

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
Q01 In which of the following visitor categories would you class yourself ?																
Local shopper	47.0%	47	50.0%	16	45.6%	31	41.9%	13	51.2%	21	44.0%	11	43.8%	28	42.9%	12
On holiday	2.0%	2	0.0%	0	2.9%	2	0.0%	0	2.4%	1	4.0%	1	1.6%	1	3.6%	1
Day tripper / visitor	51.0%	51	50.0%	16	51.5%	35	58.1%	18	46.3%	19	52.0%	13	54.7%	35	53.6%	15
Base:		100		32		68		31		41		25		64		28

Q02A Where are you staying, while on holiday?*Those who are on holiday at Q01*

Osythe	50.0%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	100.0%	1
Other	50.0%	1	0.0%	0	50.0%	1	0.0%	0	100.0%	1	0.0%	0	100.0%	1	0.0%	0
Base:		2		0		2		0		1		1		1		1

Q02B Can you give me the name of the accommodation?*Those who are on holiday at Q01*

Other	50.0%	1	0.0%	0	50.0%	1	0.0%	0	100.0%	1	0.0%	0	100.0%	1	0.0%	0
(Don't know)	50.0%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	100.0%	1
Base:		2		0		2		0		1		1		1		1

Q02C Can you tell me the type of accommodation?*Those who are on holiday at Q01*

B&B	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camping in tent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobile home	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Youth hostel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bungalow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Private House	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friends / relatives	100.0%	2	0.0%	0	100.0%	2	0.0%	0	100.0%	1	100.0%	1	100.0%	1	100.0%	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
Base:		2		0		2		0		1		1		1		1

Q03 How long will you be on holiday in (TOWN / VILLAGE MENTIONED AT Q.2) ?*Those who are on holiday at Q01*

1-2 days	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3-4 days	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5-6 days	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 week, 1 day – 2 weeks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 weeks, 1 day – 3 weeks	50.0%	1	0.0%	0	50.0%	1	0.0%	0	100.0%	1	0.0%	0	100.0%	1	0.0%	0
3 weeks, 1 day – 4 weeks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 weeks, 1 day or more	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)	50.0%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	100.0%	1
Base:		2		0		2		0		1		1		1		1

Q04 Is this your first holiday to (TOWN / VILLAGE MENTIONED AT Q.2) ?*Those who are on holiday at Q01*

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
No	100.0%	2	0.0%	0	100.0%	2	0.0%	0	100.0%	1	100.0%	1	100.0%	1	100.0%	1
Base:		2		0		2		0		1		1		1		1

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE
Q05 How often do you go on holiday to (TOWN / VILLAGE MENTIONED AT Q.2) ?								
<i>Those who said No at Q04</i>								
Once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twice a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every other month	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a three to four months	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every six months	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every year	50.0%	1	0.0%	0	50.0%	1	0.0%	0
Once every two years	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every three years	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every four years	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every five years	0.0%	0	0.0%	0	0.0%	0	0.0%	0
First time	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
(Don't know)	50.0%	1	0.0%	0	50.0%	1	0.0%	0
Base:	2	0	2	0	1	1	1	1

Q06 How did you travel to the (FREEPORT FACTORY OUTLET VILLAGE (BRAintree) / CLACTON FACTORY

Car	97.0%	97	96.9%	31	97.1%	66	96.8%	30	97.6%	40	100.0%	25	98.4%	63	92.9%	26
Bus	2.0%	2	0.0%	0	2.9%	2	3.2%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	2
Tram	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.0%	1	3.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.6%	1	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
Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle	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
Base:	100	32	68	31	41	25	64	28								

Q07 How long did your journey take ?

Less than 6 minutes	15.0%	15	15.6%	5	14.7%	10	12.9%	4	17.1%	7	12.0%	3	12.5%	8	17.9%	5
6-10 minutes	19.0%	19	18.8%	6	19.1%	13	22.6%	7	22.0%	9	12.0%	3	17.2%	11	14.3%	4
11-15 minutes	6.0%	6	0.0%	0	8.8%	6	3.2%	1	2.4%	1	16.0%	4	3.1%	2	10.7%	3
16-20 minutes	11.0%	11	6.3%	2	13.2%	9	12.9%	4	7.3%	3	8.0%	2	12.5%	8	7.1%	2
21-25 minutes	4.0%	4	3.1%	1	4.4%	3	0.0%	0	4.9%	2	8.0%	2	6.3%	4	0.0%	0
26-30 minutes	10.0%	10	12.5%	4	8.8%	6	6.5%	2	4.9%	2	24.0%	6	10.9%	7	10.7%	3
31-35 minutes	3.0%	3	3.1%	1	2.9%	2	0.0%	0	7.3%	3	0.0%	0	3.1%	2	3.6%	1
36-40 minutes	7.0%	7	6.3%	2	7.4%	5	6.5%	2	9.8%	4	4.0%	1	7.8%	5	7.1%	2
41-45 minutes	9.0%	9	15.6%	5	5.9%	4	12.9%	4	7.3%	3	8.0%	2	10.9%	7	7.1%	2
46-50 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
51-55 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
56-60 minutes	10.0%	10	12.5%	4	8.8%	6	16.1%	5	12.2%	5	0.0%	0	10.9%	7	10.7%	3
61-70 minutes	2.0%	2	0.0%	0	2.9%	2	0.0%	0	4.9%	2	0.0%	0	1.6%	1	3.6%	1
71-80 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
81-90 minutes	2.0%	2	3.1%	1	1.5%	1	3.2%	1	0.0%	0	4.0%	1	1.6%	1	3.6%	1
91-100 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
101-110 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
111-120 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
121 minutes plus	1.0%	1	3.1%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
(Don't know)	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	3.6%	1
Base:	100	32	68	31	41	25	64	28								

Q08 When you visit the (FREEPORT FACTORY OUTLET VILLAGE (BRAintree) / CLACTON FACTORY OUTLET), how frequently do you also visit (BRAintree / CLACTON) town centre ?

Always	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 most visits	6.0%	6	6.3%	2	5.9%	4	6.5%	2	4.9%	2	8.0%	2	4.7%	3	7.1%	2
Around half of all visits	4.0%	4	3.1%	1	4.4%	3	6.5%	2	2.4%	1	0.0%	0	3.1%	2	7.1%	2
Only on some visits	11.0%	11	9.4%	3	11.8%	8	9.7%	3	9.8%	4	16.0%	4	7.8%	5	14.3%	4
Never	72.0%	72	75.0%	24	70.6%	48	58.1%	18	80.5%	33	76.0%	19	78.1%	50	60.7%	17
It is my first visit	4.0%	4	3.1%	1	4.4%	3	9.7%	3	2.4%	1	0.0%	0	4.7%	3	3.6%	1
(Don't know)	3.0%	3	3.1%	1	2.9%	2	9.7%	3	0.0%	0	0.0%	0	1.6%	1	7.1%	2
Base:	100	32	68	31	41	25	64	28								

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
Q09 Why don't you also visit (BRAINTREE / CLACTON) town centre whilst visiting the factory outlet ?																
<i>Those who never visit at Q08</i>																
Factory Outlet has everything I need	2.8%	2	0.0%	0	4.2%	2	0.0%	0	6.1%	2	0.0%	0	4.0%	2	0.0%	0
Too 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
Poor choice of restaurants / cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive parking	1.4%	1	4.2%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Not enough parking	1.4%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	5.9%	1
Too busy	2.8%	2	0.0%	0	4.2%	2	5.6%	1	3.0%	1	0.0%	0	0.0%	0	11.8%	2
Poor / dirty environment	2.8%	2	0.0%	0	4.2%	2	0.0%	0	6.1%	2	0.0%	0	2.0%	1	5.9%	1
Poor choice of shops	12.5%	9	12.5%	3	12.5%	6	16.7%	3	6.1%	2	15.8%	3	12.0%	6	17.6%	3
Other	30.6%	22	29.2%	7	31.3%	15	16.7%	3	39.4%	13	26.3%	5	28.0%	14	17.6%	3
(Don't know)	25.0%	18	29.2%	7	22.9%	11	22.2%	4	30.3%	10	21.1%	4	28.0%	14	23.5%	4
(No particular reason)	25.0%	18	29.2%	7	22.9%	11	38.9%	7	12.1%	4	36.8%	7	26.0%	13	29.4%	5
Base:		72		24		48		18		33		19		50		17

Q10 What is your main reason for visiting (BRAINTREE / CLACTON) town centre whilst visiting the factory outlet ?*Those who visit at Q08*

Better choice of shops	4.8%	1	16.7%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	12.5%	1
Cheaper goods	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 quality goods	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 restaurants / cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less busy	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 attractive environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure / recreation facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meeting friends / relatives	4.8%	1	0.0%	0	6.7%	1	0.0%	0	14.3%	1	0.0%	0	10.0%	1	0.0%	0
Specific service (i.e. post office, building society, bank)	14.3%	3	16.7%	1	13.3%	2	0.0%	0	0.0%	0	50.0%	3	10.0%	1	25.0%	2
Specific shop	14.3%	3	0.0%	0	20.0%	3	14.3%	1	14.3%	1	16.7%	1	10.0%	1	12.5%	1
Other	38.1%	8	50.0%	3	33.3%	5	71.4%	5	14.3%	1	16.7%	1	30.0%	3	37.5%	3
(Don't know)	19.0%	4	16.7%	1	20.0%	3	14.3%	1	28.6%	2	16.7%	1	40.0%	4	0.0%	0
(No particular reason)	4.8%	1	0.0%	0	6.7%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	12.5%	1
Base:		21		6		15		7		7		6		10		8

Q11 As part of your visit to the (FREEPORT FACTORY OUTLET VILLAGE (BRAINTREE) / CLACTON FACTORY OUTLET) today, are you undertaking any linked trips to other destinations, for example town centres, leisure / entertainment facilities etc?

Yes	27.0%	27	43.8%	14	19.1%	13	29.0%	9	26.8%	11	24.0%	6	29.7%	19	21.4%	6
No	71.0%	71	53.1%	17	79.4%	54	64.5%	20	73.2%	30	76.0%	19	67.2%	43	78.6%	22
(Don't know)	2.0%	2	3.1%	1	1.5%	1	6.5%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Base:		100		32		68		31		41		25		64		28

Q12 Could you please tell me the destinations of all the linked trips you will be undertaking whilst visiting the (FREEPORT FACTORY OUTLET VILLAGE (BRAINTREE) / CLACTON FACTORY OUTLET) today ?*Those who said Yes at Q11*

Town centres	29.6%	8	28.6%	4	30.8%	4	66.7%	6	9.1%	1	16.7%	1	15.8%	3	66.7%	4
Leisure / entertainment facilities	7.4%	2	7.1%	1	7.7%	1	11.1%	1	9.1%	1	0.0%	0	10.5%	2	0.0%	0
Tourist activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seafront	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	44.4%	12	50.0%	7	38.5%	5	11.1%	1	63.6%	7	50.0%	3	52.6%	10	16.7%	1
(Don't know)	18.5%	5	14.3%	2	23.1%	3	11.1%	1	18.2%	2	33.3%	2	21.1%	4	16.7%	1
Base:		27		14		13		9		11		6		19		6

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	
Q13 How long will you / have you spent at the (FREEPORT FACTORY OUTLET VILLAGE (BRAINTREE) / CLACTON FACTORY OUTLET) today ?									
Less than 30 minutes	14.0%	14 18.8%	6 11.8%	8 19.4%	6 17.1%	7 4.0%	1 15.6%	10 10.7%	3
30-59 minutes	18.0%	18 18.8%	6 17.6%	12 9.7%	3 26.8%	11 12.0%	3 17.2%	11 14.3%	4
1 hr – 1 hr 29 minutes	19.0%	19 25.0%	8 16.2%	11 25.8%	8 12.2%	5 24.0%	6 20.3%	13 14.3%	4
1 hr 30 minutes – 1 hr 59 minutes	6.0%	6 6.3%	2 5.9%	4 0.0%	0 12.2%	5 4.0%	1 6.3%	4 7.1%	2
2 hrs – 2 hrs 29 minutes	23.0%	23 18.8%	6 25.0%	17 16.1%	5 14.6%	6 40.0%	10 21.9%	14 28.6%	8
2 hrs 30 minutes – 2 hrs 59 minutes	7.0%	7 3.1%	1 8.8%	6 9.7%	3 9.8%	4 0.0%	0 6.3%	4 10.7%	3
3 hrs – 3 hrs 29 minutes	7.0%	7 6.3%	2 7.4%	5 12.9%	4 4.9%	2 4.0%	1 7.8%	5 7.1%	2
3 hrs 30 minutes – 3 hrs 59 minutes	1.0%	1 0.0%	0 1.5%	1 0.0%	0 2.4%	1 0.0%	0 1.6%	1 0.0%	0
4 hrs – 4 hrs 29 minutes	1.0%	1 0.0%	0 1.5%	1 3.2%	1 0.0%	0 0.0%	0 1.6%	1 0.0%	0
4 hrs 30 minutes – 4 hrs 59 minutes	1.0%	1 3.1%	1 0.0%	0 0.0%	0 0.0%	0 4.0%	1 0.0%	0 3.6%	1
5 hrs or more	1.0%	1 0.0%	0 1.5%	1 3.2%	1 0.0%	0 0.0%	0 0.0%	0 3.6%	1
(Don't know)	2.0%	2 0.0%	0 2.9%	2 0.0%	0 0.0%	0 8.0%	2 1.6%	1 0.0%	0
Base:	100	32	68	31	41	25	64	28	
Q14 How often do you visit the (FREEPORT FACTORY OUTLET VILLAGE (BRAINTREE) / CLACTON FACTORY OUTLET) ?									
Everyday	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Twice weekly	2.0%	2 0.0%	0 2.9%	2 6.5%	2 0.0%	0 0.0%	0 3.1%	2 0.0%	0
Weekly	6.0%	6 12.5%	4 2.9%	2 3.2%	1 7.3%	3 0.0%	0 6.3%	4 3.6%	1
Fortnightly	9.0%	9 9.4%	3 8.8%	6 9.7%	3 9.8%	4 8.0%	2 10.9%	7 3.6%	1
Monthly	20.0%	20 28.1%	9 16.2%	11 22.6%	7 17.1%	7 24.0%	6 15.6%	10 21.4%	6
Once every 2 - 3 months	18.0%	18 15.6%	5 19.1%	13 9.7%	3 29.3%	12 12.0%	3 17.2%	11 17.9%	5
Once every 4 – 6 months	27.0%	27 21.9%	7 29.4%	20 29.0%	9 22.0%	9 36.0%	9 26.6%	17 35.7%	10
Less often	11.0%	11 6.3%	2 13.2%	9 3.2%	1 12.2%	5 16.0%	4 12.5%	8 10.7%	3
First visit to Factory Outlet	6.0%	6 6.3%	2 5.9%	4 12.9%	4 2.4%	1 4.0%	1 6.3%	4 7.1%	2
(Don't know)	1.0%	1 0.0%	0 1.5%	1 3.2%	1 0.0%	0 0.0%	0 1.6%	1 0.0%	0
Base:	100	32	68	31	41	25	64	28	
Q15 What have you bought or expect to buy today ?									
Clothes and shoes	68.0%	68 62.5%	20 70.6%	48 77.4%	24 78.0%	32 48.0%	12 65.6%	42 71.4%	20
Furniture / furnishings	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Household goods / hardware	23.0%	23 25.0%	8 22.1%	15 19.4%	6 17.1%	7 36.0%	9 25.0%	16 25.0%	7
Chemist goods	1.0%	1 3.1%	1 0.0%	0 3.2%	1 0.0%	0 0.0%	0 1.6%	1 0.0%	0
Electrical goods	1.0%	1 3.1%	1 0.0%	0 0.0%	0 2.4%	1 0.0%	0 1.6%	1 0.0%	0
Leisure goods e.g. sportswear, books, toys, gifts	6.0%	6 9.4%	3 4.4%	3 9.7%	3 4.9%	2 4.0%	1 6.3%	4 7.1%	2
Services (hairdressers, dry cleaners 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
Food / drink at restaurants / bars / pubs	20.0%	20 15.6%	5 22.1%	15 25.8%	8 17.1%	7 20.0%	5 20.3%	13 21.4%	6
Other	4.0%	4 6.3%	2 2.9%	2 0.0%	0 2.4%	1 12.0%	3 1.6%	1 3.6%	1
Nothing	11.0%	11 12.5%	4 10.3%	7 9.7%	3 4.9%	2 20.0%	5 7.8%	5 14.3%	4
(Don't know)	3.0%	3 3.1%	1 2.9%	2 3.2%	1 0.0%	0 4.0%	1 4.7%	3 0.0%	0
Base:	100	32	68	31	41	25	64	28	

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE
Q16 During your visit to the (FREEPORT FACTORY OUTLET VILLAGE (BRAINTREE) / CLACTON FACTORY OUTLET), how much in total has your party spent or expect to spend on the following items ?								
<i>Those who have bought or expect to buy at Q15</i>								
Clothing and footwear								
Nothing	4.7%	4 7.4%	2 3.4%	2 0.0%	0 5.1%	2 10.5%	2 3.6%	2 8.3%
Less than £6	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£6-£10	8.1%	7 3.7%	1 10.2%	6 7.4%	2 10.3%	4 5.3%	1 8.9%	5 0.0%
£11-£15	1.2%	1 3.7%	1 0.0%	0 0.0%	0 0.0%	0 5.3%	1 0.0%	0 4.2%
£16-£20	9.3%	8 3.7%	1 11.9%	7 11.1%	3 7.7%	3 10.5%	2 8.9%	5 8.3%
£21-£25	5.8%	5 0.0%	0 8.5%	5 0.0%	0 10.3%	4 5.3%	1 3.6%	2 12.5%
£26-£30	5.8%	5 11.1%	3 3.4%	2 11.1%	3 5.1%	2 0.0%	0 7.1%	4 4.2%
£31-£35	2.3%	2 3.7%	1 1.7%	1 7.4%	2 0.0%	0 0.0%	0 0.0%	0 8.3%
£36-£40	9.3%	8 11.1%	3 8.5%	5 14.8%	4 7.7%	3 5.3%	1 5.4%	3 16.7%
£41-£45	1.2%	1 3.7%	1 0.0%	0 0.0%	0 2.6%	1 0.0%	0 0.0%	0 4.2%
£46-£50	14.0%	12 11.1%	3 15.3%	9 7.4%	2 17.9%	7 15.8%	3 12.5%	7 16.7%
£51-£55	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£56-£60	5.8%	5 7.4%	2 5.1%	3 3.7%	1 7.7%	3 5.3%	1 8.9%	5 0.0%
£61-£70	1.2%	1 0.0%	0 1.7%	1 0.0%	0 2.6%	1 0.0%	0 1.8%	1 0.0%
£71-£80	2.3%	2 3.7%	1 1.7%	1 3.7%	1 0.0%	0 5.3%	1 3.6%	2 0.0%
£81-£90	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£91-£100	3.5%	3 11.1%	3 0.0%	0 7.4%	2 2.6%	1 0.0%	0 5.4%	3 0.0%
£100 +	8.1%	7 3.7%	1 10.2%	6 11.1%	3 10.3%	4 0.0%	0 8.9%	5 8.3%
(Don't know / Refused)	17.4%	15 14.8%	4 18.6%	11 14.8%	4 10.3%	4 31.6%	6 21.4%	12 8.3%
<i>Mean:</i>	<i>42.1</i>	<i>45.2</i>	<i>40.6</i>	<i>48.2</i>	<i>42.4</i>	<i>30.4</i>	<i>46.8</i>	<i>36.8</i>
<i>Base:</i>	<i>86</i>	<i>27</i>	<i>59</i>	<i>27</i>	<i>39</i>	<i>19</i>	<i>56</i>	<i>24</i>
Other goods								
Nothing	24.4%	21 33.3%	9 20.3%	12 37.0%	10 20.5%	8 15.8%	3 26.8%	15 25.0%
Less than £6	7.0%	6 7.4%	2 6.8%	4 7.4%	2 5.1%	2 10.5%	2 8.9%	5 4.2%
£6-£10	4.7%	4 3.7%	1 5.1%	3 3.7%	1 2.6%	1 10.5%	2 1.8%	1 12.5%
£11-£15	1.2%	1 0.0%	0 1.7%	1 0.0%	0 2.6%	1 0.0%	0 0.0%	0 4.2%
£16-£20	4.7%	4 11.1%	3 1.7%	1 7.4%	2 5.1%	2 0.0%	0 5.4%	3 4.2%
£21-£25	2.3%	2 0.0%	0 3.4%	2 3.7%	1 2.6%	1 0.0%	0 3.6%	2 0.0%
£26-£30	4.7%	4 0.0%	0 6.8%	4 7.4%	2 2.6%	1 5.3%	1 3.6%	2 4.2%
£31-£35	1.2%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 5.3%	1 1.8%	1 0.0%
£36-£40	3.5%	3 7.4%	2 1.7%	1 3.7%	1 2.6%	1 5.3%	1 3.6%	2 4.2%
£41-£45	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£46-£50	2.3%	2 3.7%	1 1.7%	1 3.7%	1 2.6%	1 0.0%	0 3.6%	2 0.0%
£51-£55	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£56-£60	1.2%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 5.3%	1 0.0%	0 4.2%
£61-£70	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£71-£80	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£81-£90	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£91-£100	1.2%	1 3.7%	1 0.0%	0 0.0%	0 0.0%	0 5.3%	1 0.0%	0 0.0%
£100 +	2.3%	2 0.0%	0 3.4%	2 0.0%	0 2.6%	1 5.3%	1 1.8%	1 4.2%
(Don't know / Refused)	39.5%	34 29.6%	8 44.1%	26 25.9%	7 51.3%	20 31.6%	6 39.3%	22 33.3%
<i>Mean:</i>	<i>17.3</i>	<i>15.1</i>	<i>18.6</i>	<i>10.8</i>	<i>16.1</i>	<i>29.2</i>	<i>14.4</i>	<i>18.0</i>
<i>Base:</i>	<i>86</i>	<i>27</i>	<i>59</i>	<i>27</i>	<i>39</i>	<i>19</i>	<i>56</i>	<i>24</i>

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	
Restaurants / cafes									
Nothing	24.4%	21 40.7%	11 16.9%	10 25.9%	7 23.1%	9 26.3%	5 23.2%	13 33.3%	8
Less than £6	17.4%	15 18.5%	5 16.9%	10 25.9%	7 10.3%	4 21.1%	4 19.6%	11 16.7%	4
£6-£10	9.3%	8 3.7%	1 11.9%	7 7.4%	2 10.3%	4 10.5%	2 12.5%	7 4.2%	1
£11-£15	3.5%	3 3.7%	1 3.4%	2 3.7%	1 5.1%	2 0.0%	0 3.6%	2 4.2%	1
£16-£20	3.5%	3 3.7%	1 3.4%	2 7.4%	2 2.6%	1 0.0%	0 0.0%	0 12.5%	3
£21-£25	2.3%	2 0.0%	0 3.4%	2 0.0%	0 2.6%	1 5.3%	1 1.8%	1 4.2%	1
£26-£30	1.2%	1 0.0%	0 1.7%	1 0.0%	0 2.6%	1 0.0%	0 1.8%	1 0.0%	0
£31-£35	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£36-£40	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£41-£45	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£46-£50	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£51-£55	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£56-£60	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£61-£70	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£71-£80	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£81-£90	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£91-£100	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£100 +	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 / Refused)	38.4%	33 29.6%	8 42.4%	25 29.6%	8 43.6%	17 36.8%	7 37.5%	21 25.0%	6
<i>Mean:</i>	<i>5.21</i>	<i>2.84</i>	<i>6.53</i>	<i>4.53</i>	<i>6.32</i>	<i>4.25</i>	<i>4.74</i>	<i>6.11</i>	
Base:	86	27	59	27	39	19	56	24	

Q17 Why did you choose to come to the (FREEPORT FACTORY OUTLET VILLAGE (BRAINTREE) / CLACTON FACTORY OUTLET) today ?

Close to home / live here	24.0%	24 28.1%	9 22.1%	15 29.0%	9 24.4%	10 16.0%	4 25.0%	16 14.3%	4
Close to work / business meeting	2.0%	2 3.1%	1 1.5%	1 3.2%	1 2.4%	1 0.0%	0 3.1%	2 0.0%	0
Close to friends / relatives	3.0%	3 3.1%	1 2.9%	2 3.2%	1 0.0%	0 8.0%	2 3.1%	2 3.6%	1
Easy parking	3.0%	3 3.1%	1 2.9%	2 0.0%	0 4.9%	2 4.0%	1 3.1%	2 3.6%	1
Good public transport	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 range of shops / services	8.0%	8 15.6%	5 4.4%	3 9.7%	3 7.3%	3 8.0%	2 4.7%	3 14.3%	4
Good range of food / drink outlets	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Visiting as a tourist	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Attractive environment / nice place	4.0%	4 0.0%	0 5.9%	4 6.5%	2 0.0%	0 8.0%	2 4.7%	3 3.6%	1
Goods at discounted rate / cheaper goods / bargains	19.0%	19 21.9%	7 17.6%	12 19.4%	6 19.5%	8 20.0%	5 21.9%	14 14.3%	4
Linked trips to bowling alley	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Linked trips to cinema	3.0%	3 3.1%	1 2.9%	2 3.2%	1 2.4%	1 0.0%	0 3.1%	2 3.6%	1
Fancied a change	6.0%	6 6.3%	2 5.9%	4 9.7%	3 4.9%	2 4.0%	1 4.7%	3 10.7%	3
To visit particular shops / services	9.0%	9 0.0%	0 13.2%	9 9.7%	3 12.2%	5 0.0%	0 12.5%	8 0.0%	0
To use particular leisure facilities	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	21.0%	21 21.9%	7 20.6%	14 9.7%	3 17.1%	7 44.0%	11 18.8%	12 25.0%	7
Saw signs	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)	14.0%	14 15.6%	5 13.2%	9 6.5%	2 19.5%	8 16.0%	4 12.5%	8 21.4%	6
Base:	100	32	68	31	41	25	64	28	

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Q18 What do you like about the (FREEPORT FACTORY OUTLET VILLAGE (BRAINTREE) / CLACTON FACTORY OUTLET) ?																
Good shops	15.0%	15	18.8%	6	13.2%	9	22.6%	7	12.2%	5	8.0%	2	14.1%	9	17.9%	5
Good range of services	1.0%	1	0.0%	0	1.5%	1	3.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Good range of entertainment / restaurants / public houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goods at discounted rate / cheaper goods / bargains	36.0%	36	40.6%	13	33.8%	23	48.4%	15	34.1%	14	28.0%	7	32.8%	21	46.4%	13
Attractive environment / nice place	15.0%	15	18.8%	6	13.2%	9	3.2%	1	17.1%	7	24.0%	6	18.8%	12	3.6%	1
Clean / well maintained streets	5.0%	5	3.1%	1	5.9%	4	6.5%	2	0.0%	0	12.0%	3	1.6%	1	10.7%	3
Easy to park	12.0%	12	12.5%	4	11.8%	8	12.9%	4	12.2%	5	12.0%	3	10.9%	7	17.9%	5
Easy accessible from home	7.0%	7	9.4%	3	5.9%	4	3.2%	1	7.3%	3	12.0%	3	7.8%	5	7.1%	2
Easy accessible from 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
Good value for money	4.0%	4	9.4%	3	1.5%	1	9.7%	3	0.0%	0	0.0%	0	3.1%	2	7.1%	2
Good safety / security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linked trips to bowling alley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linked trips to cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Particular shops / services	5.0%	5	3.1%	1	5.9%	4	9.7%	3	4.9%	2	0.0%	0	6.3%	4	0.0%	0
Particular leisure facilities	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	19.0%	19	15.6%	5	20.6%	14	16.1%	5	17.1%	7	28.0%	7	18.8%	12	21.4%	6
Not too busy	6.0%	6	0.0%	0	8.8%	6	0.0%	0	4.9%	2	12.0%	3	3.1%	2	10.7%	3
(Nothing / very little)	7.0%	7	9.4%	3	5.9%	4	6.5%	2	4.9%	2	12.0%	3	7.8%	5	3.6%	1
(Don't know)	8.0%	8	6.3%	2	8.8%	6	6.5%	2	12.2%	5	4.0%	1	9.4%	6	7.1%	2
Base:		100		32		68		31		41		25		64		28
Q19 What do you dislike about the (FREEPORT FACTORY OUTLET VILLAGE (BRAINTREE) / CLACTON FACTORY OUTLET) ?																
Poor range of comparison retailers (i.e. non-food)	6.0%	6	6.3%	2	5.9%	4	6.5%	2	2.4%	1	8.0%	2	7.8%	5	3.6%	1
Poor range of food stores	1.0%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Lack of culture	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 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
Expensive restaurants / café operators	1.0%	1	3.1%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Difficult to park near shops	1.0%	1	0.0%	0	1.5%	1	3.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Poor public transport	1.0%	1	3.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.6%	1	0.0%	0
Too busy / crowded	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many tourists	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion makes it difficult to get there by car	1.0%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Danger of vehicles in some streets / not pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streets dirty or badly maintained / in poor condition	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Particular shops / services missing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Particular leisure facilities missing	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	31.0%	31	31.3%	10	30.9%	21	41.9%	13	22.0%	9	28.0%	7	32.8%	21	25.0%	7
(Nothing / very little)	47.0%	47	53.1%	17	44.1%	30	41.9%	13	48.8%	20	56.0%	14	42.2%	27	53.6%	15
(Don't know)	13.0%	13	3.1%	1	17.6%	12	3.2%	1	24.4%	10	8.0%	2	14.1%	9	14.3%	4
Base:		100		32		68		31		41		25		64		28
Q20 Do you visit the (FREEPORT FACTORY OUTLET VILLAGE (BRAINTREE) / CLACTON FACTORY OUTLET) for most of your household's clothing and footwear shopping ?																
Yes	10.0%	10	15.6%	5	7.4%	5	6.5%	2	9.8%	4	12.0%	3	9.4%	6	14.3%	4
No	84.0%	84	71.9%	23	89.7%	61	90.3%	28	80.5%	33	84.0%	21	84.4%	54	85.7%	24
(Don't know)	6.0%	6	12.5%	4	2.9%	2	3.2%	1	9.8%	4	4.0%	1	6.3%	4	0.0%	0
Base:		100		32		68		31		41		25		64		28

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	
Q21 Where do you go most often for your household's clothing and footwear shopping ?									
<i>Those who said No at Q20</i>									
Chelmsford	28.6%	24 8.7%	2 36.1%	22 35.7%	10 24.2%	8 28.6%	6 29.6%	16 20.8%	5
Colchester	13.1%	11 17.4%	4 11.5%	7 10.7%	3 21.2%	7 4.8%	1 9.3%	5 16.7%	4
Lakeside	8.3%	7 13.0%	3 6.6%	4 14.3%	4 6.1%	2 0.0%	0 7.4%	4 12.5%	3
Ipswich	8.3%	7 8.7%	2 8.2%	5 10.7%	3 9.1%	3 4.8%	1 7.4%	4 12.5%	3
Mail order	6.0%	5 4.3%	1 6.6%	4 3.6%	1 6.1%	2 9.5%	2 3.7%	2 12.5%	3
Braintree	6.0%	5 8.7%	2 4.9%	3 0.0%	0 6.1%	2 14.3%	3 7.4%	4 0.0%	0
London	4.8%	4 8.7%	2 3.3%	2 7.1%	2 3.0%	1 4.8%	1 7.4%	4 0.0%	0
Cambridge	4.8%	4 8.7%	2 3.3%	2 7.1%	2 3.0%	1 0.0%	0 3.7%	2 8.3%	2
Bluewater	3.6%	3 0.0%	0 4.9%	3 3.6%	1 3.0%	1 4.8%	1 3.7%	2 4.2%	1
Other	16.7%	14 21.7%	5 14.8%	9 7.1%	2 18.2%	6 28.6%	6 20.4%	11 12.5%	3
Base:		84	23	61	28	33	21	54	24
Q22 Finally, what changes, if any, could you suggest that would improve the (FREEPORT FACTORY OUTLET VILLAGE)									
Cheaper prices in shops	1.0%	1 0.0%	0 1.5%	1 3.2%	1 0.0%	0 0.0%	0 1.6%	1 0.0%	0
Cheaper prices in restaurants / cafes	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 / better parking	1.0%	1 3.1%	1 0.0%	0 0.0%	0 2.4%	1 0.0%	0 1.6%	1 0.0%	0
More stores / better choice of shops	18.0%	18 15.6%	5 19.1%	13 32.3%	10 9.8%	4 16.0%	4 17.2%	11 17.9%	5
More variety / greater range of goods	2.0%	2 3.1%	1 1.5%	1 0.0%	0 0.0%	0 4.0%	1 3.1%	2 0.0%	0
More / better cafes / coffee shops	3.0%	3 0.0%	0 4.4%	3 0.0%	0 4.9%	2 4.0%	1 1.6%	1 7.1%	2
Other	23.0%	23 21.9%	7 23.5%	16 25.8%	8 19.5%	8 24.0%	6 21.9%	14 28.6%	8
No change	38.0%	38 50.0%	16 32.4%	22 25.8%	8 46.3%	19 40.0%	10 39.1%	25 32.1%	9
(Don't know)	14.0%	14 6.3%	2 17.6%	12 12.9%	4 17.1%	7 12.0%	3 14.1%	9 14.3%	4
Base:		100	32	68	31	41	25	64	28
LOC Location:									
Braintree Factory Outlet (Freeport)	100.0%	100 100.0%	32 100.0%	68 100.0%	31 100.0%	41 100.0%	25 100.0%	64 100.0%	28
Base:		100	32	68	31	41	25	64	28
DAY Day of Work:									
Monday	1.0%	1 0.0%	0 1.5%	1 3.2%	1 0.0%	0 0.0%	0 0.0%	0 3.6%	1
Tuesday	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Wednesday	25.0%	25 15.6%	5 29.4%	20 22.6%	7 24.4%	10 28.0%	7 29.7%	19 17.9%	5
Thursday	24.0%	24 25.0%	8 23.5%	16 19.4%	6 22.0%	9 32.0%	8 20.3%	13 21.4%	6
Friday	25.0%	25 18.8%	6 27.9%	19 19.4%	6 36.6%	15 16.0%	4 25.0%	16 32.1%	9
Saturday	25.0%	25 40.6%	13 17.6%	12 35.5%	11 17.1%	7 24.0%	6 25.0%	16 25.0%	7
Sunday	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:		100	32	68	31	41	25	64	28
SEX Sex:									
Male	32.0%	32 100.0%	32 0.0%	0 35.5%	11 29.3%	12 32.0%	8 34.4%	22 21.4%	6
Female	68.0%	68 0.0%	0 100.0%	68 64.5%	20 70.7%	29 68.0%	17 65.6%	42 78.6%	22
Base:		100	32	68	31	41	25	64	28
AGE Age Group:									
18 - 24 years	13.0%	13 12.5%	4 13.2%	9 41.9%	13 0.0%	0 0.0%	0 15.6%	10 10.7%	3
25 - 34 years	18.0%	18 21.9%	7 16.2%	11 58.1%	18 0.0%	0 0.0%	0 17.2%	11 21.4%	6
35 - 44 years	21.0%	21 25.0%	8 19.1%	13 0.0%	0 51.2%	21 0.0%	0 25.0%	16 7.1%	2
45 - 54 years	20.0%	20 12.5%	4 23.5%	16 0.0%	0 48.8%	20 0.0%	0 20.3%	13 21.4%	6
55 - 64 years	15.0%	15 12.5%	4 16.2%	11 0.0%	0 0.0%	0 60.0%	15 15.6%	10 17.9%	5
65+	10.0%	10 12.5%	4 8.8%	6 0.0%	0 0.0%	0 40.0%	10 3.1%	2 17.9%	5
(Refused)	3.0%	3 3.1%	1 2.9%	2 0.0%	0 0.0%	0 0.0%	0 3.1%	2 3.6%	1
Base:		100	32	68	31	41	25	64	28

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
CAR Car: (Own or have use of)																
None	2.0%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	8.0%	2	0.0%	0	7.1%	2
One	34.0%	34	46.9%	15	27.9%	19	41.9%	13	26.8%	11	36.0%	9	32.8%	21	46.4%	13
Two	47.0%	47	46.9%	15	47.1%	32	38.7%	12	56.1%	23	40.0%	10	50.0%	32	32.1%	9
Three or more	16.0%	16	6.3%	2	20.6%	14	19.4%	6	17.1%	7	12.0%	3	15.6%	10	14.3%	4
(Refused)	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	4.0%	1	1.6%	1	0.0%	0
Base:		100		32		68		31		41		25		64		28
INC Income: (Total Household)																
Under £15,000	3.0%	3	3.1%	1	2.9%	2	3.2%	1	0.0%	0	8.0%	2	1.6%	1	3.6%	1
£15,000-£20,000	4.0%	4	6.3%	2	2.9%	2	0.0%	0	2.4%	1	12.0%	3	3.1%	2	7.1%	2
£21,000-£30,000	2.0%	2	3.1%	1	1.5%	1	3.2%	1	0.0%	0	4.0%	1	1.6%	1	0.0%	0
£31,000-£40,000	9.0%	9	18.8%	6	4.4%	3	16.1%	5	4.9%	2	4.0%	1	6.3%	4	10.7%	3
£41,000-£50,000	9.0%	9	9.4%	3	8.8%	6	12.9%	4	9.8%	4	4.0%	1	7.8%	5	14.3%	4
£51,000-£60,000	1.0%	1	0.0%	0	1.5%	1	3.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
£61,000-£70,000	4.0%	4	3.1%	1	4.4%	3	3.2%	1	4.9%	2	4.0%	1	6.3%	4	0.0%	0
£71,000-£80,000	2.0%	2	3.1%	1	1.5%	1	0.0%	0	4.9%	2	0.0%	0	1.6%	1	0.0%	0
£81,000-£90,000	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91,000-£100,000	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101,000-£150,000	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151,000+	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)	11.0%	11	3.1%	1	14.7%	10	19.4%	6	7.3%	3	4.0%	1	9.4%	6	17.9%	5
(Refused)	55.0%	55	50.0%	16	57.4%	39	38.7%	12	65.9%	27	60.0%	15	60.9%	39	46.4%	13
Base:		100		32		68		31		41		25		64		28
SEG SEG																
AB	21.0%	21	31.3%	10	16.2%	11	9.7%	3	24.4%	10	28.0%	7	32.8%	21	0.0%	0
C1	43.0%	43	37.5%	12	45.6%	31	58.1%	18	46.3%	19	20.0%	5	67.2%	43	0.0%	0
C2	17.0%	17	18.8%	6	16.2%	11	19.4%	6	9.8%	4	24.0%	6	0.0%	0	60.7%	17
DE	11.0%	11	0.0%	0	16.2%	11	9.7%	3	9.8%	4	16.0%	4	0.0%	0	39.3%	11
(Refused)	8.0%	8	12.5%	4	5.9%	4	3.2%	1	9.8%	4	12.0%	3	0.0%	0	0.0%	0
Base:		100		32		68		31		41		25		64		28
CWE Employment Status: (CWE)																
Working full-time	64.0%	64	65.6%	21	63.2%	43	77.4%	24	80.5%	33	16.0%	4	70.3%	45	60.7%	17
Working part-time	3.0%	3	0.0%	0	4.4%	3	6.5%	2	2.4%	1	0.0%	0	1.6%	1	7.1%	2
Unemployed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retired	20.0%	20	25.0%	8	17.6%	12	0.0%	0	2.4%	1	76.0%	19	15.6%	10	25.0%	7
Ahousewife	1.0%	1	0.0%	0	1.5%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	3.6%	1
A student	1.0%	1	3.1%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.6%	1	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
(Refused)	11.0%	11	6.3%	2	13.2%	9	12.9%	4	12.2%	5	8.0%	2	10.9%	7	3.6%	1
Base:		100		32		68		31		41		25		64		28

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
ETH Ethnicity																
White - British	98.0%	98	93.8%	30	100.0%	68	96.8%	30	97.6%	40	100.0%	25	96.9%	62	100.0%	28
White - Irish	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other white background	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed - White and Black Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed - White and Black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed - White and Asian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other mixed background	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian and Asian British - Indian	1.0%	1	3.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.6%	1	0.0%	0
Asian and Asian British - Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian and Asian British - Bangladeshi	1.0%	1	3.1%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Any other Asian background	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black and Black British - Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black and Black - African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other Black background	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	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 ethnic group	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:		100		32		68		31		41		25		64		28