

## 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										
<b>Q01 How did you travel to Thurmaston Retail Park / Asda today ?</b>																				
Car / Van (driver)	69.3%	178	65.9%	27	69.9%	151	72.9%	51	76.1%	89	52.9%	36	75.7%	103	61.9%	73	66.9%	85	71.5%	93
Car / Van (passenger)	25.3%	65	29.3%	12	24.5%	53	17.1%	12	21.4%	25	41.2%	28	18.4%	25	33.1%	39	25.2%	32	25.4%	33
Bus	2.7%	7	4.9%	2	2.3%	5	5.7%	4	1.7%	2	1.5%	1	2.2%	3	3.4%	4	3.9%	5	1.5%	2
Bicycle	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.7%	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	0.8%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	2.9%	2	1.5%	2	0.0%	0	1.6%	2	0.0%	0
On foot	1.2%	3	0.0%	0	1.4%	3	2.9%	2	0.9%	1	0.0%	0	0.7%	1	1.7%	2	1.6%	2	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
(Don't know)	0.4%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0
Base:	257		41		216		70		117		68		136		118		127		130	
<b>Q02 How often do you visit Thurmaston Retail Park?</b>																				
Everyday	3.1%	8	7.3%	3	2.3%	5	8.6%	6	1.7%	2	0.0%	0	3.7%	5	2.5%	3	4.7%	6	1.5%	2
4 to 6 days a week	3.1%	8	2.4%	1	3.2%	7	2.9%	2	2.6%	3	4.4%	3	2.2%	3	4.2%	5	3.2%	4	3.1%	4
2 to 3 days a week	20.2%	52	19.5%	8	20.4%	44	18.6%	13	20.5%	24	22.1%	15	22.1%	30	17.8%	21	15.0%	19	25.4%	33
1 day a week	33.1%	85	29.3%	12	33.8%	73	24.3%	17	34.2%	40	41.2%	28	27.9%	38	39.0%	46	26.8%	34	39.2%	51
Once every 2 weeks	10.9%	28	7.3%	3	11.6%	25	15.7%	11	10.3%	12	7.4%	5	14.0%	19	7.6%	9	11.8%	15	10.0%	13
Once every month	16.3%	42	19.5%	8	15.7%	34	18.6%	13	16.2%	19	13.2%	9	16.2%	22	16.1%	19	21.3%	27	11.5%	15
Once a quarter	3.9%	10	4.9%	2	3.7%	8	2.9%	2	5.1%	6	1.5%	1	2.9%	4	5.1%	6	6.3%	8	1.5%	2
Less often than once a quarter	3.5%	9	4.9%	2	3.2%	7	1.4%	1	3.4%	4	5.9%	4	2.2%	3	5.1%	6	3.2%	4	3.8%	5
First time today	3.9%	10	2.4%	1	4.2%	9	5.7%	4	4.3%	5	1.5%	1	5.9%	8	1.7%	2	5.5%	7	2.3%	3
(Don't know / varies)	1.9%	5	2.4%	1	1.9%	4	1.4%	1	1.7%	2	2.9%	2	2.9%	4	0.8%	1	2.4%	3	1.5%	2
Base:	257		41		216		70		117		68		136		118		127		130	
<b>Q03 What is the main reason for your visit here today ?</b>																				
To buy food and grocery items (not take-away / café / restaurant)	58.8%	151	56.1%	23	59.3%	128	50.0%	35	59.8%	70	64.7%	44	53.7%	73	64.4%	76	31.5%	40	85.4%	111
To buy non-food goods (e.g. shoes, clothes, jewellery)	32.3%	83	31.7%	13	32.4%	70	38.6%	27	30.8%	36	29.4%	20	33.8%	46	31.4%	37	52.0%	66	13.1%	17
Eat out (e.g. café / restaurant / bar)	1.6%	4	2.4%	1	1.4%	3	1.4%	1	1.7%	2	1.5%	1	2.2%	3	0.0%	0	2.4%	3	0.8%	1
Work	1.9%	5	7.3%	3	0.9%	2	5.7%	4	0.9%	1	0.0%	0	2.2%	3	1.7%	2	3.9%	5	0.0%	0
To meet someone	1.6%	4	0.0%	0	1.9%	4	0.0%	0	1.7%	2	2.9%	2	2.2%	3	0.8%	1	3.2%	4	0.0%	0
Other	1.6%	4	0.0%	0	1.9%	4	1.4%	1	1.7%	2	1.5%	1	2.2%	3	0.8%	1	3.2%	4	0.0%	0
(No particular reason)	2.3%	6	2.4%	1	2.3%	5	2.9%	2	3.4%	4	0.0%	0	3.7%	5	0.8%	1	3.9%	5	0.8%	1
Base:	257		41		216		70		117		68		136		118		127		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	
<b>Q04 Will you be visiting the retail park as part of your shopping trip today?</b>																				
<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	
<b>Q05 Will you be visiting Asda as part of your shopping trip today?</b>																				
<i>Those interviewed at Thurmaston Retail Park</i>																				
Yes	56.7%	72	50.0%	10	57.9%	62	47.6%	20	63.2%	36	53.8%	14	52.7%	39	61.5%	32	56.7%	72	0.0%	0
No	38.6%	49	50.0%	10	36.4%	39	47.6%	20	36.8%	21	30.8%	8	43.2%	32	32.7%	17	38.6%	49	0.0%	0
(Don't know)	4.7%	6	0.0%	0	5.6%	6	4.8%	2	0.0%	0	15.4%	4	4.1%	3	5.8%	3	4.7%	6	0.0%	0
Base:	127		20		107		42		57		26		74		52		127		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	61.9%	159	75.6%	31	59.3%	128	62.9%	44	66.7%	78	52.9%	36	64.0%	87	61.0%	72	61.4%	78	62.3%	81
Good public transport links	3.1%	8	2.4%	1	3.2%	7	2.9%	2	1.7%	2	5.9%	4	5.1%	7	0.8%	1	2.4%	3	3.8%	5
Parking is easy	21.8%	56	19.5%	8	22.2%	48	17.1%	12	18.8%	22	32.4%	22	26.5%	36	16.9%	20	24.4%	31	19.2%	25
Parking is cheap	5.4%	14	2.4%	1	6.0%	13	5.7%	4	4.3%	5	7.4%	5	8.1%	11	2.5%	3	3.9%	5	6.9%	9
Lack of congestion on roads	1.9%	5	4.9%	2	1.4%	3	2.9%	2	0.9%	1	2.9%	2	0.7%	1	3.4%	4	0.8%	1	3.1%	4
Pedestrianised streets	1.2%	3	2.4%	1	0.9%	2	1.4%	1	1.7%	2	0.0%	0	0.7%	1	1.7%	2	2.4%	3	0.0%	0
Little traffic-pedestrian conflict	1.6%	4	2.4%	1	1.4%	3	2.9%	2	1.7%	2	0.0%	0	2.2%	3	0.8%	1	3.2%	4	0.0%	0
Good directional signs to centre	0.8%	2	0.0%	0	0.9%	2	1.4%	1	0.9%	1	0.0%	0	0.7%	1	0.8%	1	0.8%	1	0.8%	1
Convenient drop off / pick up stops for buses / good location of bus station	1.2%	3	0.0%	0	1.4%	3	2.9%	2	0.9%	1	0.0%	0	2.2%	3	0.0%	0	0.8%	1	1.5%	2
Ease of access to all (with pushchairs, wheelchairs, etc)	1.9%	5	2.4%	1	1.9%	4	1.4%	1	0.9%	1	4.4%	3	1.5%	2	2.5%	3	3.2%	4	0.8%	1
Well signposted route ways / good local maps	0.8%	2	0.0%	0	0.9%	2	2.9%	2	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.8%	1	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	9.3%	24	4.9%	2	10.2%	22	8.6%	6	9.4%	11	10.3%	7	8.8%	12	10.2%	12	15.7%	20	3.1%	4
Feels safe / absence of threatening individuals / groups	8.2%	21	9.8%	4	7.9%	17	2.9%	2	12.0%	14	7.4%	5	8.8%	12	7.6%	9	11.0%	14	5.4%	7
Presence of police / other security measures (e.g. CCTV)	3.9%	10	4.9%	2	3.7%	8	4.3%	3	3.4%	4	4.4%	3	2.9%	4	5.1%	6	6.3%	8	1.5%	2
Nice street furniture / floral displays	1.2%	3	0.0%	0	1.4%	3	0.0%	0	1.7%	2	1.5%	1	1.5%	2	0.8%	1	1.6%	2	0.8%	1
Nice busy feel	3.1%	8	2.4%	1	3.2%	7	4.3%	3	3.4%	4	1.5%	1	2.2%	3	4.2%	5	1.6%	2	4.6%	6
Not too crowded	9.7%	25	7.3%	3	10.2%	22	11.4%	8	7.7%	9	11.8%	8	6.6%	9	13.6%	16	15.7%	20	3.8%	5
Character / atmosphere	0.8%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	1.5%	1	0.7%	1	0.8%	1	1.6%	2	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%	2	0.0%	0	0.9%	2	1.4%	1	0.9%	1	0.0%	0	0.7%	1	0.8%	1	0.8%	1	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	26.5%	68	14.6%	6	28.7%	62	22.9%	16	30.8%	36	22.1%	15	30.9%	42	21.2%	25	26.8%	34	26.2%	34
Selection / choice of non- food national multiple (high street chain) shops (e.g. Dorothy Perkins, Boots, etc)	18.3%	47	14.6%	6	19.0%	41	18.6%	13	18.8%	22	16.2%	11	25.0%	34	10.2%	12	22.0%	28	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)	8.2%	21	9.8%	4	7.9%	17	8.6%	6	8.5%	10	5.9%	4	11.0%	15	4.2%	5	3.2%	4	13.1%	17
Quality of the shops in general	9.7%	25	9.8%	4	9.7%	21	10.0%	7	8.5%	10	11.8%	8	11.0%	15	7.6%	9	11.0%	14	8.5%	11
Specified shops	0.8%	2	0.0%	0	0.9%	2	0.0%	0	0.9%	1	0.0%	0	1.5%	2	0.0%	0	1.6%	2	0.0%	0
Prices are competitive in shops compared to other town / district centres	8.2%	21	0.0%	0	9.7%	21	8.6%	6	8.5%	10	7.4%	5	11.0%	15	5.1%	6	7.9%	10	8.5%	11
Play area for children	1.2%	3	0.0%	0	1.4%	3	0.0%	0	2.6%	3	0.0%	0	2.2%	3	0.0%	0	0.8%	1	1.5%	2
Range of places to eat	1.6%	4	0.0%	0	1.9%	4	1.4%	1	2.6%	3	0.0%	0	2.2%	3	0.8%	1	1.6%	2	1.5%	2
Range of pubs / bars	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.7%	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	1.2%	3	0.0%	0	1.4%	3	1.4%	1	1.7%	2	0.0%	0	1.5%	2	0.8%	1	0.0%	0	2.3%	3
Quality of the market	0.8%	2	2.4%	1	0.5%	1	1.4%	1	0.9%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0	1.5%	2
Other points on shops / attractions	0.4%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0
I like everything about Thurmaston Retail Park	5.8%	15	0.0%	0	6.9%	15	7.1%	5	5.1%	6	5.9%	4	6.6%	9	5.1%	6	7.1%	9	4.6%	6
TK Maxx	1.2%	3	0.0%	0	1.4%	3	2.9%	2	0.9%	1	0.0%	0	0.7%	1	1.7%	2	2.4%	3	0.0%	0
(No opinion)	3.9%	10	2.4%	1	4.2%	9	4.3%	3	5.1%	6	1.5%	1	2.9%	4	5.1%	6	1.6%	2	6.2%	8
(Nothing in particular)	3.1%	8	0.0%	0	3.7%	8	1.4%	1	5.1%	6	1.5%	1	2.2%	3	3.4%	4	2.4%	3	3.8%	5
(Don't know)	2.3%	6	4.9%	2	1.9%	4	4.3%	3	2.6%	3	0.0%	0	2.2%	3	2.5%	3	3.9%	5	0.8%	1
Base:		257		41		216		70		117		68		136		118		127		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		
Q07 What do you dislike MOST about Thurmaston Retail Park?																				
Unsafe for pedestrians / traffic conflict	6.2%	16	7.3%	3	6.0%	13	2.9%	2	8.5%	10	4.4%	3	8.8%	12	3.4%	4	7.9%	10	4.6%	6
Not enough pedestrianisation	1.6%	4	0.0%	0	1.9%	4	1.4%	1	1.7%	2	0.0%	0	1.5%	2	1.7%	2	3.2%	4	0.0%	0
Difficulties in parking	23.3%	60	24.4%	10	23.1%	50	14.3%	10	30.8%	36	20.6%	14	22.1%	30	24.6%	29	26.8%	34	20.0%	26
Parking is expensive	0.4%	1	2.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0
Poor public transport links	1.6%	4	2.4%	1	1.4%	3	2.9%	2	1.7%	2	0.0%	0	1.5%	2	1.7%	2	2.4%	3	0.8%	1
Road congestion	14.0%	36	19.5%	8	13.0%	28	11.4%	8	14.5%	17	14.7%	10	19.9%	27	7.6%	9	18.9%	24	9.2%	12
Poor directional signs to centre	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0
Poor signage / routeways within centre / lack of maps of centre	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	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	5.4%	14	2.4%	1	6.0%	13	8.6%	6	3.4%	4	5.9%	4	4.4%	6	6.8%	8	8.7%	11	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	0.8%	2	4.9%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.7%	1	0.8%	1	1.6%	2	0.0%	0
Feels unsafe / presence of threatening individuals / groups	0.4%	1	2.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0
Lack of police presence / other security measures (e.g. CCTV)	2.3%	6	4.9%	2	1.9%	4	5.7%	4	1.7%	2	0.0%	0	2.9%	4	1.7%	2	3.2%	4	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%	2	0.0%	0	0.9%	2	2.9%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.8%	1	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	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1	0.8%	1	0.0%	0
Lack of choice of national multiple (high street chain) shops	2.7%	7	0.0%	0	3.2%	7	2.9%	2	3.4%	4	1.5%	1	2.9%	4	2.5%	3	4.7%	6	0.8%	1
Lack of choice of independent / specialist shops	2.7%	7	4.9%	2	2.3%	5	2.9%	2	3.4%	4	1.5%	1	4.4%	6	0.8%	1	3.9%	5	1.5%	2
Quality of shops is inadequate	0.4%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.7%	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	0.8%	2	0.0%	0	0.9%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	1.7%	2	1.6%	2	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	1.2%	3	0.0%	0	1.4%	3	2.9%	2	0.9%	1	0.0%	0	0.7%	1	1.7%	2	2.4%	3	0.0%	0
Inadequate range of places to eat and drink	1.2%	3	0.0%	0	1.4%	3	1.4%	1	0.0%	0	2.9%	2	0.0%	0	2.5%	3	0.8%	1	1.5%	2
Inadequate range of services (banks, hairdressers, dry cleaners and so on)	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1
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%	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%	0
Other	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1
I dislike everything about Thurmaston Retail Park	0.4%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1	0.0%	0	0.8%	1
(No opinion)	10.1%	26	12.2%	5	9.7%	21	8.6%	6	6.8%	8	17.6%	12	9.6%	13	10.2%	12	10.2%	13	10.0%	13
(Nothing in particular)	37.4%	96	29.3%	12	38.9%	84	40.0%	28	36.8%	43	35.3%	24	37.5%	51	37.3%	44	29.9%	38	44.6%	58
(Don't know)	5.1%	13	4.9%	2	5.1%	11	2.9%	2	6.0%	7	5.9%	4	4.4%	6	5.9%	7	3.2%	4	6.9%	9
Base:		257		41		216		70		117		68		136		118		127		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	24.5%	63	24.4%	10	24.5%	53	24.3%	17	27.4%	32	17.6%	12	27.9%	38	20.3%	24	34.6%	44	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	15.6%	40	17.1%	7	15.3%	33	11.4%	8	19.7%	23	11.8%	8	20.6%	28	10.2%	12	21.3%	27	10.0%	13
Better bus services to the centre	0.8%	2	0.0%	0	0.9%	2	0.0%	0	1.7%	2	0.0%	0	0.7%	1	0.8%	1	0.8%	1	0.8%	1
Better signposting within the centre	0.8%	2	0.0%	0	0.9%	2	0.0%	0	1.7%	2	0.0%	0	0.7%	1	0.8%	1	0.0%	0	1.5%	2
New / relocated bus stops	0.8%	2	0.0%	0	0.9%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	1.7%	2	0.8%	1	0.8%	1
More priority for pedestrians	1.2%	3	2.4%	1	0.9%	2	0.0%	0	0.9%	1	0.0%	0	1.5%	2	0.8%	1	2.4%	3	0.0%	0
Improved access for wheelchair and pushchair users	0.8%	2	0.0%	0	0.9%	2	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.8%	1	0.8%	1	0.8%	1
Remove litter more often	1.2%	3	2.4%	1	0.9%	2	1.4%	1	0.9%	1	1.5%	1	0.7%	1	1.7%	2	1.6%	2	0.8%	1
More shelter from wind / rain	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1	0.0%	0	0.8%	1
Improve appearance / environment of centre	0.8%	2	2.4%	1	0.5%	1	1.4%	1	0.0%	0	1.5%	1	0.7%	1	0.8%	1	1.6%	2	0.0%	0
Improved security measures / More CCTV	0.8%	2	2.4%	1	0.5%	1	1.4%	1	0.9%	1	0.0%	0	1.5%	2	0.0%	0	0.8%	1	0.8%	1
Better street furniture / floral displays	0.8%	2	2.4%	1	0.5%	1	1.4%	1	0.9%	1	0.0%	0	0.7%	1	0.8%	1	0.8%	1	0.8%	1
More national multiple (high street chain) retailers	4.3%	11	2.4%	1	4.6%	10	8.6%	6	2.6%	3	2.9%	2	5.9%	8	2.5%	3	5.5%	7	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	3.5%	9	0.0%	0	4.2%	9	2.9%	2	1.7%	2	7.4%	5	2.9%	4	4.2%	5	6.3%	8	0.8%	1
Specified new shop	3.5%	9	2.4%	1	3.7%	8	10.0%	7	0.9%	1	1.5%	1	2.2%	3	5.1%	6	5.5%	7	1.5%	2
Better quality of shops	2.3%	6	2.4%	1	2.3%	5	5.7%	4	0.9%	1	1.5%	1	3.7%	5	0.8%	1	2.4%	3	2.3%	3
More / better night-life	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1	0.0%	0	0.8%	1
More / better eating places	3.9%	10	4.9%	2	3.7%	8	2.9%	2	3.4%	4	5.9%	4	2.9%	4	5.1%	6	0.8%	1	6.9%	9
More / better leisure facilities (sports centre, cinema, theatre, etc)	2.7%	7	7.3%	3	1.9%	4	4.3%	3	2.6%	3	1.5%	1	2.2%	3	3.4%	4	2.4%	3	3.1%	4
More children's play areas	0.8%	2	0.0%	0	0.9%	2	1.4%	1	0.0%	0	1.5%	1	1.5%	2	0.0%	0	0.8%	1	0.8%	1
Other	1.6%	4	2.4%	1	1.4%	3	2.9%	2	0.9%	1	1.5%	1	0.0%	0	3.4%	4	0.8%	1	2.3%	3
Marks and Spencer outlet	4.3%	11	0.0%	0	5.1%	11	5.7%	4	4.3%	5	2.9%	2	5.9%	8	2.5%	3	7.9%	10	0.8%	1
WH Smith outlet	1.6%	4	0.0%	0	1.9%	4	1.4%	1	2.6%	3	0.0%	0	2.9%	4	0.0%	0	3.2%	4	0.0%	0
New / improved toilet facilities	1.2%	3	2.4%	1	0.9%	2	0.0%	0	0.0%	0	4.4%	3	0.0%	0	2.5%	3	0.8%	1	1.5%	2
Improve traffic congestion / new roads introduced	1.6%	4	2.4%	1	1.4%	3	0.0%	0	2.6%	3	1.5%	1	2.2%	3	0.8%	1	2.4%	3	0.8%	1
(Don't know)	16.7%	43	24.4%	10	15.3%	33	17.1%	12	17.1%	20	16.2%	11	16.9%	23	16.1%	19	14.2%	18	19.2%	25
(None mentioned)	29.6%	76	19.5%	8	31.5%	68	25.7%	18	29.1%	34	35.3%	24	24.3%	33	35.6%	42	19.7%	25	39.2%	51
Base:	257		41		216		70		117		68		136		118		127		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	30.4%	78	24.4%	10	31.5%	68	40.0%	28	30.8%	36	19.1%	13	33.1%	45	26.3%	31	37.8%	48	23.1%	30
No	60.3%	155	58.5%	24	60.6%	131	47.1%	33	59.8%	70	75.0%	51	59.6%	81	61.9%	73	51.2%	65	69.2%	90
(Don't know)	9.3%	24	17.1%	7	7.9%	17	12.9%	9	9.4%	11	5.9%	4	7.4%	10	11.9%	14	11.0%	14	7.7%	10
Base:	257		41		216		70		117		68		136		118		127		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	42.3%	33	40.0%	4	42.6%	29	46.4%	13	38.9%	14	46.2%	6	44.4%	20	38.7%	12	43.8%	21	40.0%	12
Bingo hall	12.8%	10	10.0%	1	13.2%	9	10.7%	3	11.1%	4	23.1%	3	6.7%	3	16.1%	5	12.5%	6	13.3%	4
Leisure centre	39.7%	31	50.0%	5	38.2%	26	50.0%	14	38.9%	14	23.1%	3	40.0%	18	41.9%	13	45.8%	22	30.0%	9
Health and fitness club	25.6%	20	30.0%	3	25.0%	17	28.6%	8	25.0%	9	23.1%	3	28.9%	13	22.6%	7	27.1%	13	23.3%	7
Theatre	9.0%	7	0.0%	0	10.3%	7	3.6%	1	11.1%	4	15.4%	2	6.7%	3	12.9%	4	10.4%	5	6.7%	2
Pubs / bars	17.9%	14	10.0%	1	19.1%	13	21.4%	6	13.9%	5	23.1%	3	17.8%	8	19.4%	6	14.6%	7	23.3%	7
Restaurants / cafes	20.5%	16	20.0%	2	20.6%	14	14.3%	4	27.8%	10	15.4%	2	24.4%	11	16.1%	5	18.8%	9	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	3.8%	3	0.0%	0	4.4%	3	0.0%	0	2.8%	1	15.4%	2	4.4%	2	3.2%	1	0.0%	0	10.0%	3
Nothing	3.8%	3	10.0%	1	2.9%	2	7.1%	2	0.0%	0	7.7%	1	2.2%	1	6.5%	2	4.2%	2	3.3%	1
(Don't know)	11.5%	9	0.0%	0	13.2%	9	7.1%	2	13.9%	5	7.7%	1	11.1%	5	12.9%	4	16.7%	8	3.3%	1
Base:	78		10		68		28		36		13		45		31		48		30	
GEN Gender:																				
Male	16.0%	41	100.0%	41	0.0%	0	17.1%	12	17.9%	21	11.8%	8	15.4%	21	16.9%	20	15.7%	20	16.2%	21
Female	84.0%	216	0.0%	0	100.0%	216	82.9%	58	82.1%	96	88.2%	60	84.6%	115	83.1%	98	84.3%	107	83.8%	109
Base:	257		41		216		70		117		68		136		118		127		130	
AGE Age Group:																				
16 – 24 years	8.6%	22	9.8%	4	8.3%	18	31.4%	22	0.0%	0	0.0%	0	7.4%	10	10.2%	12	10.2%	13	6.9%	9
25 – 34 years	18.7%	48	19.5%	8	18.5%	40	68.6%	48	0.0%	0	0.0%	0	22.8%	31	14.4%	17	22.8%	29	14.6%	19
35 – 44 years	28.8%	74	17.1%	7	31.0%	67	0.0%	0	63.2%	74	0.0%	0	33.8%	46	23.7%	28	30.7%	39	26.9%	35
45 – 54 years	16.7%	43	34.1%	14	13.4%	29	0.0%	0	36.8%	43	0.0%	0	17.6%	24	15.3%	18	14.2%	18	19.2%	25
55 – 64 years	14.0%	36	9.8%	4	14.8%	32	0.0%	0	0.0%	0	52.9%	36	11.0%	15	16.9%	20	11.8%	15	16.2%	21
65+ years	12.5%	32	9.8%	4	13.0%	28	0.0%	0	0.0%	0	47.1%	32	5.9%	8	19.5%	23	8.7%	11	16.2%	21
(Refused)	0.8%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	1.6%	2	0.0%	0
Base:	257		41		216		70		117		68		136		118		127		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		
<b>EMP Are you in paid employment?</b>																					
Yes	57.6%	148	75.6%	31	54.2%	117	72.9%	51	69.2%	81	20.6%	14	71.3%	97	43.2%	51	63.0%	80	52.3%	68	
No	40.5%	104	19.5%	8	44.4%	96	21.4%	15	30.8%	36	77.9%	53	25.7%	35	55.9%	66	33.9%	43	46.9%	61	
(Refused)	1.9%	5	4.9%	2	1.4%	3	5.7%	4	0.0%	0	1.5%	1	2.9%	4	0.8%	1	3.2%	4	0.8%	1	
Base:	257		41		216		70		117		68		136		118		127		130		
<b>WOR Location of workplace:</b>																					
<i>Those that are in paid employment at EMP</i>																					
Leicester	29.1%	43	45.2%	14	24.8%	29	27.5%	14	27.2%	22	50.0%	7	29.9%	29	27.5%	14	21.3%	17	38.2%	26	
Loughborough	3.4%	5	0.0%	0	4.3%	5	3.9%	2	3.7%	3	0.0%	0	4.1%	4	2.0%	1	5.0%	4	1.5%	1	
Syston	4.1%	6	6.5%	2	3.4%	4	7.8%	4	2.5%	2	0.0%	0	3.1%	3	5.9%	3	2.5%	2	5.9%	4	
Birstall	2.7%	4	0.0%	0	3.4%	4	3.9%	2	1.2%	1	7.1%	1	1.0%	1	5.9%	3	5.0%	4	0.0%	0	
Beaumont Leys	2.0%	3	9.7%	3	0.0%	0	2.0%	1	2.5%	2	0.0%	0	1.0%	1	3.9%	2	2.5%	2	1.5%	1	
Nottingham	2.0%	3	3.2%	1	1.7%	2	0.0%	0	3.7%	3	0.0%	0	3.1%	3	0.0%	0	2.5%	2	1.5%	1	
Thurmaston	2.7%	4	0.0%	0	3.4%	4	0.0%	0	3.7%	3	7.1%	1	2.1%	2	3.9%	2	2.5%	2	2.9%	2	
Other	18.9%	28	25.8%	8	17.1%	20	13.7%	7	21.0%	17	28.6%	4	20.6%	20	15.7%	8	25.0%	20	11.8%	8	
(Refused)	35.1%	52	9.7%	3	41.9%	49	41.2%	21	34.6%	28	7.1%	1	35.1%	34	35.3%	18	33.8%	27	36.8%	25	
Base:	148		31		117		51		81		14		97		51		80		68		
<b>LOC1 IS THIS LOCATION IN THURMASTON ?</b>																					
<i>Those that are in paid employment at EMP</i>																					
Yes	12.8%	19	16.1%	5	12.0%	14	19.6%	10	9.9%	8	7.1%	1	12.4%	12	13.7%	7	16.3%	13	8.8%	6	
No	82.4%	122	77.4%	24	83.8%	98	78.4%	40	86.4%	70	71.4%	10	83.5%	81	80.4%	41	80.0%	64	85.3%	58	
(Refused)	4.7%	7	6.5%	2	4.3%	5	2.0%	1	3.7%	3	21.4%	3	4.1%	4	5.9%	3	3.8%	3	5.9%	4	
Base:	148		31		117		51		81		14		97		51		80		68		
<b>SEG SEG</b>																					
AB	14.8%	38	14.6%	6	14.8%	32	14.3%	10	21.4%	25	4.4%	3	27.9%	38	0.0%	0	14.2%	18	15.4%	20	
C1	38.1%	98	36.6%	15	38.4%	83	44.3%	31	38.5%	45	29.4%	20	72.1%	98	0.0%	0	44.1%	56	32.3%	42	
C2	24.1%	62	24.4%	10	24.1%	52	24.3%	17	23.1%	27	26.5%	18	0.0%	0	52.5%	62	21.3%	27	26.9%	35	
DE	21.8%	56	24.4%	10	21.3%	46	17.1%	12	16.2%	19	36.8%	25	0.0%	0	47.5%	56	19.7%	25	23.8%	31	
(Refused)	1.2%	3	0.0%	0	1.4%	3	0.0%	0	0.9%	1	2.9%	2	0.0%	0	0.0%	0	0.8%	1	1.5%	2	
Base:	257		41		216		70		117		68		136		118		127		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		
DAY Day of interview:																					
Monday	9.7%	25	0.0%	0	11.6%	25	11.4%	8	11.1%	13	5.9%	4	11.8%	16	7.6%	9	0.0%	0	19.2%	25	
Tuesday	10.1%	26	14.6%	6	9.3%	20	7.1%	5	12.0%	14	10.3%	7	8.8%	12	11.9%	14	20.5%	26	0.0%	0	
Wednesday	29.2%	75	41.5%	17	26.9%	58	34.3%	24	24.8%	29	32.4%	22	33.1%	45	23.7%	28	19.7%	25	38.5%	50	
Thursday	19.5%	50	17.1%	7	19.9%	43	20.0%	14	16.2%	19	25.0%	17	19.1%	26	19.5%	23	19.7%	25	19.2%	25	
Friday	11.7%	30	17.1%	7	10.6%	23	5.7%	4	14.5%	17	13.2%	9	5.9%	8	18.6%	22	0.0%	0	23.1%	30	
Saturday	19.8%	51	9.8%	4	21.8%	47	21.4%	15	21.4%	25	13.2%	9	21.3%	29	18.6%	22	40.2%	51	0.0%	0	
Base:		257		41		216		70		117		68		136		118		127		130	
ADU Number of adults:																					
One	18.3%	47	9.8%	4	19.9%	43	8.6%	6	15.4%	18	33.8%	23	19.9%	27	16.1%	19	18.9%	24	17.7%	23	
Two	69.7%	179	75.6%	31	68.5%	148	71.4%	50	76.1%	89	55.9%	38	67.6%	92	72.0%	85	66.9%	85	72.3%	94	
Three or more	12.1%	31	14.6%	6	11.6%	25	20.0%	14	8.5%	10	10.3%	7	12.5%	17	11.9%	14	14.2%	18	10.0%	13	
Base:		257		41		216		70		117		68		136		118		127		130	
CHI No. of children 15 years and under:																					
One	21.0%	54	19.5%	8	21.3%	46	31.4%	22	24.8%	29	2.9%	2	24.3%	33	17.8%	21	21.3%	27	20.8%	27	
Two	21.4%	55	12.2%	5	23.1%	50	28.6%	20	28.2%	33	1.5%	1	22.8%	31	20.3%	24	25.2%	32	17.7%	23	
Three or more	7.0%	18	14.6%	6	5.6%	12	8.6%	6	10.3%	12	0.0%	0	7.4%	10	6.8%	8	7.1%	9	6.9%	9	
(No children)	50.6%	130	53.7%	22	50.0%	108	31.4%	22	36.8%	43	95.6%	65	45.6%	62	55.1%	65	46.5%	59	54.6%	71	
Base:		257		41		216		70		117		68		136		118		127		130	
CAR Number of cars in Household:																					
One	38.1%	98	36.6%	15	38.4%	83	32.9%	23	35.9%	42	48.5%	33	26.5%	36	50.8%	60	39.4%	50	36.9%	48	
Two	40.1%	103	36.6%	15	40.7%	88	41.4%	29	46.2%	54	26.5%	18	50.0%	68	29.7%	35	43.3%	55	36.9%	48	
Three or more	6.6%	17	4.9%	2	6.9%	15	10.0%	7	4.3%	5	7.4%	5	5.9%	8	7.6%	9	7.9%	10	5.4%	7	
(No car)	15.2%	39	22.0%	9	13.9%	30	15.7%	11	13.7%	16	17.6%	12	17.6%	24	11.9%	14	9.4%	12	20.8%	27	
Base:		257		41		216		70		117		68		136		118		127		130	
LOC2 Location																					
Thurmaston Retail Park	49.4%	127	48.8%	20	49.5%	107	60.0%	42	48.7%	57	38.2%	26	54.4%	74	44.1%	52	100.0%	127	0.0%	0	
Asda	50.6%	130	51.2%	21	50.5%	109	40.0%	28	51.3%	60	61.8%	42	45.6%	62	55.9%	66	0.0%	0	100.0%	130	
Base:		257		41		216		70		117		68		136		118		127		130	

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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Thurleston Retail Park		Asda	
PC																				
Blank	3.5%	9	2.4%	1	3.7%	8	4.3%	3	3.4%	4	2.9%	2	4.4%	6	2.5%	3	3.9%	5	3.1%	4
DE12 6	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0
DE12 7	0.4%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0
DE72	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1
DE73 8	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0
DN33 3	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1
LE1 2	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1
LE1 5	0.4%	1	2.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0
LE11 2	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0
LE12 7	5.4%	14	4.9%	2	5.6%	12	5.7%	4	5.1%	6	5.9%	4	5.9%	8	4.2%	5	7.9%	10	3.1%	4
LE12 8	1.2%	3	0.0%	0	1.4%	3	1.4%	1	1.7%	2	0.0%	0	1.5%	2	0.8%	1	1.6%	2	0.8%	1
LE12 9	0.4%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0
LE13 0	0.8%	2	2.4%	1	0.5%	1	1.4%	1	0.0%	0	1.5%	1	0.7%	1	0.8%	1	0.0%	0	1.5%	2
LE13 1	0.8%	2	2.4%	1	0.5%	1	1.4%	1	0.0%	0	1.5%	1	0.0%	0	1.7%	2	0.8%	1	0.8%	1
LE14 2	0.8%	2	0.0%	0	0.9%	2	0.0%	0	0.9%	1	1.5%	1	1.5%	2	0.0%	0	0.8%	1	0.8%	1
LE14 3	1.2%	3	0.0%	0	1.4%	3	1.4%	1	1.7%	2	0.0%	0	1.5%	2	0.8%	1	0.0%	0	2.3%	3
LE14 4	0.8%	2	0.0%	0	0.9%	2	1.4%	1	0.9%	1	0.0%	0	0.7%	1	0.8%	1	0.8%	1	0.8%	1
LE15 7	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0
LE15 9	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.7%	1	0.0%	0	0.0%	0	0.8%	1
LE2 4	1.6%	4	2.4%	1	1.4%	3	1.4%	1	1.7%	2	1.5%	1	1.5%	2	1.7%	2	1.6%	2	1.5%	2
LE2 6	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0
LE2 7	0.4%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0
LE2 8	0.8%	2	2.4%	1	0.5%	1	0.0%	0	1.7%	2	0.0%	0	0.7%	1	0.8%	1	1.6%	2	0.0%	0
LE3 1	0.8%	2	2.4%	1	0.5%	1	1.4%	1	0.0%	0	1.5%	1	0.0%	0	1.7%	2	1.6%	2	0.0%	0
LE3 2	1.2%	3	2.4%	1	0.9%	2	1.4%	1	1.7%	2	0.0%	0	1.5%	2	0.8%	1	2.4%	3	0.0%	0
LE3 6	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1	0.8%	1	0.0%	0
LE3 8	0.4%	1	2.4%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1
LE3 9	0.4%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0
LE4	0.4%	1	2.4%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1
LE4 0	0.8%	2	0.0%	0	0.9%	2	1.4%	1	0.9%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0	1.5%	2
LE4 1	0.8%	2	4.9%	2	0.0%	0	1.4%	1	0.9%	1	0.0%	0	0.0%	0	1.7%	2	1.6%	2	0.0%	0
LE4 2	1.9%	5	0.0%	0	2.3%	5	4.3%	3	1.7%	2	0.0%	0	1.5%	2	1.7%	2	0.8%	1	3.1%	4
LE4 3	1.6%	4	2.4%	1	1.4%	3	2.9%	2	1.7%	2	0.0%	0	1.5%	2	1.7%	2	0.8%	1	2.3%	3
LE4 4	6.2%	16	4.9%	2	6.5%	14	5.7%	4	6.0%	7	7.4%	5	4.4%	6	8.5%	10	7.9%	10	4.6%	6
LE4 5	1.2%	3	2.4%	1	0.9%	2	1.4%	1	0.0%	0	2.9%	2	1.5%	2	0.8%	1	0.0%	0	2.3%	3
LE4 6	0.8%	2	0.0%	0	0.9%	2	1.4%	1	0.9%	1	0.0%	0	0.7%	1	0.8%	1	0.0%	0	1.5%	2
LE4 7	2.7%	7	7.3%	3	1.9%	4	4.3%	3	2.6%	3	1.5%	1	3.7%	5	1.7%	2	1.6%	2	3.8%	5
LE4 8	13.6%	35	14.6%	6	13.4%	29	8.6%	6	14.5%	17	17.6%	12	11.0%	15	16.1%	19	10.2%	13	16.9%	22
LE4 9	1.2%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0	4.4%	3	0.7%	1	1.7%	2	0.0%	0	2.3%	3
LE4 5	0.8%	2	0.0%	0	0.9%	2	1.4%	1	0.0%	0	1.5%	1	0.7%	1	0.8%	1	0.8%	1	0.8%	1
LE5 0	1.9%	5	0.0%	0	2.3%	5	2.9%	2	0.9%	1	2.9%	2	2.9%	4	0.8%	1	2.4%	3	1.5%	2
LE5 1	1.9%	5	0.0%	0	2.3%	5	4.3%	3	0.9%	1	1.5%	1	2.9%	4	0.8%	1	2.4%	3	1.5%	2
LE5 2	1.6%	4	4.9%	2	0.9%	2	4.3%	3	0.0%	0	1.5%	1	0.7%	1	2.5%	3	2.4%	3	0.8%	1
LE5 4	1.6%	4	2.4%	1	1.4%	3	0.0%	0	1.7%	2	2.9%	2	0.0%	0	3.4%	4	0.8%	1	2.3%	3
LE5 5	0.4%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	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	0.4%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0
LE6 0	2.7%	7	4.9%	2	2.3%	5	2.9%	2	1.7%	2	2.9%	2	3.7%	5	1.7%	2	3.9%	5	1.5%	2
LE65 1	0.8%	2	2.4%	1	0.5%	1	0.0%	0	0.9%	1	1.5%	1	1.5%	2	0.0%	0	0.0%	0	1.5%	2
LE67 2	0.4%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0
LE67 3	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1
LE7 1	5.4%	14	4.9%	2	5.6%	12	2.9%	2	6.0%	7	7.4%	5	2.9%	4	8.5%	10	4.7%	6	6.2%	8
LE7 2	5.1%	13	0.0%	0	6.0%	13	7.1%	5	3.4%	4	5.9%	4	2.2%	3	8.5%	10	3.9%	5	6.2%	8
LE7 3	5.1%	13	4.9%	2	5.1%	11	2.9%	2	6.0%	7	5.9%	4	7.4%	10	2.5%	3	7.1%	9	3.1%	4
LE7 4	1.9%	5	0.0%	0	2.3%	5	1.4%	1	2.6%	3	1.5%	1	2.9%	4	0.8%	1	1.6%	2	2.3%	3
LE7 7	4.3%	11	4.9%	2	4.2%	9	1.4%	1	6.0%	7	4.4%	3	2.9%	4	5.9%	7	3.9%	5	4.6%	6
LE7 9	3.1%	8	2.4%	1	3.2%	7	4.3%	3	2.6%	3	2.9%	2	2.9%	4	3.4%	4	3.9%	5	2.3%	3
LE7 4	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1
LE8 8	0.4%	1	2.4%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0
LE8 9	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1
LE9 2	1.2%	3	0.0%	0	1.4%	3	0.0%	0	0.9%	1	2.9%	2	2.2%	3	0.0%	0	1.6%	2	0.8%	1
LS12 7	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1
NG11 7	0.8%	2	0.0%	0	0.9%	2	0.0%	0	1.7%	2	0.0%	0	1.5%	2	0.0%	0	0.8%	1	0.8%	1
NG2 6	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.7%	1	0.0%	0	0.8%	1	0.0%	0
NG3 3	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1
NG4 4	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1
NG7 5	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1
NG9 7	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1
NG9 8	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0
SS5 4	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0
Base:	257		41		216		70		117		68		136		118		127		130	