	71.5%	93	76.2%	16	70.6%	77	71.4%	20	81.7%	49	57.1%	24	75.8%	47	66.7%	44	0.0%	0	71.5%	93	
Car / Van (passenger)	25.4%	33	23.8%	5	25.7%	28	25.0%	7	15.0%	9	40.5%	17	21.0%	13	30.3%	20	0.0%	0	25.4%	33	
Bus	1.5%	2	0.0%	0	1.8%	2	3.6%	1	1.7%	1	0.0%	0	1.6%	1	1.5%	1	0.0%	0	1.5%	2	
Bicycle	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.4%	1	1.6%	1	0.0%	0	0.0%	0	0.8%	1	
Rail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
On foot	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Base:	130		21		109		28		60		42		62		66		0		130		
Q02 How often do you visit Thurmaston Retail Park?																					
Everyday	1.5%	2	0.0%	0	1.8%	2	3.6%	1	1.7%	1	0.0%	0	0.0%	0	3.0%	2	0.0%	0	1.5%	2	
4 to 6 days a week	3.1%	4	4.8%	1	2.8%	3	3.6%	1	3.3%	2	2.4%	1	0.0%	0	6.1%	4	0.0%	0	3.1%	4	
2 to 3 days a week	25.4%	33	23.8%	5	25.7%	28	25.0%	7	25.0%	15	26.2%	11	29.0%	18	21.2%	14	0.0%	0	25.4%	33	
1 day a week	39.2%	51	47.6%	10	37.6%	41	32.1%	9	38.3%	23	45.2%	19	32.3%	20	45.5%	30	0.0%	0	39.2%	51	
Once every 2 weeks	10.0%	13	0.0%	0	11.9%	13	17.9%	5	6.7%	4	9.5%	4	16.1%	10	4.5%	3	0.0%	0	10.0%	13	
Once every month	11.5%	15	9.5%	2	11.9%	13	14.3%	4	13.3%	8	7.1%	3	14.5%	9	9.1%	6	0.0%	0	11.5%	15	
Once a quarter	1.5%	2	0.0%	0	1.8%	2	0.0%	0	1.7%	1	2.4%	1	0.0%	0	3.0%	2	0.0%	0	1.5%	2	
Less often than once a quarter	3.8%	5	9.5%	2	2.8%	3	0.0%	0	5.0%	3	4.8%	2	1.6%	1	6.1%	4	0.0%	0	3.8%	5	
First time today	2.3%	3	0.0%	0	2.8%	3	3.6%	1	3.3%	2	0.0%	0	3.2%	2	1.5%	1	0.0%	0	2.3%	3	
(Don't know / varies)	1.5%	2	4.8%	1	0.9%	1	0.0%	0	1.7%	1	2.4%	1	3.2%	2	0.0%	0	0.0%	0	1.5%	2	
Base:	130		21		109		28		60		42		62		66		0		130		
Q03 What is the main reason for your visit here today ?																					
To buy food and grocery items (not take-away / café / restaurant)	85.4%	111	90.5%	19	84.4%	92	82.1%	23	85.0%	51	88.1%	37	83.9%	52	86.4%	57	0.0%	0	85.4%	111	
To buy non-food goods (e.g. shoes, clothes, jewellery)	13.1%	17	4.8%	1	14.7%	16	14.3%	4	13.3%	8	11.9%	5	14.5%	9	12.1%	8	0.0%	0	13.1%	17	
Eat out (e.g. café / restaurant / bar)	0.8%	1	4.8%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	
Work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
To meet someone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(No particular reason)	0.8%	1	0.0%	0	0.9%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1	
Base:	130		21		109		28		60		42		62		66		0		130		

Charnwood Thurmaston Retail Park / Asda Visitors Study
for Roger Tym & Partners

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Thurmaston Retail Park		Asda	
Q04 Will you be visiting the retail park as part of your shopping trip today?																				
<i>Those interviewed at Asda</i>																				
Yes	40.8%	53	33.3%	7	42.2%	46	42.9%	12	38.3%	23	42.9%	18	45.2%	28	34.8%	23	0.0%	0	40.8%	53
No	53.8%	70	66.7%	14	51.4%	56	50.0%	14	56.7%	34	52.4%	22	48.4%	30	60.6%	40	0.0%	0	53.8%	70
(Don't know)	5.4%	7	0.0%	0	6.4%	7	7.1%	2	5.0%	3	4.8%	2	6.5%	4	4.5%	3	0.0%	0	5.4%	7
Base:	130		21		109		28		60		42		62		66		0		130	
Q05 Will you be visiting Asda as part of your shopping trip today?																				
<i>Those interviewed at Thurmaston Retail Park</i>																				
Yes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	0		0		0		0		0		0		0		0		0		0	

Charnwood Thurmaston Retail Park / Asda Visitors Study for Roger Tym & Partners

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Thurmaston Retail Park		Asda	
Q06 What do you like most about Thurmaston Retail Park?																				
Near / convenient	62.3%	81	76.2%	16	59.6%	65	71.4%	20	63.3%	38	54.8%	23	64.5%	40	62.1%	41	0.0%	0	62.3%	81
Good public transport links	3.8%	5	4.8%	1	3.7%	4	3.6%	1	0.0%	0	9.5%	4	6.5%	4	1.5%	1	0.0%	0	3.8%	5
Parking is easy	19.2%	25	23.8%	5	18.3%	20	10.7%	3	15.0%	9	31.0%	13	21.0%	13	18.2%	12	0.0%	0	19.2%	25
Parking is cheap	6.9%	9	4.8%	1	7.3%	8	7.1%	2	3.3%	2	11.9%	5	9.7%	6	4.5%	3	0.0%	0	6.9%	9
Lack of congestion on roads	3.1%	4	9.5%	2	1.8%	2	3.6%	1	1.7%	1	4.8%	2	0.0%	0	6.1%	4	0.0%	0	3.1%	4
Pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little traffic-pedestrian conflict	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good directional signs to centre	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1
Convenient drop off / pick up stops for buses / good location of bus station	1.5%	2	0.0%	0	1.8%	2	3.6%	1	1.7%	1	0.0%	0	3.2%	2	0.0%	0	0.0%	0	1.5%	2
Ease of access to all (with pushchairs, wheelchairs, etc)	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.5%	1	0.0%	0	0.8%	1
Well signposted route ways / good local maps	0.8%	1	0.0%	0	0.9%	1	3.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1
Other access / transport factor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General cleanliness of shopping streets	3.1%	4	0.0%	0	3.7%	4	3.6%	1	1.7%	1	4.8%	2	4.8%	3	1.5%	1	0.0%	0	3.1%	4
Feels safe / absence of threatening individuals / groups	5.4%	7	9.5%	2	4.6%	5	0.0%	0	5.0%	3	9.5%	4	1.6%	1	9.1%	6	0.0%	0	5.4%	7
Presence of police / other security measures (e.g. CCTV)	1.5%	2	0.0%	0	1.8%	2	0.0%	0	1.7%	1	2.4%	1	1.6%	1	1.5%	1	0.0%	0	1.5%	2
Nice street furniture / floral displays	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1
Nice busy feel	4.6%	6	4.8%	1	4.6%	5	7.1%	2	5.0%	3	2.4%	1	4.8%	3	4.5%	3	0.0%	0	4.6%	6
Not too crowded	3.8%	5	0.0%	0	4.6%	5	10.7%	3	1.7%	1	2.4%	1	3.2%	2	4.5%	3	0.0%	0	3.8%	5
Character / atmosphere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Historic buildings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good amount / quality of open space and green areas	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1
Other environmental factor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selection / choice of independent / specialist shops	26.2%	34	14.3%	3	28.4%	31	25.0%	7	28.3%	17	23.8%	10	29.0%	18	22.7%	15	0.0%	0	26.2%	34
Selection / choice of non- food national multiple (high street chain) shops (e.g. Dorothy Perkins, Boots, etc)	14.6%	19	9.5%	2	15.6%	17	17.9%	5	11.7%	7	16.7%	7	24.2%	15	4.5%	3	0.0%	0	14.6%	19

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	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Thurmaston Retail Park		Asda	
Quality of supermarket(s)	13.1%	17	14.3%	3	12.8%	14	17.9%	5	13.3%	8	9.5%	4	19.4%	12	6.1%	4	0.0%	0	13.1%	17
Quality of the shops in general	8.5%	11	14.3%	3	7.3%	8	10.7%	3	6.7%	4	9.5%	4	9.7%	6	7.6%	5	0.0%	0	8.5%	11
Specified shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices are competitive in shops compared to other town / district centres	8.5%	11	0.0%	0	10.1%	11	17.9%	5	6.7%	4	4.8%	2	12.9%	8	4.5%	3	0.0%	0	8.5%	11
Play area for children	1.5%	2	0.0%	0	1.8%	2	0.0%	0	3.3%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	1.5%	2
Range of places to eat	1.5%	2	0.0%	0	1.8%	2	0.0%	0	3.3%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	1.5%	2
Range of pubs / bars	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1
Range of services (banks, hairdressers, dry cleaners and so on)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of leisure facilities	2.3%	3	0.0%	0	2.8%	3	3.6%	1	3.3%	2	0.0%	0	3.2%	2	1.5%	1	0.0%	0	2.3%	3
Quality of the market	1.5%	2	4.8%	1	0.9%	1	3.6%	1	1.7%	1	0.0%	0	0.0%	0	3.0%	2	0.0%	0	1.5%	2
Other points on shops / attractions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I like everything about Thurmaston Retail Park	4.6%	6	0.0%	0	5.5%	6	7.1%	2	5.0%	3	2.4%	1	6.5%	4	3.0%	2	0.0%	0	4.6%	6
TK Maxx	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No opinion)	6.2%	8	4.8%	1	6.4%	7	7.1%	2	8.3%	5	2.4%	1	4.8%	3	7.6%	5	0.0%	0	6.2%	8
(Nothing in particular)	3.8%	5	0.0%	0	4.6%	5	0.0%	0	6.7%	4	2.4%	1	1.6%	1	4.5%	3	0.0%	0	3.8%	5
(Don't know)	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1
Base:	130		21		109		28		60		42		62		66		0		130	

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	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Thurmaston Retail Park		Asda		
Q07 What do you dislike MOST about Thurmaston Retail Park?																				
Unsafe for pedestrians / traffic conflict	4.6%	6	9.5%	2	3.7%	4	3.6%	1	6.7%	4	2.4%	1	6.5%	4	3.0%	2	0.0%	0	4.6%	6
Not enough pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficulties in parking	20.0%	26	14.3%	3	21.1%	23	14.3%	4	25.0%	15	16.7%	7	21.0%	13	18.2%	12	0.0%	0	20.0%	26
Parking is expensive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor public transport links	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1
Road congestion	9.2%	12	14.3%	3	8.3%	9	10.7%	3	6.7%	4	11.9%	5	12.9%	8	6.1%	4	0.0%	0	9.2%	12
Poor directional signs to centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor signage / routeways within centre / lack of maps of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficulties with pushchairs, wheelchairs, etc	2.3%	3	0.0%	0	2.8%	3	7.1%	2	0.0%	0	2.4%	1	1.6%	1	3.0%	2	0.0%	0	2.3%	3
Other transport / access factor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty shopping streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feels unsafe / presence of threatening individuals / groups	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of police presence / other security measures (e.g. CCTV)	1.5%	2	0.0%	0	1.8%	2	3.6%	1	1.7%	1	0.0%	0	3.2%	2	0.0%	0	0.0%	0	1.5%	2
Lack of street furniture / floral displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not busy enough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over-crowded	0.8%	1	0.0%	0	0.9%	1	3.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1
Lack of character / atmosphere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Insufficient or poor quality open space and green areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other environmental factor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of choice of national multiple (high street chain) shops	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1
Lack of choice of independent / specialist shops	1.5%	2	0.0%	0	1.8%	2	0.0%	0	1.7%	1	2.4%	1	3.2%	2	0.0%	0	0.0%	0	1.5%	2
Quality of shops is inadequate	0.8%	1	0.0%	0	0.9%	1	3.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1
Shops too small	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of a larger supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices too high	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Charnwood Thurmaston Retail Park / Asda Visitors Study for Roger Tym & Partners

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Thurmaston Retail Park		Asda	
Specified shops absent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Inadequate range of places to eat and drink	1.5%	2	0.0%	0	1.8%	2	3.6%	1	0.0%	0	2.4%	1	0.0%	0	3.0%	2	0.0%	0	1.5%
Inadequate range of services (banks, hairdressers, dry cleaners and so on)	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%
Inadequate range of leisure facilities (sports centre, cinema, theatre, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Absence of play areas for children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%
I dislike everything about Thurmaston Retail Park (No opinion)	0.8%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.5%	1	0.0%	0	0.8%
(Nothing in particular)	10.0%	13	9.5%	2	10.1%	11	3.6%	1	6.7%	4	19.0%	8	6.5%	4	13.6%	9	0.0%	0	10.0%
(Don't know)	44.6%	58	38.1%	8	45.9%	50	53.6%	15	46.7%	28	35.7%	15	41.9%	26	47.0%	31	0.0%	0	44.6%
	6.9%	9	9.5%	2	6.4%	7	3.6%	1	6.7%	4	9.5%	4	8.1%	5	6.1%	4	0.0%	0	6.9%
Base:		130		21		109		28		60		42		62		66		0	130

Charnwood Thurmaston Retail Park / Asda Visitors Study for Roger Tym & Partners

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Thurmaston Retail Park		Asda	
Q08 How could Thurmaston Retail Park best be improved ?																				
More parking	14.6%	19	4.8%	1	16.5%	18	25.0%	7	13.3%	8	9.5%	4	19.4%	12	10.6%	7	0.0%	0	14.6%	19
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More accessible car parking	10.0%	13	14.3%	3	9.2%	10	10.7%	3	11.7%	7	7.1%	3	12.9%	8	7.6%	5	0.0%	0	10.0%	13
Better bus services to the centre	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1
Better signposting within the centre	1.5%	2	0.0%	0	1.8%	2	0.0%	0	3.3%	2	0.0%	0	1.6%	1	1.5%	1	0.0%	0	1.5%	2
New / relocated bus stops	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1
More priority for pedestrians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access for wheelchair and pushchair users	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1
Remove litter more often	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1
More shelter from wind / rain	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.5%	1	0.0%	0	0.8%	1
Improve appearance / environment of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security measures / More CCTV	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1
Better street furniture / floral displays	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1
More national multiple (high street chain) retailers	3.1%	4	0.0%	0	3.7%	4	10.7%	3	1.7%	1	0.0%	0	4.8%	3	1.5%	1	0.0%	0	3.1%	4
Bigger / better supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice of shops in general	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1
Specified new shop	1.5%	2	0.0%	0	1.8%	2	3.6%	1	1.7%	1	0.0%	0	0.0%	0	3.0%	2	0.0%	0	1.5%	2
Better quality of shops	2.3%	3	0.0%	0	2.8%	3	7.1%	2	0.0%	0	2.4%	1	3.2%	2	1.5%	1	0.0%	0	2.3%	3
More / better night-life	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.5%	1	0.0%	0	0.8%	1
More / better eating places	6.9%	9	9.5%	2	6.4%	7	7.1%	2	5.0%	3	9.5%	4	4.8%	3	9.1%	6	0.0%	0	6.9%	9
More / better leisure facilities (sports centre, cinema, theatre, etc)	3.1%	4	9.5%	2	1.8%	2	0.0%	0	5.0%	3	2.4%	1	1.6%	1	4.5%	3	0.0%	0	3.1%	4
More children's play areas	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.4%	1	1.6%	1	0.0%	0	0.0%	0	0.8%	1
Other	2.3%	3	0.0%	0	2.8%	3	3.6%	1	1.7%	1	2.4%	1	0.0%	0	4.5%	3	0.0%	0	2.3%	3
Marks and Spencer outlet	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.4%	1	1.6%	1	0.0%	0	0.0%	0	0.8%	1
WH Smith outlet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved toilet facilities	1.5%	2	4.8%	1	0.9%	1	0.0%	0	0.0%	0	4.8%	2	0.0%	0	3.0%	2	0.0%	0	1.5%	2
Improve traffic congestion / new roads introduced	0.8%	1	4.8%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1
(Don't know)	19.2%	25	28.6%	6	17.4%	19	21.4%	6	20.0%	12	16.7%	7	21.0%	13	16.7%	11	0.0%	0	19.2%	25
(None mentioned)	39.2%	51	33.3%	7	40.4%	44	25.0%	7	43.3%	26	42.9%	18	33.9%	21	43.9%	29	0.0%	0	39.2%	51
Base:		130		21		109		28		60		42		62		66		0		130

Charnwood Thurmaston Retail Park / Asda Visitors Study for Roger Tym & Partners

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Thurmaston Retail Park		Asda	
Q09 Are there any types of leisure facilities that you would like to see in Thurmaston Retail Park																				
Yes	23.1%	30	14.3%	3	24.8%	27	25.0%	7	25.0%	15	19.0%	8	27.4%	17	18.2%	12	0.0%	0	23.1%	30
No	69.2%	90	66.7%	14	69.7%	76	64.3%	18	66.7%	40	76.2%	32	67.7%	42	71.2%	47	0.0%	0	69.2%	90
(Don't know)	7.7%	10	19.0%	4	5.5%	6	10.7%	3	8.3%	5	4.8%	2	4.8%	3	10.6%	7	0.0%	0	7.7%	10
Base:	130		21		109		28		60		42		62		66		0		130	
Q10 Which types of leisure facilities would you like to see at Thurmaston Retail Park?																				
Those who would like to see other types of leisure facilities in Thurmaston Retail Park at Q09																				
Cinema	40.0%	12	33.3%	1	40.7%	11	57.1%	4	26.7%	4	50.0%	4	47.1%	8	33.3%	4	0.0%	0	40.0%	12
Bingo hall	13.3%	4	0.0%	0	14.8%	4	14.3%	1	6.7%	1	25.0%	2	11.8%	2	8.3%	1	0.0%	0	13.3%	4
Leisure centre	30.0%	9	33.3%	1	29.6%	8	42.9%	3	33.3%	5	12.5%	1	29.4%	5	33.3%	4	0.0%	0	30.0%	9
Health and fitness club	23.3%	7	0.0%	0	25.9%	7	28.6%	2	20.0%	3	25.0%	2	23.5%	4	25.0%	3	0.0%	0	23.3%	7
Theatre	6.7%	2	0.0%	0	7.4%	2	0.0%	0	0.0%	0	25.0%	2	0.0%	0	16.7%	2	0.0%	0	6.7%	2
Pubs / bars	23.3%	7	0.0%	0	25.9%	7	14.3%	1	20.0%	3	37.5%	3	23.5%	4	25.0%	3	0.0%	0	23.3%	7
Restaurants / cafes	23.3%	7	33.3%	1	22.2%	6	0.0%	0	33.3%	5	25.0%	2	23.5%	4	25.0%	3	0.0%	0	23.3%	7
Nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	10.0%	3	0.0%	0	11.1%	3	0.0%	0	6.7%	1	25.0%	2	11.8%	2	8.3%	1	0.0%	0	10.0%	3
Nothing	3.3%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	8.3%	1	0.0%	0	3.3%	1
(Don't know)	3.3%	1	0.0%	0	3.7%	1	0.0%	0	6.7%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	3.3%	1
Base:	30		3		27		7		15		8		17		12		0		30	
GEN Gender:																				
Male	16.2%	21	100.0%	21	0.0%	0	7.1%	2	21.7%	13	14.3%	6	16.1%	10	16.7%	11	0.0%	0	16.2%	21
Female	83.8%	109	0.0%	0	100.0%	109	92.9%	26	78.3%	47	85.7%	36	83.9%	52	83.3%	55	0.0%	0	83.8%	109
Base:	130		21		109		28		60		42		62		66		0		130	
AGE Age Group:																				
16 – 24 years	6.9%	9	4.8%	1	7.3%	8	32.1%	9	0.0%	0	0.0%	0	6.5%	4	7.6%	5	0.0%	0	6.9%	9
25 – 34 years	14.6%	19	4.8%	1	16.5%	18	67.9%	19	0.0%	0	0.0%	0	22.6%	14	7.6%	5	0.0%	0	14.6%	19
35 – 44 years	26.9%	35	9.5%	2	30.3%	33	0.0%	0	58.3%	35	0.0%	0	29.0%	18	25.8%	17	0.0%	0	26.9%	35
45 – 54 years	19.2%	25	52.4%	11	12.8%	14	0.0%	0	41.7%	25	0.0%	0	19.4%	12	18.2%	12	0.0%	0	19.2%	25
55 – 64 years	16.2%	21	9.5%	2	17.4%	19	0.0%	0	0.0%	0	50.0%	21	16.1%	10	16.7%	11	0.0%	0	16.2%	21
65+ years	16.2%	21	19.0%	4	15.6%	17	0.0%	0	0.0%	0	50.0%	21	6.5%	4	24.2%	16	0.0%	0	16.2%	21
Base:	130		21		109		28		60		42		62		66		0		130	
EMP Are you in paid employment?																				
Yes	52.3%	68	66.7%	14	49.5%	54	75.0%	21	65.0%	39	19.0%	8	72.6%	45	34.8%	23	0.0%	0	52.3%	68
No	46.9%	61	28.6%	6	50.5%	55	21.4%	6	35.0%	21	81.0%	34	25.8%	16	65.2%	43	0.0%	0	46.9%	61
(Refused)	0.8%	1	4.8%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1
Base:	130		21		109		28		60		42		62		66		0		130	

Charnwood Thurmaston Retail Park / Asda Visitors Study for Roger Tym & Partners

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Thurmaston Retail Park		Asda	
WOR Location of workplace:																				
<i>Those that are in paid employment at EMP</i>																				
Leicester	38.2%	26	57.1%	8	33.3%	18	42.9%	9	33.3%	13	50.0%	4	37.8%	17	39.1%	9	0.0%	0	38.2%	26
Loughborough	1.5%	1	0.0%	0	1.9%	1	4.8%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.5%	1
Syston	5.9%	4	14.3%	2	3.7%	2	9.5%	2	5.1%	2	0.0%	0	4.4%	2	8.7%	2	0.0%	0	5.9%	4
Birstall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys	1.5%	1	7.1%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	1.5%	1
Nottingham	1.5%	1	0.0%	0	1.9%	1	0.0%	0	2.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.5%	1
Thurmaston	2.9%	2	0.0%	0	3.7%	2	0.0%	0	2.6%	1	12.5%	1	4.4%	2	0.0%	0	0.0%	0	2.9%	2
Other	11.8%	8	14.3%	2	11.1%	6	0.0%	0	15.4%	6	25.0%	2	11.1%	5	13.0%	3	0.0%	0	11.8%	8
(Refused)	36.8%	25	7.1%	1	44.4%	24	42.9%	9	38.5%	15	12.5%	1	37.8%	17	34.8%	8	0.0%	0	36.8%	25
Base:		68		14		54		21		39		8		45		23		0		68
LOC1 IS THIS LOCATION IN THURMASTON ?																				
<i>Those that are in paid employment at EMP</i>																				
Yes	8.8%	6	7.1%	1	9.3%	5	4.8%	1	10.3%	4	12.5%	1	11.1%	5	4.3%	1	0.0%	0	8.8%	6
No	85.3%	58	85.7%	12	85.2%	46	90.5%	19	89.7%	35	50.0%	4	84.4%	38	87.0%	20	0.0%	0	85.3%	58
(Refused)	5.9%	4	7.1%	1	5.6%	3	4.8%	1	0.0%	0	37.5%	3	4.4%	2	8.7%	2	0.0%	0	5.9%	4
Base:		68		14		54		21		39		8		45		23		0		68
SEG SEG																				
AB	15.4%	20	19.0%	4	14.7%	16	21.4%	6	20.0%	12	4.8%	2	32.3%	20	0.0%	0	0.0%	0	15.4%	20
C1	32.3%	42	28.6%	6	33.0%	36	42.9%	12	30.0%	18	28.6%	12	67.7%	42	0.0%	0	0.0%	0	32.3%	42
C2	26.9%	35	33.3%	7	25.7%	28	21.4%	6	30.0%	18	26.2%	11	0.0%	0	53.0%	35	0.0%	0	26.9%	35
DE	23.8%	31	19.0%	4	24.8%	27	14.3%	4	18.3%	11	38.1%	16	0.0%	0	47.0%	31	0.0%	0	23.8%	31
(Refused)	1.5%	2	0.0%	0	1.8%	2	0.0%	0	1.7%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Base:		130		21		109		28		60		42		62		66		0		130
DAY Day of interview:																				
Monday	19.2%	25	0.0%	0	22.9%	25	28.6%	8	21.7%	13	9.5%	4	25.8%	16	13.6%	9	0.0%	0	19.2%	25
Tuesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesday	38.5%	50	52.4%	11	35.8%	39	42.9%	12	36.7%	22	38.1%	16	43.5%	27	31.8%	21	0.0%	0	38.5%	50
Thursday	19.2%	25	14.3%	3	20.2%	22	14.3%	4	13.3%	8	31.0%	13	17.7%	11	21.2%	14	0.0%	0	19.2%	25
Friday	23.1%	30	33.3%	7	21.1%	23	14.3%	4	28.3%	17	21.4%	9	12.9%	8	33.3%	22	0.0%	0	23.1%	30
Saturday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		130		21		109		28		60		42		62		66		0		130

Charnwood Thurmaston Retail Park / Asda Visitors Study for Roger Tym & Partners

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Thurmaston Retail Park		Asda		
ADU Number of adults:																					
One	17.7%	23	14.3%	3	18.3%	20	3.6%	1	13.3%	8	33.3%	14	19.4%	12	15.2%	10	0.0%	0	17.7%	23	
Two	72.3%	94	81.0%	17	70.6%	77	85.7%	24	80.0%	48	52.4%	22	71.0%	44	74.2%	49	0.0%	0	72.3%	94	
Three or more	10.0%	13	4.8%	1	11.0%	12	10.7%	3	6.7%	4	14.3%	6	9.7%	6	10.6%	7	0.0%	0	10.0%	13	
Base:	130		21		109		28		60		42		62		66		0		130		
CHI No. of children 15 years and under:																					
One	20.8%	27	19.0%	4	21.1%	23	32.1%	9	26.7%	16	4.8%	2	24.2%	15	18.2%	12	0.0%	0	20.8%	27	
Two	17.7%	23	4.8%	1	20.2%	22	32.1%	9	23.3%	14	0.0%	0	19.4%	12	16.7%	11	0.0%	0	17.7%	23	
Three or more	6.9%	9	9.5%	2	6.4%	7	3.6%	1	13.3%	8	0.0%	0	6.5%	4	7.6%	5	0.0%	0	6.9%	9	
(No children)	54.6%	71	66.7%	14	52.3%	57	32.1%	9	36.7%	22	95.2%	40	50.0%	31	57.6%	38	0.0%	0	54.6%	71	
Base:	130		21		109		28		60		42		62		66		0		130		
CAR Number of cars in Household:																					
One	36.9%	48	42.9%	9	35.8%	39	35.7%	10	36.7%	22	38.1%	16	24.2%	15	48.5%	32	0.0%	0	36.9%	48	
Two	36.9%	48	23.8%	5	39.5%	43	39.3%	11	40.0%	24	31.0%	13	43.5%	27	31.8%	21	0.0%	0	36.9%	48	
Three or more	5.4%	7	0.0%	0	6.4%	7	0.0%	0	5.0%	3	9.5%	4	4.8%	3	6.1%	4	0.0%	0	5.4%	7	
(No car)	20.8%	27	33.3%	7	18.3%	20	25.0%	7	18.3%	11	21.4%	9	27.4%	17	13.6%	9	0.0%	0	20.8%	27	
Base:	130		21		109		28		60		42		62		66		0		130		
LOC2 Location																					
Thurmaston Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda	100.0%	130	100.0%	21	100.0%	109	100.0%	28	100.0%	60	100.0%	42	100.0%	62	100.0%	66	0.0%	0	100.0%	130	
Base:	130		21		109		28		60		42		62		66		0		130		

Charnwood Thurmaston Retail Park / Asda Visitors Study for Roger Tym & Partners

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Thurmaston Retail Park		Asda	
PC																				
Blank	3.1%	4	4.8%	1	2.8%	3	7.1%	2	3.3%	2	0.0%	0	6.5%	4	0.0%	0	0.0%	0	3.1%	4
DE12 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE12 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE72	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1
DE73 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DN33 3	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1
LE1 2	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1
LE1 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE11 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE12 7	3.1%	4	4.8%	1	2.8%	3	3.6%	1	3.3%	2	2.4%	1	3.2%	2	1.5%	1	0.0%	0	3.1%	4
LE12 8	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1
LE12 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE13 0	1.5%	2	4.8%	1	0.9%	1	3.6%	1	0.0%	0	2.4%	1	1.6%	1	1.5%	1	0.0%	0	1.5%	2
LE13 1	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.5%	1	0.0%	0	0.8%	1
LE14 2	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.4%	1	1.6%	1	0.0%	0	0.0%	0	0.8%	1
LE14 3	2.3%	3	0.0%	0	2.8%	3	3.6%	1	3.3%	2	0.0%	0	3.2%	2	1.5%	1	0.0%	0	2.3%	3
LE14 4	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1
LE15 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE15 9	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.4%	1	1.6%	1	0.0%	0	0.0%	0	0.8%	1
LE2 4	1.5%	2	0.0%	0	1.8%	2	0.0%	0	1.7%	1	2.4%	1	1.6%	1	1.5%	1	0.0%	0	1.5%	2
LE2 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE2 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE2 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE3 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE3 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE3 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE3 8	0.8%	1	4.8%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1
LE3 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE4	0.8%	1	4.8%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1
LE4 0	1.5%	2	0.0%	0	1.8%	2	3.6%	1	1.7%	1	0.0%	0	3.2%	2	0.0%	0	0.0%	0	1.5%	2
LE4 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE4 2	3.1%	4	0.0%	0	3.7%	4	7.1%	2	3.3%	2	0.0%	0	3.2%	2	1.5%	1	0.0%	0	3.1%	4
LE4 3	2.3%	3	4.8%	1	1.8%	2	3.6%	1	3.3%	2	0.0%	0	3.2%	2	1.5%	1	0.0%	0	2.3%	3
LE4 4	4.6%	6	9.5%	2	3.7%	4	7.1%	2	3.3%	2	4.8%	2	3.2%	2	6.1%	4	0.0%	0	4.6%	6
LE4 5	2.3%	3	4.8%	1	1.8%	2	3.6%	1	0.0%	0	4.8%	2	3.2%	2	1.5%	1	0.0%	0	2.3%	3
LE4 6	1.5%	2	0.0%	0	1.8%	2	3.6%	1	1.7%	1	0.0%	0	1.6%	1	1.5%	1	0.0%	0	1.5%	2
LE4 7	3.8%	5	9.5%	2	2.8%	3	7.1%	2	5.0%	3	0.0%	0	6.5%	4	1.5%	1	0.0%	0	3.8%	5
LE4 8	16.9%	22	23.8%	5	15.6%	17	10.7%	3	15.0%	9	23.8%	10	9.7%	6	24.2%	16	0.0%	0	16.9%	22
LE4 9	2.3%	3	0.0%	0	2.8%	3	0.0%	0	0.0%	0	7.1%	3	1.6%	1	3.0%	2	0.0%	0	2.3%	3
LE4 5	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.5%	1	0.0%	0	0.8%	1
LE5 0	1.5%	2	0.0%	0	1.8%	2	3.6%	1	0.0%	0	2.4%	1	1.6%	1	1.5%	1	0.0%	0	1.5%	2
LE5 1	1.5%	2	0.0%	0	1.8%	2	3.6%	1	0.0%	0	2.4%	1	3.2%	2	0.0%	0	0.0%	0	1.5%	2
LE5 2	0.8%	1	0.0%	0	0.9%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1
LE5 4	2.3%	3	4.8%	1	1.8%	2	0.0%	0	3.3%	2	2.4%	1	0.0%	0	4.5%	3	0.0%	0	2.3%	3
LE5 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Charnwood Thurmaston Retail Park / Asda Visitors Study
for Roger Tym & Partners

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Thurmaston Retail Park		Asda	
LE5 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
LE6 0	1.5%	2	0.0%	0	1.8%	2	3.6%	1	0.0%	0	2.4%	1	3.2%	2	0.0%	0	0.0%	0	1.5%
LE65 1	1.5%	2	4.8%	1	0.9%	1	0.0%	0	1.7%	1	2.4%	1	3.2%	2	0.0%	0	0.0%	0	1.5%
LE67 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
LE67 3	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%
LE7 1	6.2%	8	4.8%	1	6.4%	7	3.6%	1	3.3%	2	11.9%	5	3.2%	2	9.1%	6	0.0%	0	6.2%
LE7 2	6.2%	8	0.0%	0	7.3%	8	10.7%	3	3.3%	2	7.1%	3	1.6%	1	10.6%	7	0.0%	0	6.2%
LE7 3	3.1%	4	4.8%	1	2.8%	3	3.6%	1	3.3%	2	2.4%	1	3.2%	2	3.0%	2	0.0%	0	3.1%
LE7 4	2.3%	3	0.0%	0	2.8%	3	3.6%	1	1.7%	1	2.4%	1	4.8%	3	0.0%	0	0.0%	0	2.3%
LE7 7	4.6%	6	4.8%	1	4.6%	5	0.0%	0	8.3%	5	2.4%	1	1.6%	1	7.6%	5	0.0%	0	4.6%
LE7 9	2.3%	3	0.0%	0	2.8%	3	0.0%	0	1.7%	1	4.8%	2	0.0%	0	4.5%	3	0.0%	0	2.3%
LE7 4	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%
LE8 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
LE8 9	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%
LE9 2	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%
LS12 7	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%
NG11 7	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%
NG2 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
NG3 3	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%
NG4 4	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%
NG7 5	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%
NG9 7	0.8%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%
NG9 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SS5 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:	130			21		109		28		60		42		62		66		0	130