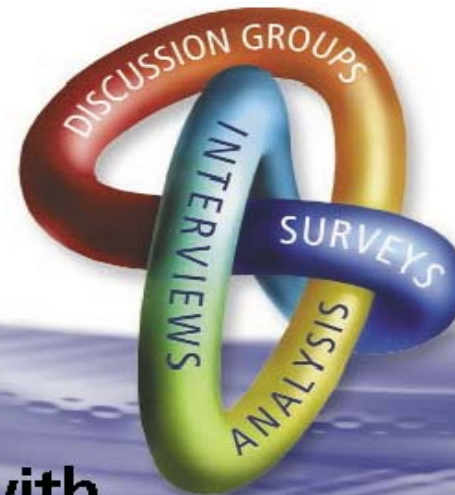


# Plymouth City Centre Shoppers Perception 2008



## Appendix: Tables



*connect with*  
**Marketing Means**

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**Table 1.0: Main shopping centre**  
**Base: All who responded (601)**

		Total	Gender		Age							Zone					Socio-economic group			(If yes) Roughly how frequently do you go to the pedestr...							
			Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE	Daily	At least weekly	At least every couple of weeks	At least monthly	At least every few months	At least twice a year	Once a year
<b>Total</b>	#	601	174	427	40	47	100	88	147	98	75	6	121	128	125	110	117	206	222	134	14	77	50	82	107	47	54
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Plymouth</b>	#	302	91	211	26	33	58	40	68	45	28	4	111	109	41	23	18	92	116	77	13	74	42	69	67	14	7
	%	50%	52%	49%	65%	70%	58%	45%	46%	46%	37%	67%	92%	85%	33%	21%	15%	45%	52%	57%	93%	96%	84%	84%	63%	30%	13%
<b>Exeter</b>	#	41	15	26	1	4	7	13	10	4	1	1	0	1	13	23	4	25	8	4	0	0	2	0	8	3	12
	%	7%	9%	6%	3%	9%	7%	15%	7%	4%	1%	17%	0%	1%	10%	21%	3%	12%	4%	3%	0%	0%	4%	0%	7%	6%	22%
<b>Newton Abbot</b>	#	27	10	17	2	1	1	2	10	5	6	0	0	3	2	21	1	10	10	4	0	0	0	1	2	2	2
	%	4%	6%	4%	5%	2%	1%	2%	7%	5%	8%	0%	0%	2%	2%	19%	1%	5%	5%	3%	0%	0%	0%	1%	2%	4%	4%
<b>Torquay</b>	#	16	1	15	0	0	1	3	7	1	4	0	0	0	1	14	1	5	10	1	0	0	0	1	2	0	2
	%	3%	1%	4%	0%	0%	1%	3%	5%	1%	5%	0%	0%	0%	1%	13%	1%	2%	5%	1%	0%	0%	0%	1%	2%	0%	4%
<b>Totnes</b>	#	12	4	8	3	1	1	1	3	1	2	0	0	1	0	10	1	1	6	4	0	0	0	0	3	2	0
	%	2%	2%	2%	8%	2%	1%	1%	2%	1%	3%	0%	0%	1%	0%	9%	1%	0%	3%	3%	0%	0%	0%	0%	3%	4%	0%
<b>Launceston</b>	#	18	5	13	1	0	3	4	3	3	4	0	0	0	15	0	3	3	5	7	0	0	1	2	1	4	2
	%	3%	3%	3%	3%	0%	3%	5%	2%	3%	5%	0%	0%	0%	12%	0%	3%	1%	2%	5%	0%	0%	2%	2%	1%	9%	4%
<b>Tavistock</b>	#	20	8	12	2	1	0	3	2	10	2	0	0	2	17	0	1	10	9	1	0	2	2	4	2	2	3
	%	3%	5%	3%	5%	2%	0%	3%	1%	10%	3%	0%	0%	2%	14%	0%	1%	5%	4%	1%	0%	3%	4%	5%	2%	4%	6%
<b>Barnstaple</b>	#	20	5	15	1	2	6	2	2	4	3	0	1	0	17	0	2	7	7	3	0	0	0	0	1	2	5
	%	3%	3%	4%	3%	4%	6%	2%	1%	4%	4%	0%	1%	0%	14%	0%	2%	3%	3%	2%	0%	0%	0%	0%	1%	4%	9%
<b>Truro</b>	#	57	15	42	3	3	8	11	18	11	2	1	0	1	2	0	54	19	24	11	0	0	0	1	9	11	9
	%	9%	9%	10%	8%	6%	8%	13%	12%	11%	3%	17%	0%	1%	2%	0%	46%	9%	11%	8%	0%	0%	0%	1%	8%	23%	17%
<b>St Austell</b>	#	10	1	9	0	1	0	2	2	2	3	0	1	0	0	0	9	3	3	3	0	0	0	0	0	2	2
	%	2%	1%	2%	0%	2%	0%	2%	1%	2%	4%	0%	1%	0%	0%	0%	8%	1%	1%	2%	0%	0%	0%	0%	0%	4%	4%
<b>The internet / mailorder</b>	#	15	3	12	0	1	7	2	1	2	2	0	3	2	2	5	3	8	5	2	0	1	1	2	2	1	4
	%	2%	2%	3%	0%	2%	7%	2%	1%	2%	3%	0%	2%	2%	2%	5%	3%	4%	2%	1%	0%	1%	2%	2%	2%	2%	7%
<b>Never go to major towns (end survey)</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	0	0
	%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Other</b>	#	63	16	47	1	0	8	5	21	10	18	0	5	9	15	14	20	23	19	17	1	0	2	2	10	4	6
	%	10%	9%	11%	3%	0%	8%	6%	14%	10%	24%	0%	4%	7%	12%	13%	17%	11%	9%	13%	7%	0%	4%	2%	9%	9%	11%

**Table 2.0 How frequently do you shop there?**

Base: All who responded (299)

		Gender		Age								Zone					Socio-economic group			(If yes) Roughly how frequently do you go to the pedestr...								
		Total	Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE	Daily	At least weekly	At least every couple of weeks	At least monthly	At least every few months	At least twice a year	Once a year	
Daily	#	17	4	13	0	0	5	3	3	3	3	0	0	1	6	5	5	6	6	5	0	0	0	0	1	3	2	2
	%	6%	5%	6%	0%	0%	12%	6%	4%	6%	6%	0%	0%	5%	7%	6%	5%	5%	6%	9%	0%	0%	0%	8%	8%	6%	4%	
At least weekly	#	116	35	81	7	4	15	12	26	25	26	1	5	11	37	39	24	38	44	27	0	2	4	9	16	12	12	
	%	39%	42%	38%	50%	29%	36%	25%	33%	47%	55%	50%	50%	58%	44%	45%	24%	33%	42%	47%	0%	67%	50%	69%	40%	36%	26%	
At least every couple of weeks	#	39	13	26	4	2	8	7	6	7	5	0	1	3	10	8	17	21	8	8	0	0	2	1	11	3	5	
	%	13%	16%	12%	29%	14%	19%	15%	8%	13%	11%	0%	10%	16%	12%	9%	17%	18%	8%	14%	0%	0%	25%	8%	28%	9%	11%	
At least monthly	#	61	15	46	2	7	6	12	21	11	1	1	3	1	14	12	31	20	25	9	1	1	1	0	8	9	10	
	%	20%	18%	21%	14%	50%	14%	25%	27%	21%	2%	50%	30%	5%	17%	14%	31%	18%	24%	16%	100%	33%	13%	0%	20%	27%	21%	
At least every few months	#	46	12	34	1	1	5	12	16	4	7	0	1	3	12	15	15	22	13	7	0	0	1	2	2	6	13	
	%	15%	14%	16%	7%	7%	12%	25%	20%	8%	15%	0%	10%	16%	14%	17%	15%	19%	12%	12%	0%	0%	13%	15%	5%	18%	28%	
At least twice a year	#	18	4	14	0	0	3	1	7	2	5	0	0	0	3	8	7	6	9	1	0	0	0	0	0	1	5	
	%	6%	5%	6%	0%	0%	7%	2%	9%	4%	11%	0%	0%	0%	4%	9%	7%	5%	8%	2%	0%	0%	0%	0%	0%	3%	11%	
Once a year	#	2	0	2	0	0	0	1	0	1	0	0	0	0	2	0	0	1	1	0	0	0	0	0	0	0	0	
	%	1%	0%	1%	0%	0%	0%	2%	0%	2%	0%	0%	0%	0%	2%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	

**Pearson Chi-Square Tests**

	Gender	Age	Zone	Socio-economic group	(If yes) Roughly how frequently do you go to the pedestr...
<b>Chi-square</b>	2.506	55.473	33.028	15.059	36.974
<b>df</b>	6	42	24	12	30
<b>Sig.</b>	.868	.080	.103	.238	.178

Table 3.0 - How do you rate the following aspects?

Base: All who responded (299)

		Gender		Age								Refused	Zone					Socio-economic group				
		Total	Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+		Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE		
Range of shops	Very good	#	82	17	65	1	4	16	14	22	16	8	1	5	7	19	23	28	34	22	21	
		%	27%	20%	30%	7%	29%	38%	29%	28%	30%	17%	50%	50%	37%	23%	26%	28%	30%	21%	37%	
	Good	#	129	41	88	8	7	18	23	29	23	20	1	5	4	40	36	44	50	50	18	
		%	43%	49%	41%	57%	50%	43%	48%	37%	43%	43%	50%	50%	21%	48%	41%	44%	44%	47%	32%	
	Ok	#	59	17	42	4	1	7	6	17	11	13	0	0	5	19	18	17	20	25	9	
		%	20%	20%	19%	29%	7%	17%	13%	22%	21%	28%	0%	0%	26%	23%	21%	17%	18%	24%	16%	
	Poor	#	13	3	10	0	2	1	2	6	0	2	0	0	2	4	3	4	6	4	3	
		%	4%	4%	5%	0%	14%	2%	4%	8%	0%	4%	0%	0%	11%	5%	3%	4%	5%	4%	5%	
	Very poor	#	12	3	9	1	0	0	3	3	3	2	0	0	0	2	4	6	3	4	4	
		%	4%	4%	4%	7%	0%	0%	6%	4%	6%	4%	0%	0%	0%	2%	5%	6%	3%	4%	7%	
	D/K	#	4	2	2	0	0	0	0	2	0	2	0	0	1	0	3	0	1	1	2	
		%	1%	2%	1%	0%	0%	0%	0%	3%	0%	4%	0%	0%	5%	0%	3%	0%	1%	1%	4%	
	Quality of shops (brands)	Very good	#	84	22	62	2	5	15	13	21	15	12	1	5	8	22	20	29	34	26	21
			%	28%	27%	29%	14%	36%	36%	27%	27%	28%	26%	50%	50%	42%	26%	23%	29%	30%	25%	37%
Good		#	135	35	100	7	6	18	26	30	24	23	1	4	7	38	40	46	48	53	22	
		%	45%	42%	46%	50%	43%	43%	54%	38%	45%	49%	50%	40%	37%	45%	46%	46%	42%	50%	39%	
Ok		#	53	17	36	4	3	9	4	18	8	7	0	0	1	16	18	18	25	20	6	
		%	18%	20%	17%	29%	21%	21%	8%	23%	15%	15%	0%	0%	5%	19%	21%	18%	22%	19%	11%	
Poor		#	12	2	10	0	0	0	3	4	3	2	0	1	1	4	4	2	5	3	2	
		%	4%	2%	5%	0%	0%	0%	6%	5%	6%	4%	0%	10%	5%	5%	5%	2%	4%	3%	4%	
Very poor		#	7	3	4	1	0	0	1	2	2	1	0	0	0	2	2	3	1	3	2	
		%	2%	4%	2%	7%	0%	0%	2%	3%	4%	2%	0%	0%	0%	2%	2%	3%	1%	3%	4%	
D/K		#	8	4	4	0	0	0	1	4	1	2	0	0	2	2	3	1	1	1	4	
		%																				

		%	3%	5%	2%	0%	0%	0%	2%	5%	2%	4%	0%	0%	11%	2%	3%	1%	1%	1%	7%
		Total	Gender		Age							Zone					Socio-economic group				
			Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE	
Cleanliness	Very good	#	93	20	73	1	6	8	16	24	21	17	0	4	6	25	26	32	29	35	24
		%	33%	25%	36%	7%	46%	23%	35%	31%	41%	38%	0%	57%	35%	30%	32%	33%	27%	35%	44%
	Good	#	135	40	95	6	6	21	23	35	25	17	2	2	7	45	35	46	56	48	21
		%	48%	50%	47%	43%	46%	60%	50%	45%	49%	38%	100%	29%	41%	55%	43%	48%	53%	48%	38%
	Ok	#	44	14	30	7	0	6	7	15	2	7	0	0	3	10	17	14	16	13	9
		%	15%	18%	15%	50%	0%	17%	15%	19%	4%	16%	0%	0%	18%	12%	21%	15%	15%	13%	16%
	Poor	#	5	2	3	0	1	0	0	1	1	2	0	1	0	0	1	3	2	1	1
		%	2%	3%	1%	0%	8%	0%	0%	1%	2%	4%	0%	14%	0%	0%	1%	3%	2%	1%	2%
	Very poor	#	3	2	1	0	0	0	0	2	1	0	0	0	0	1	2	0	0	3	0
		%	1%	3%	0%	0%	0%	0%	0%	3%	2%	0%	0%	0%	0%	1%	2%	0%	0%	3%	0%
D/K	#	4	2	2	0	0	0	0	1	1	2	0	0	1	1	1	1	3	1	0	
	%	1%	3%	1%	0%	0%	0%	0%	1%	2%	4%	0%	0%	6%	1%	1%	1%	3%	1%	0%	
Feeling of safety	Very good	#	127	33	94	3	8	19	21	38	23	15	0	6	9	38	27	47	45	49	29
		%	42%	40%	44%	21%	57%	45%	44%	48%	43%	32%	0%	60%	47%	45%	31%	47%	39%	46%	51%
	Good	#	116	34	82	4	5	17	20	31	22	15	2	2	7	29	39	39	49	41	16
		%	39%	41%	38%	29%	36%	40%	42%	39%	42%	32%	100%	20%	37%	35%	45%	39%	43%	39%	28%
	Ok	#	37	7	30	4	0	5	7	8	4	9	0	1	1	12	15	8	14	10	8
		%	12%	8%	14%	29%	0%	12%	15%	10%	8%	19%	0%	10%	5%	14%	17%	8%	12%	9%	14%
	Poor	#	7	4	3	2	0	1	0	0	2	2	0	1	0	2	1	3	2	2	2
		%	2%	5%	1%	14%	0%	2%	0%	0%	4%	4%	0%	10%	0%	2%	1%	3%	2%	2%	4%
	Very poor	#	4	2	2	0	0	0	0	1	1	2	0	0	0	2	1	1	0	2	1
		%	1%	2%	1%	0%	0%	0%	0%	1%	2%	4%	0%	0%	0%	2%	1%	1%	0%	2%	2%
D/K	#	8	3	5	1	1	0	0	1	1	4	0	0	2	1	4	1	4	2	1	
	%	3%	4%	2%	7%	7%	0%	0%	1%	2%	9%	0%	0%	11%	1%	5%	1%	4%	2%	2%	

		Gender		Age								Zone					Socio-economic group					
		Total	Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE		
On-street attractions: events, markets and entertainments	Very good	#	51	12	39	0	3	4	11	16	7	10	0	3	4	15	11	18	15	20	12	
		%	18%	15%	19%	0%	23%	11%	24%	21%	14%	22%	0%	43%	24%	18%	13%	19%	14%	20%	22%	
	Good	#	85	25	60	8	2	15	14	21	13	11	1	2	4	29	27	23	35	28	17	
		%	30%	31%	29%	57%	15%	43%	30%	27%	25%	24%	50%	29%	24%	35%	33%	24%	33%	28%	31%	
	Ok	#	59	14	45	3	4	8	13	10	14	7	0	1	3	21	12	22	21	21	12	
		%	21%	18%	22%	21%	31%	23%	28%	13%	27%	16%	0%	14%	18%	26%	15%	23%	20%	21%	22%	
	Poor	#	18	5	13	2	1	0	1	6	3	5	0	0	1	2	5	10	6	7	4	
		%	6%	6%	6%	14%	8%	0%	2%	8%	6%	11%	0%	0%	6%	2%	6%	10%	6%	7%	7%	
	Very poor	#	11	2	9	0	1	1	1	6	1	0	1	1	1	2	4	3	5	3	1	
		%	4%	3%	4%	0%	8%	3%	2%	8%	2%	0%	50%	14%	6%	2%	5%	3%	5%	3%	2%	
	D/K	#	60	22	38	1	2	7	6	19	13	12	0	0	4	13	23	20	24	22	9	
		%	21%	28%	19%	7%	15%	20%	13%	24%	25%	27%	0%	0%	24%	16%	28%	21%	23%	22%	16%	
	Public conveniences	Very good	#	32	4	28	0	1	3	5	10	5	8	0	4	3	5	7	13	9	9	11
			%	11%	5%	14%	0%	8%	9%	11%	13%	10%	18%	0%	57%	18%	6%	9%	14%	8%	9%	20%
Good		#	73	22	51	6	3	11	15	15	11	11	1	1	5	16	25	26	26	26	13	
		%	26%	28%	25%	43%	23%	31%	33%	19%	22%	24%	50%	14%	29%	20%	30%	27%	25%	26%	24%	
Ok		#	72	23	49	5	1	12	15	14	18	7	0	2	3	28	14	25	31	26	12	
		%	25%	29%	24%	36%	8%	34%	33%	18%	35%	16%	0%	29%	18%	34%	17%	26%	29%	26%	22%	
Poor		#	47	16	31	1	4	4	8	16	6	8	0	0	2	15	16	14	17	19	8	
		%	17%	20%	15%	7%	31%	11%	17%	21%	12%	18%	0%	0%	12%	18%	20%	15%	16%	19%	15%	
Very poor		#	20	5	15	1	3	2	2	6	5	1	0	0	1	7	6	6	7	10	2	
		%	7%	6%	7%	7%	23%	6%	4%	8%	10%	2%	0%	0%	6%	9%	7%	6%	7%	10%	4%	
D/K		#	40	10	30	1	1	3	1	17	6	10	1	0	3	11	14	12	16	11	9	
		%	14%	13%	15%	7%	8%	9%	2%	22%	12%	22%	50%	0%	18%	13%	17%	13%	15%	11%	16%	

		Gender		Age								Zone					Socio-economic group					
		Total	Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE		
Ease of getting around	Very good	#	80	14	66	2	5	6	12	22	21	12	0	3	6	23	21	27	33	25	17	
		%	28%	18%	32%	14%	38%	17%	26%	28%	41%	27%	0%	43%	35%	28%	26%	28%	31%	25%	31%	
	Good	#	132	38	94	11	6	21	20	40	16	18	0	2	7	35	40	48	46	50	28	
		%	46%	48%	46%	79%	46%	60%	43%	51%	31%	40%	0%	29%	41%	43%	49%	50%	43%	50%	51%	
	Ok	#	49	19	30	1	1	5	12	12	10	6	2	0	2	18	16	13	18	19	5	
		%	17%	24%	15%	7%	8%	14%	26%	15%	20%	13%	100%	0%	12%	22%	20%	14%	17%	19%	9%	
	Poor	#	14	5	9	0	1	1	2	2	3	5	0	2	1	2	3	6	6	4	3	
		%	5%	6%	4%	0%	8%	3%	4%	3%	6%	11%	0%	29%	6%	2%	4%	6%	6%	4%	5%	
	Very poor	#	5	1	4	0	0	1	0	1	0	3	0	0	0	3	1	1	0	2	2	
		%	2%	1%	2%	0%	0%	3%	0%	1%	0%	7%	0%	0%	0%	4%	1%	1%	0%	2%	4%	
	D/K	#	4	3	1	0	0	1	0	1	1	1	0	0	1	1	1	1	3	1	0	
		%	1%	4%	0%	0%	0%	3%	0%	1%	2%	2%	0%	0%	6%	1%	1%	1%	3%	1%	0%	
	Quality of car parking	Very good	#	55	10	45	0	1	5	10	21	11	7	0	2	3	19	12	19	20	16	16
			%	19%	13%	22%	0%	8%	14%	22%	27%	22%	16%	0%	29%	18%	23%	15%	20%	19%	16%	29%
Good		#	98	32	66	8	5	16	17	25	13	14	0	2	8	29	24	35	38	41	15	
		%	35%	40%	32%	57%	38%	46%	37%	32%	25%	31%	0%	29%	47%	35%	29%	36%	36%	41%	27%	
Ok		#	64	13	51	3	3	8	13	15	15	7	0	2	2	18	22	20	18	26	14	
		%	23%	16%	25%	21%	23%	23%	28%	19%	29%	16%	0%	29%	12%	22%	27%	21%	17%	26%	25%	
Poor		#	35	16	19	3	2	4	4	11	6	4	1	1	2	6	12	14	17	9	5	
		%	12%	20%	9%	21%	15%	11%	9%	14%	12%	9%	50%	14%	12%	7%	15%	15%	16%	9%	9%	
Very poor		#	11	3	8	0	0	1	2	2	4	1	1	0	0	6	4	1	4	3	1	
		%	4%	4%	4%	0%	0%	3%	4%	3%	8%	2%	50%	0%	0%	7%	5%	1%	4%	3%	2%	
D/K		#	21	6	15	0	2	1	0	4	2	12	0	0	2	4	8	7	9	6	4	
		%	7%	8%	7%	0%	15%	3%	0%	5%	4%	27%	0%	0%	12%	5%	10%	7%	8%	6%	7%	

**Table 4.0 - Which of these elements is most important to you in choosing where you shop?  
Base: All who responded (299)**

		Gender		Age								Zone					Socio-economic group			
		Total	Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE
<b>Total</b>	#	299	83	216	14	14	42	48	79	53	47	2	10	19	84	87	99	114	106	57
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Range of Shops</b>	#	151	46	105	8	8	23	26	37	27	20	2	5	8	39	50	49	61	55	23
	%	51%	55%	49%	57%	57%	55%	54%	47%	51%	43%	100%	50%	42%	46%	57%	49%	54%	52%	40%
<b>Quality of shops</b>	#	55	20	35	4	3	7	11	12	8	10	0	4	7	14	9	21	24	13	13
	%	18%	24%	16%	29%	21%	17%	23%	15%	15%	21%	0%	40%	37%	17%	10%	21%	21%	12%	23%
<b>Cleanliness</b>	#	3	0	3	0	0	1	0	0	1	1	0	0	0	0	1	2	0	2	1
	%	1%	0%	1%	0%	0%	2%	0%	0%	2%	2%	0%	0%	0%	0%	1%	2%	0%	2%	2%
<b>Q4 Feeling of safety</b>	#	9	1	8	0	0	1	1	3	1	3	0	0	0	2	4	3	3	4	2
	%	3%	1%	4%	0%	0%	2%	2%	4%	2%	6%	0%	0%	0%	2%	5%	3%	3%	4%	4%
<b>On-street attractions</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%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Public conveniences</b>	#	3	0	3	0	0	2	0	0	1	0	0	0	0	2	1	0	1	1	0
	%	1%	0%	1%	0%	0%	5%	0%	0%	2%	0%	0%	0%	0%	2%	1%	0%	1%	1%	0%
<b>Ease of getting around</b>	#	52	12	40	1	2	6	7	18	9	9	0	0	2	19	15	16	18	21	11
	%	17%	14%	19%	7%	14%	14%	15%	23%	17%	19%	0%	0%	11%	23%	17%	16%	16%	20%	19%
<b>Quality of car parking</b>	#	26	4	22	1	1	2	3	9	6	4	0	1	2	8	7	8	7	10	7
	%	9%	5%	10%	7%	7%	5%	6%	11%	11%	9%	0%	10%	11%	10%	8%	8%	6%	9%	12%

**Pearson Chi-Square Tests**

	Gender	Age	Zone	Socio-economic group
<b>Chi-square</b>	8.685	25.635	21.761	9.847
<b>Q4 df</b>	6	42	24	12
<b>Sig.</b>	.192	.978	.594	.629

**Table 5.0 - Is there any other reason why you choose to shop there?  
Base: All who responded (299)**

		Gender		Age								Zone					Socio-economic group			
		Total	Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE
<b>Total</b>	#	299	83	216	14	14	42	48	79	53	47	2	10	19	84	87	99	114	106	57
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Work there or near by</b>	#	16	5	11	4	2	2	4	1	3	0	0	1	0	4	5	6	7	8	0
	%	5%	6%	5%	29%	14%	5%	8%	1%	6%	0%	0%	10%	0%	5%	6%	6%	6%	8%	0%
<b>Easier to get to than other towns or cities / Live there</b>	#	228	63	165	8	10	31	34	63	44	37	1	6	15	66	64	77	83	84	44
	%	76%	76%	76%	57%	71%	74%	71%	80%	83%	79%	50%	60%	79%	79%	74%	78%	73%	79%	77%
<b>Have family there or near by</b>	#	14	6	8	1	1	1	2	3	0	5	1	1	2	6	3	2	6	2	4
	%	5%	7%	4%	7%	7%	2%	4%	4%	0%	11%	50%	10%	11%	7%	3%	2%	5%	2%	7%
<b>Not sure</b>	#	22	5	17	1	1	6	5	5	1	3	0	1	0	5	8	8	12	5	3
	%	7%	6%	8%	7%	7%	14%	10%	6%	2%	6%	0%	10%	0%	6%	9%	8%	11%	5%	5%
<b>Go there for other reasons i.e leisure/ social</b>	#	19	4	15	0	0	2	3	7	5	2	0	1	2	3	7	6	6	7	6
	%	6%	5%	7%	0%	0%	5%	6%	9%	9%	4%	0%	10%	11%	4%	8%	6%	5%	7%	11%

**Pearson Chi-Square Tests**

	Gender	Age	Zone	Socio-economic group
<b>Chi-square</b>	2.394	49.322	11.334	11.535
<b>df</b>	4	28	16	8
<b>Sig.</b>	.664	.008	.788	.173



## Shoppers Perceptions Survey 2008

August 2001

**Table 6.0 - Main form of transport to go shopping**  
**Base: all who responded (284)**

		Total	Gender		Age								Zone					Socio-economic group		
			Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE
<b>Total</b>	#	284	80	204	14	13	35	46	78	51	45	2	7	17	82	82	96	106	101	55
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Bus</b>	#	32	5	27	0	4	3	5	4	5	11	0	2	1	8	11	10	9	12	9
	%	11%	6%	13%	0%	31%	9%	11%	5%	10%	24%	0%	29%	6%	10%	13%	10%	8%	12%	16%
<b>Train</b>	#	7	3	4	0	0	1	2	3	1	0	0	0	1	1	3	2	3	2	1
	%	2%	4%	2%	0%	0%	3%	4%	4%	2%	0%	0%	0%	6%	1%	4%	2%	3%	2%	2%
<b>Car</b>	#	213	61	152	12	7	30	32	64	39	28	1	5	15	59	58	76	81	78	36
	%	75%	76%	75%	86%	54%	86%	70%	82%	76%	62%	50%	71%	88%	72%	71%	79%	76%	77%	65%
<b>Q6 Park &amp; Ride</b>	#	6	3	3	0	1	0	2	1	1	0	1	0	0	3	3	0	3	0	2
	%	2%	4%	1%	0%	8%	0%	4%	1%	2%	0%	50%	0%	0%	4%	4%	0%	3%	0%	4%
<b>Moped / motorcycle</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%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Walking</b>	#	25	7	18	2	1	1	5	6	4	6	0	0	0	11	7	7	10	8	7
	%	9%	9%	9%	14%	8%	3%	11%	8%	8%	13%	0%	0%	0%	13%	9%	7%	9%	8%	13%
<b>Cycle</b>	#	1	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	1	0
	%	0%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%

**Pearson Chi-Square Tests**

	Gender	Age	Zone	Socio-economic group
<b>Chi-square</b>	7.222	57.653	16.516	8.694
<b>Q6</b> <b>df</b>	5	35	20	10
<b>Sig.</b>	.205	.009	.684	.561

**Table 7.0 - How easy do you find getting to the shopping centre?**  
**Base: all who responded (284)**

		Total	Gender		Age								Zone					Socio-economic group		
			Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE
<b>Total</b>	#	284	80	204	14	13	35	46	78	51	45	2	7	17	82	82	96	106	101	55
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Very easy</b>	#	125	30	95	5	4	14	17	35	26	23	1	2	7	42	36	38	49	45	24
	%	44%	38%	47%	36%	31%	40%	37%	45%	51%	51%	50%	29%	41%	51%	44%	40%	46%	45%	44%
<b>Easy</b>	#	140	43	97	9	7	20	23	37	24	19	1	4	9	35	39	53	52	49	27
	%	49%	54%	48%	64%	54%	57%	50%	47%	47%	42%	50%	57%	53%	43%	48%	55%	49%	49%	49%
<b>Hard</b>	#	15	7	8	0	2	1	5	4	1	2	0	1	1	4	6	3	5	6	3
	%	5%	9%	4%	0%	15%	3%	11%	5%	2%	4%	0%	14%	6%	5%	7%	3%	5%	6%	5%
<b>Very hard</b>	#	4	0	4	0	0	0	1	2	0	1	0	0	0	1	1	2	0	1	1
	%	1%	0%	2%	0%	0%	0%	2%	3%	0%	2%	0%	0%	0%	1%	1%	2%	0%	1%	2%

**Pearson Chi-Square Tests**

		Gender	Age	Zone	Socio-economic group
On a scale of [read scale] could you tell me how easy you...	Chi-square	5.627	14.547	6.688	1.892
	df	3	21	12	6
	Sig.	.131	.845	.878	.929

**Table 8.0 - In the last 12 months have you visited...**  
**Base: all who responded (601)**

		Total	Gender		Age								Zone					Socio-economic group					
			Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE			
<b>The pedestrianised shopping area of Plymouth City?</b>	<b>Total</b>	#	601	174	427	40	47	100	88	147	98	75	6	121	128	125	110	117	206	222	134		
		%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
	<b>Yes</b>	#	431	118	313	34	42	84	64	102	62	40	3	113	115	86	52	65	146	163	95		
		%	72%	68%	73%	85%	89%	84%	73%	69%	63%	53%	50%	93%	90%	69%	47%	56%	71%	73%	71%		
	<b>No</b>	#	170	56	114	6	5	16	24	45	36	35	3	8	13	39	58	52	60	59	39		
		%	28%	32%	27%	15%	11%	16%	27%	31%	37%	47%	50%	7%	10%	31%	53%	44%	29%	27%	29%		
	<b>Cannot remember</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%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
	<b>The new Drake Circus development</b>	<b>Total</b>	#	601	174	427	40	47	100	88	147	98	75	6	121	128	125	110	117	206	222	134	
			%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		<b>Yes</b>	#	427	113	314	35	43	85	67	99	58	36	4	111	115	85	51	65	145	163	95	
			%	71%	65%	74%	88%	91%	85%	76%	67%	59%	48%	67%	92%	90%	68%	46%	56%	70%	73%	71%	
<b>No</b>		#	174	61	113	5	4	15	21	48	40	39	2	10	13	40	59	52	61	59	39		
		%	29%	35%	26%	13%	9%	15%	24%	33%	41%	52%	33%	8%	10%	32%	54%	44%	30%	27%	29%		
<b>Cannot remember</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%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		

### Pearson Chi-Square Tests

		Gender	Age	Zone	Socio-economic group
The pedestrianised shopping area of Plymouth City?	Chi-square	1.834	35.909	96.739	.429
	df	1	7	4	2
	Sig.	.176	.000	.000	.807
The new Drake Circus development	Chi-square	4.439	52.492	93.960	.542
	df	1	7	4	2
	Sig.	.035	.000	.000	.762

**Table 9.0 - If yes, how frequently do you go to the pedestrianised shopping centre of Plymouth City Centre?**  
**Base: all who responded yes to Q8 (431)**

		Gender			Age								Zone					Socio-economic group			
		Total	Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE	
<b>Total</b>	#	431	431	118	313	34	42	84	64	102	62	40	3	113	115	86	52	65	146	163	95
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Daily</b>	#	14	14	2	12	1	3	4	3	1	1	1	0	13	0	1	0	0	2	6	5
	%	3%	3%	2%	4%	3%	7%	5%	5%	1%	2%	3%	0%	12%	0%	1%	0%	0%	1%	4%	5%
<b>At least weekly</b>	#	77	77	22	55	13	9	10	11	11	14	9	0	44	24	8	1	0	17	37	21
	%	18%	18%	19%	18%	38%	21%	12%	17%	11%	23%	23%	0%	39%	21%	9%	2%	0%	12%	23%	22%
<b>At least every couple of weeks</b>	#	50	50	14	36	6	8	13	2	11	5	4	1	20	16	6	3	5	18	17	11
	%	12%	12%	12%	12%	18%	19%	15%	3%	11%	8%	10%	33%	18%	14%	7%	6%	8%	12%	10%	12%
<b>At least monthly</b>	#	82	82	29	53	6	8	17	12	22	9	7	1	24	25	16	13	4	32	27	17
	%	19%	19%	25%	17%	18%	19%	20%	19%	22%	15%	18%	33%	21%	22%	19%	25%	6%	22%	17%	18%
<b>At least every few months</b>	#	107	107	27	80	5	8	26	17	28	14	8	1	9	30	23	20	25	39	39	23
	%	25%	25%	23%	26%	15%	19%	31%	27%	27%	23%	20%	33%	8%	26%	27%	38%	38%	27%	24%	24%
<b>At least twice a year</b>	#	47	47	10	37	1	4	5	10	13	11	3	0	2	11	16	3	15	14	21	10
	%	11%	11%	8%	12%	3%	10%	6%	16%	13%	18%	8%	0%	2%	10%	19%	6%	23%	10%	13%	11%
<b>Once a year</b>	#	54	54	14	40	2	2	9	9	16	8	8	0	1	9	16	12	16	24	16	8
	%	13%	13%	12%	13%	6%	5%	11%	14%	16%	13%	20%	0%	1%	8%	19%	23%	25%	16%	10%	8%

### Pearson Chi-Square Tests

	Gender	Age	Zone	Socio-economic group
Chi-square	5.088	51.146	173.600	15.436
df	6	42	24	12
Sig.	.533	.157 <sup>b</sup>	.000	.218

b.

**Table 10.0 - If no, how likely are you to visit the pedestrianised shopping area of Plymouth City Centre this year?  
Base: all who responded no to Q8 (431)**

		Total	Gender		Age							Refused	Zone					Socio-economic group		
			Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+		Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE
<b>Total</b>	#	431	118	313	34	42	84	64	102	62	40	3	113	115	86	52	65	146	163	95
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Very likely</b>	#	294	81	213	29	32	59	39	71	33	29	2	101	83	50	26	34	104	113	64
	%	68%	69%	68%	85%	76%	70%	61%	70%	53%	73%	67%	89%	72%	58%	50%	52%	71%	69%	67%
<b>Fairly likely</b>	#	91	25	66	4	6	20	15	20	21	4	1	9	25	18	14	25	29	33	19
	%	21%	21%	21%	12%	14%	24%	23%	20%	34%	10%	33%	8%	22%	21%	27%	38%	20%	20%	20%
<b>Not very likely</b>	#	35	10	25	1	3	5	7	7	7	5	0	3	6	15	7	4	9	13	10
	%	8%	8%	8%	3%	7%	6%	11%	7%	11%	13%	0%	3%	5%	17%	13%	6%	6%	8%	11%
<b>Not at all likely</b>	#	11	2	9	0	1	0	3	4	1	2	0	0	1	3	5	2	4	4	2
	%	3%	2%	3%	0%	2%	0%	5%	4%	2%	5%	0%	0%	1%	3%	10%	3%	3%	2%	2%

**Pearson Chi-Square Tests**

		Gender	Age	Zone	Socio-economic group
<b>(If no) How likely are you to visit the pedestrianised sh...</b>	<b>Chi-square</b>	.498	25.379	64.656	1.609
	<b>df</b>	3	21	12	6
	<b>Sig.</b>	.919	.231	.000	.952

**Table 11.0 - Main reasons for not regularly shopping in the pedestrianised shopping area of Plymouth City Centre? (Answer 1)**  
**Base: all who responded (346)**

		Gender		Age								Zone					Socio-economic group			
		Total	Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE
<b>Too far away</b>	#	181	53	128	10	9	35	26	51	31	18	1	5	15	41	50	70	67	70	35
	%	52%	55%	51%	77%	47%	66%	46%	55%	51%	38%	33%	28%	27%	49%	60%	66%	51%	56%	48%
<b>Transport issues</b>	#	32	3	29	0	3	1	4	7	6	11	0	3	6	9	8	6	7	12	12
	%	9%	3%	12%	0%	16%	2%	7%	8%	10%	23%	0%	17%	11%	11%	10%	6%	5%	10%	16%
<b>Range of shops</b>	#	13	2	11	0	1	1	4	2	4	1	0	1	5	6	1	0	5	5	2
	%	4%	2%	4%	0%	5%	2%	7%	2%	7%	2%	0%	6%	9%	7%	1%	0%	4%	4%	3%
<b>A Parking</b>	#	14	7	7	0	0	1	1	6	4	2	0	0	4	5	4	1	6	4	4
	%	4%	7%	3%	0%	0%	2%	2%	7%	7%	4%	0%	0%	7%	6%	5%	1%	5%	3%	5%
<b>No need to go / no time</b>	#	37	13	24	0	2	6	10	8	3	7	1	4	9	9	7	8	13	12	10
	%	11%	13%	10%	0%	11%	11%	18%	9%	5%	15%	33%	22%	16%	11%	8%	8%	10%	10%	14%
<b>Don't like it</b>	#	40	9	31	0	0	5	8	15	8	3	1	3	11	8	10	8	20	11	5
	%	12%	9%	12%	0%	0%	9%	14%	16%	13%	6%	33%	17%	20%	10%	12%	8%	15%	9%	7%
<b>Other</b>	#	29	10	19	3	4	4	4	3	5	6	0	2	5	5	4	13	13	10	5
	%	8%	10%	8%	23%	21%	8%	7%	3%	8%	13%	0%	11%	9%	6%	5%	12%	10%	8%	7%

		Gender		Age								Zone					Socio-economic group			
		Total	Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE
<b>Too far away</b>	#	24	11	13	2	1	2	4	9	3	3	0	1	4	4	4	11	9	8	6
	%	16%	24%	12%	100%	17%	10%	13%	20%	11%	15%	0%	25%	13%	11%	10%	26%	17%	15%	16%
<b>Transport issues</b>	#	17	2	15	0	0	1	0	4	8	4	0	0	3	6	5	3	3	6	7
	%	11%	4%	14%	0%	0%	5%	0%	9%	30%	20%	0%	0%	10%	17%	13%	7%	6%	11%	19%
<b>Rather go elsewhere</b>	#	24	9	15	0	1	5	4	9	3	2	0	0	3	9	9	3	10	8	6
	%	16%	20%	14%	0%	17%	25%	13%	20%	11%	10%	0%	0%	10%	25%	23%	7%	19%	15%	16%
<b>Lack of money</b>	#	9	4	5	0	1	1	2	1	2	2	0	0	2	1	3	3	1	6	1
	%	6%	9%	5%	0%	17%	5%	6%	2%	7%	10%	0%	0%	7%	3%	8%	7%	2%	11%	3%
<b>B Parking</b>	#	15	5	10	0	0	2	4	5	3	1	0	0	4	2	3	6	6	7	2
	%	10%	11%	9%	0%	0%	10%	13%	11%	11%	5%	0%	0%	13%	6%	8%	14%	11%	13%	5%
<b>Range of shops</b>	#	6	0	6	0	0	0	1	0	3	1	1	0	2	1	3	0	3	2	1
	%	4%	0%	6%	0%	0%	0%	3%	0%	11%	5%	100%	0%	7%	3%	8%	0%	6%	4%	3%
<b>No need / time</b>	#	16	2	14	0	2	5	3	5	0	1	0	0	4	3	2	7	5	4	6
	%	11%	4%	13%	0%	33%	25%	9%	11%	0%	5%	0%	0%	13%	8%	5%	17%	9%	7%	16%
<b>Don't like it</b>	#	25	7	18	0	1	4	9	7	3	1	0	1	6	5	7	6	13	7	3
	%	16%	15%	17%	0%	17%	20%	28%	16%	11%	5%	0%	25%	20%	14%	18%	14%	25%	13%	8%
<b>Other</b>	#	16	6	10	0	0	0	5	4	2	5	0	2	2	5	4	3	3	6	5
	%	11%	13%	9%	0%	0%	0%	16%	9%	7%	25%	0%	50%	7%	14%	10%	7%	6%	11%	14%

		Gender		Age								Zone					Socio-economic group			
		Total	Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE
<b>Too far away</b>	#	12	4	8	0	2	0	2	2	6	0	0	0	2	4	1	5	3	5	3
	%	20%	21%	20%	0%	67%	0%	22%	9%	60%	0%	0%	0%	25%	31%	5%	29%	13%	24%	21%
<b>Range of shops</b>	#	2	2	0	0	0	0	0	2	0	0	0	0	1	0	1	0	1	0	1
	%	3%	11%	0%	0%	0%	0%	0%	9%	0%	0%	0%	0%	13%	0%	5%	0%	4%	0%	7%
<b>No need / time</b>	#	9	4	5	0	1	1	0	3	2	2	0	0	3	1	3	2	1	4	4
	%	15%	21%	12%	0%	33%	13%	0%	14%	20%	29%	0%	0%	38%	8%	15%	12%	4%	19%	29%
<b>Parking</b>	#	4	1	3	0	0	1	0	2	0	1	0	0	0	1	1	2	2	2	0
	%	7%	5%	7%	0%	0%	13%	0%	9%	0%	14%	0%	0%	0%	8%	5%	12%	9%	10%	0%
<b>Rather go elsewhere</b>	#	13	4	9	0	0	2	4	7	0	0	0	1	0	2	7	3	7	3	3
	%	22%	21%	22%	0%	0%	25%	44%	32%	0%	0%	0%	50%	0%	15%	35%	18%	30%	14%	21%
<b>Other</b>	#	20	4	16	1	0	4	3	6	2	4	0	1	2	5	7	5	9	7	3
	%	33%	21%	39%	100%	0%	50%	33%	27%	20%	57%	0%	50%	25%	38%	35%	29%	39%	33%	21%

**Pearson Chi-Square Tests**

	Gender	Age	Zone	Socio-economic group	
A	Chi-square	12.171	60.411	49.227	12.854
	df	6	42	24	12
	Sig.	.058	.033	.002	.380
B	Chi-square	12.487	87.883	31.805	17.830
	df	8	56	32	16
	Sig.	.131	.004	.476	.334
C	Chi-square	6.355	38.015	17.531	9.022
	df	5	30	20	10
	Sig.	.273	.149	.618	.530

**Table 12.0 - Out of the reasons given, which would you say is most important?**  
**Base: all who responded (255)**

		Gender		Age								Zone					Socio-economic group			
		Total	Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE
<b>Total</b>	#	255	71	184	5	14	40	43	73	41	37	2	9	36	59	64	87	96	88	58
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Too far away</b>	#	145	38	107	5	8	28	19	45	23	16	1	3	9	35	37	61	55	48	34
	%	57%	54%	58%	100%	57%	70%	44%	62%	56%	43%	50%	33%	25%	59%	58%	70%	57%	55%	59%
<b>Transport issues</b>	#	14	3	11	0	0	1	2	2	6	3	0	1	4	5	2	2	1	7	6
	%	5%	4%	6%	0%	0%	3%	5%	3%	15%	8%	0%	11%	11%	8%	3%	2%	1%	8%	10%
<b>Range of shops</b>	#	5	1	4	0	0	0	2	2	1	0	0	0	1	0	3	1	2	1	1
	%	2%	1%	2%	0%	0%	0%	5%	3%	2%	0%	0%	0%	3%	0%	5%	1%	2%	1%	2%
<b>Prefer to shop locally</b>	#	15	8	7	0	1	3	3	4	3	1	0	0	3	4	4	4	8	6	1
	%	6%	11%	4%	0%	7%	8%	7%	5%	7%	3%	0%	0%	8%	7%	6%	5%	8%	7%	2%
<b>Parking</b>	#	9	5	4	0	0	1	2	3	2	1	0	0	3	2	1	3	3	5	1
	%	4%	7%	2%	0%	0%	3%	5%	4%	5%	3%	0%	0%	8%	3%	2%	3%	3%	6%	2%
<b>No need / time</b>	#	25	5	20	0	4	2	9	1	2	7	0	0	6	5	5	9	8	9	7
	%	10%	7%	11%	0%	29%	5%	21%	1%	5%	19%	0%	0%	17%	8%	8%	10%	8%	10%	12%
<b>Don't like it</b>	#	22	6	16	0	0	2	4	8	4	4	0	3	5	5	6	3	11	4	5
	%	9%	8%	9%	0%	0%	5%	9%	11%	10%	11%	0%	33%	14%	8%	9%	3%	11%	5%	9%
<b>Too busy</b>	#	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0	1	0
	%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	3%	0%	0%	0%	0%	1%	0%
<b>Other</b>	#	19	5	14	0	1	3	2	7	0	5	1	2	4	3	6	4	8	7	3
	%	7%	7%	8%	0%	7%	8%	5%	10%	0%	14%	50%	22%	11%	5%	9%	5%	8%	8%	5%

### Pearson Chi-Square Tests

	Gender	Age	Zone	Socio-economic group
Chi-square	10.101	60.034	49.017	16.632
df	8	56	32	16
Sig.	.258	.332	.028	.410

**Table 13.0 - What would encourage you to use the pedestrianised shopping area of Plymouth more for major shopping trips?**  
**Base: all who responded (185)**

		Gender			Age								Zone					Socio-economic group			
		Total	Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE	
A	Improved transport	#	26	7	19	1	1	4	4	5	4	7	0	1	2	8	7	8	7	10	7
		%	14%	12%	15%	13%	13%	14%	13%	10%	13%	26%	0%	14%	6%	21%	15%	13%	9%	14%	24%
	Too far away	#	46	10	36	1	2	8	5	17	6	7	0	0	2	9	14	21	20	18	8
		%	25%	17%	29%	13%	25%	29%	16%	33%	20%	26%	0%	0%	6%	24%	30%	34%	26%	25%	28%
	Improve parking / cost's	#	38	20	18	1	0	7	7	11	9	3	0	1	15	7	5	10	14	17	6
		%	21%	33%	14%	13%	0%	25%	23%	21%	30%	11%	0%	14%	48%	18%	11%	16%	18%	23%	21%
	More shops	#	27	10	17	3	2	6	5	4	6	1	0	4	4	5	6	8	15	7	2
		%	15%	17%	14%	38%	25%	21%	16%	8%	20%	4%	0%	57%	13%	13%	13%	13%	20%	10%	7%
	More free time	#	6	0	6	0	1	0	0	4	1	0	0	0	1	0	2	3	2	3	1
		%	3%	0%	5%	0%	13%	0%	0%	8%	3%	0%	0%	0%	3%	0%	4%	5%	3%	4%	3%
	Improve disabled access	#	1	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	1	0
		%	1%	2%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	3%	0%	0%	0%	0%	1%	0%
	Improve road access	#	10	4	6	1	0	1	4	1	1	2	0	0	1	4	5	0	2	7	1
		%	5%	7%	5%	13%	0%	4%	13%	2%	3%	7%	0%	0%	3%	11%	11%	0%	3%	10%	3%
	Clean up the city	#	4	1	3	0	0	0	1	2	1	0	0	0	0	0	1	3	3	1	0
		%	2%	2%	2%	0%	0%	0%	3%	4%	3%	0%	0%	0%	0%	0%	2%	5%	4%	1%	0%
	Other	#	27	7	20	1	2	2	5	7	2	7	1	1	5	5	7	9	13	9	4
		%	15%	12%	16%	13%	25%	7%	16%	13%	7%	26%	100%	14%	16%	13%	15%	15%	17%	12%	14%

		Gender		Age								Zone					Socio-economic group				
		Total	Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE	
B	Improved transport	#	7	3	4	1	0	1	2	1	2	0	0	0	0	2	0	5	3	2	2
		%	13%	14%	11%	100%	0%	10%	17%	7%	20%	0%	0%	0%	0%	20%	0%	22%	17%	8%	18%
	Too far away	#	11	5	6	0	0	1	4	2	2	2	0	0	2	2	1	6	1	6	4
		%	20%	24%	17%	0%	0%	10%	33%	13%	20%	33%	0%	0%	20%	20%	8%	26%	6%	25%	36%
	Parking cost's reduced	#	13	4	9	0	0	4	2	3	2	2	0	0	2	3	4	4	3	6	4
		%	23%	19%	26%	0%	0%	40%	17%	20%	20%	33%	0%	0%	20%	30%	33%	17%	17%	25%	36%
	Cheaper to travel	#	2	0	2	0	0	0	0	2	0	0	0	0	0	0	2	0	2	0	0
		%	4%	0%	6%	0%	0%	0%	0%	13%	0%	0%	0%	0%	0%	0%	17%	0%	11%	0%	0%
	Better range of shops	#	9	2	7	0	1	1	2	2	2	1	0	1	3	1	1	3	4	4	0
		%	16%	10%	20%	0%	50%	10%	17%	13%	20%	17%	0%	100%	30%	10%	8%	13%	22%	17%	0%
	Other	#	14	7	7	0	1	3	2	5	2	1	0	0	3	2	4	5	5	6	1
		%	25%	33%	20%	0%	50%	30%	17%	33%	20%	17%	0%	0%	30%	20%	33%	22%	28%	25%	9%

**Table 14.0 - How do you rate the following aspects of Plymouth?**  
**Base: all who responded (431)**

		Gender			Age								Zone					Socio-economic group			
		Total	Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE	
Range of shops	<b>Total</b>	#	431	118	313	34	42	84	64	102	62	40	3	113	115	86	52	65	146	163	95
		%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	<b>Very good</b>	#	123	33	90	12	13	26	13	31	18	10	0	30	23	29	12	29	39	50	28
		%	29%	28%	29%	35%	31%	31%	20%	30%	29%	25%	0%	27%	20%	34%	23%	45%	27%	31%	29%
	<b>Good</b>	#	178	48	130	15	19	36	28	39	24	16	1	48	52	30	21	27	59	72	39
		%	41%	41%	42%	44%	45%	43%	44%	38%	39%	40%	33%	42%	45%	35%	40%	42%	40%	44%	41%
	<b>Ok</b>	#	100	26	74	5	8	17	16	27	16	10	1	28	32	21	13	6	35	36	21
		%	23%	22%	24%	15%	19%	20%	25%	26%	26%	25%	33%	25%	28%	24%	25%	9%	24%	22%	22%
	<b>Poor</b>	#	17	7	10	1	2	4	2	4	2	2	0	6	6	1	2	2	9	3	5
		%	4%	6%	3%	3%	5%	5%	3%	4%	3%	5%	0%	5%	5%	1%	4%	3%	6%	2%	5%
	<b>Very poor</b>	#	4	1	3	0	0	0	1	1	1	0	1	1	0	2	1	0	1	1	0
		%	1%	1%	1%	0%	0%	0%	2%	1%	2%	0%	33%	1%	0%	2%	2%	0%	1%	1%	0%
	<b>D/K</b>	#	9	3	6	1	0	1	4	0	1	2	0	0	2	3	3	1	3	1	2
		%	2%	3%	2%	3%	0%	1%	6%	0%	2%	5%	0%	0%	2%	3%	6%	2%	2%	1%	2%

		Total	Gender		Age							Refused	Zone					Socio-economic group			
			Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+		Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE	
Quality of shops (brands)	Total	#	431	118	313	34	42	84	64	102	62	40	3	113	115	86	52	65	146	163	95
		%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Very good	#	119	29	90	11	13	26	12	28	16	12	1	31	21	26	11	30	36	50	27
		%	28%	25%	29%	32%	31%	31%	19%	27%	26%	30%	33%	27%	18%	30%	21%	46%	25%	31%	28%
	Good	#	175	50	125	16	17	32	30	39	25	16	0	42	52	35	26	20	59	69	38
		%	41%	42%	40%	47%	40%	38%	47%	38%	40%	40%	0%	37%	45%	41%	50%	31%	40%	42%	40%
	Ok	#	104	28	76	4	9	22	17	25	17	9	1	33	32	18	11	10	38	37	22
		%	24%	24%	24%	12%	21%	26%	27%	25%	27%	23%	33%	29%	28%	21%	21%	15%	26%	23%	23%
	Poor	#	19	8	11	1	2	3	1	6	3	2	1	6	7	2	1	3	7	5	4
		%	4%	7%	4%	3%	5%	4%	2%	6%	5%	5%	33%	5%	6%	2%	2%	5%	5%	3%	4%
	Very poor	#	3	0	3	0	0	0	0	3	0	0	0	1	1	0	0	1	2	0	1
		%	1%	0%	1%	0%	0%	0%	0%	3%	0%	0%	0%	1%	1%	0%	0%	2%	1%	0%	1%
	D/K	#	11	3	8	2	1	1	4	1	1	1	0	0	2	5	3	1	4	2	3
		%	3%	3%	3%	6%	2%	1%	6%	1%	2%	3%	0%	0%	2%	6%	6%	2%	3%	1%	3%

		Gender		Age								Zone					Socio-economic group				
		Total	Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE	
Cleanliness	Total	#	431	118	313	34	42	84	64	102	62	40	3	113	115	86	52	65	146	163	95
		%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Very good	#	124	26	98	4	12	29	13	29	23	14	0	35	30	23	10	26	34	56	29
		%	29%	22%	31%	12%	29%	35%	20%	28%	37%	35%	0%	31%	26%	27%	19%	40%	23%	34%	31%
	Good	#	180	54	126	18	14	35	28	44	22	18	1	48	50	37	25	20	66	60	42
		%	42%	46%	40%	53%	33%	42%	44%	43%	35%	45%	33%	42%	43%	43%	48%	31%	45%	37%	44%
	Ok	#	86	23	63	10	13	12	15	17	12	6	1	21	23	17	12	13	32	31	17
		%	20%	19%	20%	29%	31%	14%	23%	17%	19%	15%	33%	19%	20%	20%	23%	20%	22%	19%	18%
	Poor	#	28	10	18	1	3	4	5	10	4	1	0	7	8	6	3	4	11	13	3
		%	6%	8%	6%	3%	7%	5%	8%	10%	6%	3%	0%	6%	7%	7%	6%	6%	8%	8%	3%
	Very poor	#	7	3	4	0	0	3	1	1	1	0	1	2	4	0	0	1	2	2	2
		%	2%	3%	1%	0%	0%	4%	2%	1%	2%	0%	33%	2%	3%	0%	0%	2%	1%	1%	2%
	D/K	#	6	2	4	1	0	1	2	1	0	1	0	0	0	3	2	1	1	1	2
		%	1%	2%	1%	3%	0%	1%	3%	1%	0%	3%	0%	0%	0%	3%	4%	2%	1%	1%	2%

		Total	Gender		Age							Refused	Zone					Socio-economic group			
			Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+		Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE	
Feeling of safety	Total	#	431	118	313	34	42	84	64	102	62	40	3	113	115	86	52	65	146	163	95
		%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Very good	#	112	30	82	10	10	24	11	28	14	15	0	34	29	21	8	20	35	45	27
		%	26%	25%	26%	29%	24%	29%	17%	27%	23%	38%	0%	30%	25%	24%	15%	31%	24%	28%	28%
	Good	#	193	51	142	12	19	38	33	45	32	13	1	48	54	37	30	24	68	71	41
		%	45%	43%	45%	35%	45%	45%	52%	44%	52%	33%	33%	42%	47%	43%	58%	37%	47%	44%	43%
	Ok	#	87	24	63	7	8	13	15	21	13	9	1	19	25	21	9	13	28	33	20
		%	20%	20%	20%	21%	19%	15%	23%	21%	21%	23%	33%	17%	22%	24%	17%	20%	19%	20%	21%
	Poor	#	24	8	16	4	2	4	3	6	2	2	1	9	5	2	1	7	9	10	4
		%	6%	7%	5%	12%	5%	5%	5%	6%	3%	5%	33%	8%	4%	2%	2%	11%	6%	6%	4%
	Very poor	#	6	1	5	0	2	3	0	1	0	0	0	1	1	3	1	0	4	1	1
		%	1%	1%	2%	0%	5%	4%	0%	1%	0%	0%	0%	1%	1%	3%	2%	0%	3%	1%	1%
	D/K	#	9	4	5	1	1	2	2	1	1	1	0	2	1	2	3	1	2	3	2
		%	2%	3%	2%	3%	2%	2%	3%	1%	2%	3%	0%	2%	1%	2%	6%	2%	1%	2%	2%

		Gender		Age								Zone					Socio-economic group				
		Total	Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE	
Other attractions and entertainment outside the pedestrianised shopping area (e.g. parks, theatres, cinemas and sports facilities)	Total	#	431	118	313	34	42	84	64	102	62	40	3	113	115	86	52	65	146	163	95
		%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Very good	#	121	34	87	6	16	21	23	30	15	10	0	32	28	30	7	24	34	53	26
		%	28%	29%	28%	18%	38%	25%	36%	29%	24%	25%	0%	28%	24%	35%	13%	37%	23%	33%	27%
	Good	#	134	36	98	13	11	25	21	34	21	8	1	37	34	22	24	17	48	51	28
		%	31%	31%	31%	38%	26%	30%	33%	33%	34%	20%	33%	33%	30%	26%	46%	26%	33%	31%	29%
	Ok	#	66	19	47	8	10	13	6	12	11	5	1	19	19	13	8	7	30	19	12
		%	15%	16%	15%	24%	24%	15%	9%	12%	18%	13%	33%	17%	17%	15%	15%	11%	21%	12%	13%
	Poor	#	18	5	13	3	0	8	1	5	1	0	0	9	4	3	0	2	8	6	4
		%	4%	4%	4%	9%	0%	10%	2%	5%	2%	0%	0%	8%	3%	3%	0%	3%	5%	4%	4%
	Very poor	#	6	2	4	0	1	2	1	2	0	0	0	3	2	0	0	1	3	2	0
		%	1%	2%	1%	0%	2%	2%	2%	2%	0%	0%	0%	3%	2%	0%	0%	2%	2%	1%	0%
	D/K	#	86	22	64	4	4	15	12	19	14	17	1	13	28	18	13	14	23	32	25
		%	20%	19%	20%	12%	10%	18%	19%	19%	23%	43%	33%	12%	24%	21%	25%	22%	16%	20%	26%

		Gender			Age								Zone					Socio-economic group			
		Total	Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE	
Public conveniences	Total	#	431	118	313	34	42	84	64	102	62	40	3	113	115	86	52	65	146	163	95
		%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Very good	#	53	12	41	4	5	12	7	16	5	4	0	17	12	11	4	9	21	18	10
		%	12%	10%	13%	12%	12%	14%	11%	16%	8%	10%	0%	15%	10%	13%	8%	14%	14%	11%	11%
	Good	#	95	28	67	13	14	19	12	19	11	7	0	30	18	17	17	13	26	38	27
		%	22%	24%	21%	38%	33%	23%	19%	19%	18%	18%	0%	27%	16%	20%	33%	20%	18%	23%	28%
	Ok	#	89	25	64	12	11	19	10	17	16	4	0	21	26	19	7	16	30	34	18
		%	21%	21%	20%	35%	26%	23%	16%	17%	26%	10%	0%	19%	23%	22%	13%	25%	21%	21%	19%
	Poor	#	63	22	41	2	3	14	13	13	10	8	0	19	18	11	8	7	27	29	5
		%	15%	19%	13%	6%	7%	17%	20%	13%	16%	20%	0%	17%	16%	13%	15%	11%	18%	18%	5%
	Very poor	#	46	13	33	1	4	8	6	13	9	4	1	14	17	9	1	5	14	15	14
		%	11%	11%	11%	3%	10%	10%	9%	13%	15%	10%	33%	12%	15%	10%	2%	8%	10%	9%	15%
	D/K	#	85	18	67	2	5	12	16	24	11	13	2	12	24	19	15	15	28	29	21
		%	20%	15%	21%	6%	12%	14%	25%	24%	18%	33%	67%	11%	21%	22%	29%	23%	19%	18%	22%

		Gender		Age								Zone					Socio-economic group				
		Total	Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE	
Ease of getting around	Total	#	431	118	313	34	42	84	64	102	62	40	3	113	115	86	52	65	146	163	95
		%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Very good	#	111	25	86	10	18	15	13	28	14	12	1	39	24	22	8	18	28	49	28
		%	26%	21%	27%	29%	43%	18%	20%	27%	23%	30%	33%	35%	21%	26%	15%	28%	19%	30%	29%
	Good	#	215	63	152	18	16	50	33	45	35	17	1	56	60	42	22	35	69	85	50
		%	50%	53%	49%	53%	38%	60%	52%	44%	56%	43%	33%	50%	52%	49%	42%	54%	47%	52%	53%
	Ok	#	77	23	54	5	6	16	12	20	10	8	0	16	25	14	15	7	35	24	11
		%	18%	19%	17%	15%	14%	19%	19%	20%	16%	20%	0%	14%	22%	16%	29%	11%	24%	15%	12%
	Poor	#	18	5	13	0	2	2	4	5	3	2	0	1	3	7	4	3	9	5	4
		%	4%	4%	4%	0%	5%	2%	6%	5%	5%	5%	0%	1%	3%	8%	8%	5%	6%	3%	4%
	Very poor	#	4	1	3	0	0	0	0	3	0	0	1	1	2	0	0	1	3	0	0
		%	1%	1%	1%	0%	0%	0%	0%	3%	0%	0%	33%	1%	2%	0%	0%	2%	2%	0%	0%
	D/K	#	6	1	5	1	0	1	2	1	0	1	0	0	1	1	3	1	2	0	2
		%	1%	1%	2%	3%	0%	1%	3%	1%	0%	3%	0%	0%	1%	1%	6%	2%	1%	0%	2%

		Gender			Age								Zone					Socio-economic group			
		Total	Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE	
Quality of car parking	<b>Total</b>	#	431	118	313	34	42	84	64	102	62	40	3	113	115	86	52	65	146	163	95
		%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	<b>Very good</b>	#	74	15	59	6	8	12	13	20	10	5	0	15	19	13	7	20	26	28	17
		%	17%	13%	19%	18%	19%	14%	20%	20%	16%	13%	0%	13%	17%	15%	13%	31%	18%	17%	18%
	<b>Good</b>	#	123	41	82	10	16	28	15	26	17	10	1	34	30	23	17	19	40	50	24
		%	29%	35%	26%	29%	38%	33%	23%	25%	27%	25%	33%	30%	26%	27%	33%	29%	27%	31%	25%
	<b>Ok</b>	#	104	25	79	12	11	20	18	22	15	6	0	24	29	23	17	11	40	44	15
		%	24%	21%	25%	35%	26%	24%	28%	22%	24%	15%	0%	21%	25%	27%	33%	17%	27%	27%	16%
	<b>Poor</b>	#	39	13	26	1	2	9	7	13	3	4	0	12	12	9	3	3	17	13	7
		%	9%	11%	8%	3%	5%	11%	11%	13%	5%	10%	0%	11%	10%	10%	6%	5%	12%	8%	7%
	<b>Very poor</b>	#	22	9	13	0	1	5	2	7	4	1	2	4	8	5	2	3	11	5	2
		%	5%	8%	4%	0%	2%	6%	3%	7%	6%	3%	67%	4%	7%	6%	4%	5%	8%	3%	2%
	<b>D/K</b>	#	69	15	54	5	4	10	9	14	13	14	0	24	17	13	6	9	12	23	30
		%	16%	13%	17%	15%	10%	12%	14%	14%	21%	35%	0%	21%	15%	15%	12%	14%	8%	14%	32%

## Pearson Chi-Square Tests

		Gender	Age	Zone	Socio-economic group
Range of shops	Chi-square	1.929	54.484	32.004	6.636
	df	5	35	20	10
	Sig.	.859	.019	.043	.759
Quality of shops (brands)	Chi-square	3.882	32.499	34.212	5.484
	df	5	35	20	10
	Sig.	.567	.589	.025	.857
Cleanliness	Chi-square	5.132	49.370	20.942	9.546
	df	5	35	20	10
	Sig.	.400	.054	.401	.481
Feeling of safety	Chi-square	2.203	28.539	24.578	4.056
	df	5	35	20	10
	Sig.	.820	.772	.218	.945
Other attractions and entertainment outside the pedestrianised shopping area (e.g. parks, theatres, cinemas and sports facilities)	Chi-square	.363	46.367	29.985	12.894
	df	5	35	20	10
	Sig.	.996	.095	.070	.230
Public conveniences	Chi-square	4.295	46.975	25.936	14.570
	df	5	35	20	10
	Sig.	.508	.085	.168	.149
Ease of getting around	Chi-square	2.316	63.101	34.709	20.732
	df	5	35	20	10
	Sig.	.804	.002	.022	.023
Quality of car parking	Chi-square	8.483	55.475	20.371	31.296
	df	5	35	20	10
	Sig.	.132	.015	.435	.001

**Table 15.0 - Which of these elements is most important to you in choosing to use Plymouth for your shopping?  
Base: all who responded (431)**

		Gender		Age								Zone					Socio-economic group			
		Total	Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE
<b>Total</b>	#	431	118	313	34	42	84	64	102	62	40	3	113	115	86	52	65	146	163	95
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Range of Shops</b>	#	239	62	177	24	24	45	39	60	26	19	2	51	58	56	32	42	88	90	47
	%	55%	53%	57%	71%	57%	54%	61%	59%	42%	48%	67%	45%	50%	65%	62%	65%	60%	55%	49%
<b>Quality of shops</b>	#	69	19	50	7	5	12	11	17	12	5	0	19	20	9	8	13	17	25	22
	%	16%	16%	16%	21%	12%	14%	17%	17%	19%	13%	0%	17%	17%	10%	15%	20%	12%	15%	23%
<b>Cleanliness</b>	#	9	2	7	0	1	0	2	1	3	1	1	5	2	0	0	2	3	4	1
	%	2%	2%	2%	0%	2%	0%	3%	1%	5%	3%	33%	4%	2%	0%	0%	3%	2%	2%	1%
<b>Feeling of safety</b>	#	18	7	11	2	1	4	1	1	6	3	0	4	7	2	4	1	8	6	3
	%	4%	6%	4%	6%	2%	5%	2%	1%	10%	8%	0%	4%	6%	2%	8%	2%	5%	4%	3%
<b>On-street attractions</b>	#	4	1	3	0	0	0	2	2	0	0	0	0	1	1	2	0	3	0	0
	%	1%	1%	1%	0%	0%	0%	3%	2%	0%	0%	0%	0%	1%	1%	4%	0%	2%	0%	0%
<b>Public conveniences</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%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Ease of getting around</b>	#	58	14	44	1	7	10	6	13	11	10	0	25	19	8	5	1	17	22	17
	%	13%	12%	14%	3%	17%	12%	9%	13%	18%	25%	0%	22%	17%	9%	10%	2%	12%	13%	18%
<b>Quality of car parking</b>	#	34	13	21	0	4	13	3	8	4	2	0	9	8	10	1	6	10	16	5
	%	8%	11%	7%	0%	10%	15%	5%	8%	6%	5%	0%	8%	7%	12%	2%	9%	7%	10%	5%

**Pearson Chi-Square Tests**

		Gender	Age	Zone	Socio-economic group
And which of these elements is MOST important to you in c...	Chi-square	3.902	63.388	44.885	16.369
	df	6	42	24	12
	Sig.	.690	.018	.006	.175

**Table 16.0 - Which of these elements do you think needs most improving in the pedestrianised shopping area of Plymouth City Centre?**

Base: all who responded (431)

		Total	Gender		Age							Zone					Socio-economic group			
			Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE
Range of Shops	#	53	13	40	2	6	10	8	14	10	3	0	12	18	9	5	9	20	20	9
	%	12%	11%	13%	6%	14%	12%	13%	14%	16%	8%	0%	11%	16%	10%	10%	14%	14%	12%	9%
Quality of shops	#	37	10	27	2	3	6	4	13	4	5	0	10	12	5	4	6	13	11	10
	%	9%	8%	9%	6%	7%	7%	6%	13%	6%	13%	0%	9%	10%	6%	8%	9%	9%	7%	11%
Cleanliness	#	48	12	36	5	7	5	8	16	4	3	0	11	13	5	9	10	19	19	8
	%	11%	10%	12%	15%	17%	6%	13%	16%	6%	8%	0%	10%	11%	6%	17%	15%	13%	12%	8%
Feeling of safety	#	21	6	15	3	3	3	3	3	2	4	0	7	2	5	1	6	7	5	7
	%	5%	5%	5%	9%	7%	4%	5%	3%	3%	10%	0%	6%	2%	6%	2%	9%	5%	3%	7%
On-street attractions	#	24	11	13	2	3	5	1	5	5	3	0	9	5	4	5	1	8	9	6
	%	6%	9%	4%	6%	7%	6%	2%	5%	8%	8%	0%	8%	4%	5%	10%	2%	5%	6%	6%
Public conveniences	#	123	28	95	7	15	25	23	22	17	13	1	33	31	27	15	17	41	50	25
	%	29%	24%	30%	21%	36%	30%	36%	22%	27%	33%	33%	29%	27%	31%	29%	26%	28%	31%	26%
Ease of getting around	#	35	8	27	3	0	9	6	9	5	3	0	8	9	9	6	3	9	13	11
	%	8%	7%	9%	9%	0%	11%	9%	9%	8%	8%	0%	7%	8%	10%	12%	5%	6%	8%	12%
Quality of car parking	#	90	30	60	10	5	21	11	20	15	6	2	23	25	22	7	13	29	36	19
	%	21%	25%	19%	29%	12%	25%	17%	20%	24%	15%	67%	20%	22%	26%	13%	20%	20%	22%	20%

### Pearson Chi-Square Tests

	Gender	Age	Zone	Socio-economic group
Chi-square	7.764	41.155	25.217	8.195
df	7	49	28	14
Sig.	.354	.780	.616	.879

**Table 17.0 - Main form of transport**  
**Base: all who responded (431)**

		Gender		Age								Zone					Socio-economic group			
		Total	Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE
<b>Total</b>	#	431	118	313	34	42	84	64	102	62	40	3	113	115	86	52	65	146	163	95
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Bus</b>	#	81	20	61	7	6	11	8	15	18	16	0	34	21	13	6	7	15	33	29
	%	19%	17%	19%	21%	14%	13%	13%	15%	29%	40%	0%	30%	18%	15%	12%	11%	10%	20%	31%
<b>Train</b>	#	14	1	13	2	0	3	2	3	3	1	0	1	1	1	4	7	3	4	4
	%	3%	1%	4%	6%	0%	4%	3%	3%	5%	3%	0%	1%	1%	1%	8%	11%	2%	2%	4%
<b>Car</b>	#	278	76	202	20	24	62	44	77	32	17	2	42	84	60	41	51	110	102	50
	%	65%	64%	65%	59%	57%	74%	69%	75%	52%	43%	67%	37%	73%	70%	79%	78%	75%	63%	53%
<b>Park &amp; Ride</b>	#	24	10	14	0	3	3	2	4	8	3	1	5	7	12	0	0	9	8	3
	%	6%	8%	4%	0%	7%	4%	3%	4%	13%	8%	33%	4%	6%	14%	0%	0%	6%	5%	3%
<b>Moped / motorcycle</b>	#	1	0	1	1	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0
	%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%
<b>Walking</b>	#	31	11	20	4	8	4	8	3	1	3	0	29	1	0	1	0	6	16	9
	%	7%	9%	6%	12%	19%	5%	13%	3%	2%	8%	0%	26%	1%	0%	2%	0%	4%	10%	9%
<b>Cycle</b>	#	2	0	2	0	1	1	0	0	0	0	0	1	1	0	0	0	2	0	0
	%	0%	0%	1%	0%	2%	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%

### Pearson Chi-Square Tests

	Gender	Age	Zone	Socio-economic group
Chi-square	7.797	78.461	145.103	28.583
df	6	42	24	12
Sig.	.253	.001	.000	.005

**Table 18.0 - How easy do you find getting to Plymouth to go shopping?**  
**Base: all who responded (431)**

		Total	Gender		Age								Zone					Socio-economic group		
			Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE
<b>Total</b>	#	431	118	313	34	42	84	64	102	62	40	3	113	115	86	52	65	146	163	95
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Very easy</b>	#	156	48	108	15	13	34	16	43	16	18	1	57	50	21	7	21	51	61	37
	%	36%	41%	35%	44%	31%	40%	25%	42%	26%	45%	33%	50%	43%	24%	13%	32%	35%	37%	39%
<b>Easy</b>	#	228	59	169	16	23	43	40	47	38	19	2	52	52	48	39	37	81	78	52
	%	53%	50%	54%	47%	55%	51%	63%	46%	61%	48%	67%	46%	45%	56%	75%	57%	55%	48%	55%
<b>Hard</b>	#	42	9	33	2	6	7	6	11	7	3	0	3	10	16	6	7	13	23	3
	%	10%	8%	11%	6%	14%	8%	9%	11%	11%	8%	0%	3%	9%	19%	12%	11%	9%	14%	3%
<b>Very hard</b>	#	5	2	3	1	0	0	2	1	1	0	0	1	3	1	0	0	1	1	3
	%	1%	2%	1%	3%	0%	0%	3%	1%	2%	0%	0%	1%	3%	1%	0%	0%	1%	1%	3%

**Pearson Chi-Square Tests**

	Gender	Age	Zone	Socio-economic group
<b>Bus</b>				
Chi-square	2.309	18.235	43.086	12.576
df	3	21	12	6
Sig.	.511	.634	.000	.050

**Table 19.0 - Any other reason you choose to shop in Plymouth?**  
**Base: all who responded (431)**

		Total	Gender		Age							Zone					Socio-economic group			
			Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE
<b>Total</b>	#	431	118	313	34	42	84	64	102	62	40	3	113	115	86	52	65	146	163	95
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Work there near by</b>	#	37	14	23	4	2	12	9	7	1	2	0	15	11	6	2	3	21	9	6
	%	9%	12%	7%	12%	5%	14%	14%	7%	2%	5%	0%	13%	10%	7%	4%	5%	14%	6%	6%
<b>Easier to get to than other towns / cities</b>	#	342	88	254	23	35	61	48	88	55	29	3	89	96	68	40	49	113	130	77
	%	79%	75%	81%	68%	83%	73%	75%	86%	89%	73%	100%	79%	83%	79%	77%	75%	77%	80%	81%
<b>Have family there / near by</b>	#	52	16	36	7	5	11	7	7	6	9	0	9	8	12	10	13	12	24	12
	%	12%	14%	12%	21%	12%	13%	11%	7%	10%	23%	0%	8%	7%	14%	19%	20%	8%	15%	13%

**Pearson Chi-Square Tests**

	Gender	Age	Zone	Socio-economic group
<b>Chi-square</b>	2.803	22.996	16.178	10.636
<b>df</b>	2	14	8	4
<b>Sig.</b>	.246	.060	.040	.031

**Table 20.0 - On your last trip to the shops in Plymouth, how much did you spend in total?**  
**Base: all who responded (431)**

		Total	Gender		Age								Zone					Socio-economic group		
			Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE
<b>Total</b>	#	431	118	313	34	42	84	64	102	62	40	3	113	115	86	52	65	146	163	95
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Under £20</b>	#	73	24	49	2	8	7	12	14	13	17	0	25	22	18	4	4	27	21	23
	%	17%	20%	16%	6%	19%	8%	19%	14%	21%	43%	0%	22%	19%	21%	8%	6%	18%	13%	24%
<b>£20 to £39</b>	#	72	19	53	5	4	15	9	17	15	7	0	28	21	9	7	7	16	29	22
	%	17%	16%	17%	15%	10%	18%	14%	17%	24%	18%	0%	25%	18%	10%	13%	11%	11%	18%	23%
<b>£40 to £59</b>	#	87	17	70	13	8	16	13	15	10	10	2	24	22	13	15	13	27	33	18
	%	20%	14%	22%	38%	19%	19%	20%	15%	16%	25%	67%	21%	19%	15%	29%	20%	18%	20%	19%
<b>£60 to £79</b>	#	42	15	27	1	11	7	4	10	5	4	0	7	17	9	5	4	12	21	5
	%	10%	13%	9%	3%	26%	8%	6%	10%	8%	10%	0%	6%	15%	10%	10%	6%	8%	13%	5%
<b>£80 to £99</b>	#	37	7	30	4	3	10	6	9	4	1	0	11	9	7	5	5	13	17	7
	%	9%	6%	10%	12%	7%	12%	9%	9%	6%	3%	0%	10%	8%	8%	10%	8%	9%	10%	7%
<b>£100 to £149</b>	#	45	13	32	5	4	9	6	16	4	1	0	8	8	12	7	10	18	17	9
	%	10%	11%	10%	15%	10%	11%	9%	16%	6%	3%	0%	7%	7%	14%	13%	15%	12%	10%	9%
<b>£150 to £199</b>	#	25	7	18	0	2	5	3	9	6	0	0	5	4	5	2	9	8	11	5
	%	6%	6%	6%	0%	5%	6%	5%	9%	10%	0%	0%	4%	3%	6%	4%	14%	5%	7%	5%
<b>£200 to £299</b>	#	24	7	17	2	2	10	6	4	0	0	0	2	6	6	5	5	13	5	3
	%	6%	6%	5%	6%	5%	12%	9%	4%	0%	0%	0%	2%	5%	7%	10%	8%	9%	3%	3%
<b>£300 or more</b>	#	26	9	17	2	0	5	5	8	5	0	1	3	6	7	2	8	12	9	3
	%	6%	8%	5%	6%	0%	6%	8%	8%	8%	0%	33%	3%	5%	8%	4%	12%	8%	6%	3%

### Pearson Chi-Square Tests

	Gender	Age	Zone	Socio-economic group
<b>Chi-square</b>	7.413	96.806	54.663	24.098
<b>df</b>	8	56	32	16
<b>Sig.</b>	.493	.001	.008	.087

**Table 21.0 - In your opinion, have the following aspects of Plymouth City centre changed?  
Base: all who responded (431)**

		Total	Gender		Age							Zone					Socio-economic group				
			Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE	
The cleanliness of the City Centre	Total	#	431	118	313	34	42	84	64	102	62	40	3	113	115	86	52	65	146	163	95
		%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Better	#	233	64	169	23	22	52	34	56	28	16	2	68	53	43	29	40	76	91	54
		%	54%	54%	54%	68%	52%	62%	53%	55%	45%	40%	67%	60%	46%	50%	56%	62%	52%	56%	57%
	Stayed the same	#	164	42	122	8	18	28	23	39	27	21	0	33	49	39	23	20	56	58	36
		%	38%	36%	39%	24%	43%	33%	36%	38%	44%	53%	0%	29%	43%	45%	44%	31%	38%	36%	38%
Worse	#	34	12	22	3	2	4	7	7	7	3	1	12	13	4	0	5	14	14	5	
	%	8%	10%	7%	9%	5%	5%	11%	7%	11%	8%	33%	11%	11%	5%	0%	8%	10%	9%	5%	
The attractiveness of the City Centre	Total	#	431	118	313	34	42	84	64	102	62	40	3	113	115	86	52	65	146	163	95
		%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Better	#	250	66	184	23	27	59	38	54	33	15	1	71	63	47	30	39	92	89	56
		%	58%	56%	59%	68%	64%	70%	59%	53%	53%	38%	33%	63%	55%	55%	58%	60%	63%	55%	59%
	Stayed the same	#	128	43	85	6	11	20	16	34	20	20	1	23	36	34	16	19	37	50	31
		%	30%	36%	27%	18%	26%	24%	25%	33%	32%	50%	33%	20%	31%	40%	31%	29%	25%	31%	33%
Worse	#	53	9	44	5	4	5	10	14	9	5	1	19	16	5	6	7	17	24	8	
	%	12%	8%	14%	15%	10%	6%	16%	14%	15%	13%	33%	17%	14%	6%	12%	11%	12%	15%	8%	

		Gender			Age								Zone					Socio-economic group				
		Total	Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE		
<b>The feeling of safety of the City Centre</b>	<b>Total</b>	#	431	118	313	34	42	84	64	102	62	40	3	113	115	86	52	65	146	163	95	
		%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
	<b>Better</b>	#	150	46	104	14	16	37	25	24	23	10	1	48	28	28	18	28	50	56	36	
		%	35%	39%	33%	41%	38%	44%	39%	24%	37%	25%	33%	42%	24%	33%	35%	43%	34%	34%	38%	
	<b>Stayed the same</b>	#	242	59	183	13	19	38	34	72	36	28	2	53	72	54	31	32	79	94	53	
		%	56%	50%	58%	38%	45%	45%	53%	71%	58%	70%	67%	47%	63%	63%	60%	49%	54%	58%	56%	
	<b>Worse</b>	#	39	13	26	7	7	9	5	6	3	2	0	12	15	4	3	5	17	13	6	
		%	9%	11%	8%	21%	17%	11%	8%	6%	5%	5%	0%	11%	13%	5%	6%	8%	12%	8%	6%	
	<b>The publicity of the City Centre</b>	<b>Total</b>	#	431	118	313	34	42	84	64	102	62	40	3	113	115	86	52	65	146	163	95
			%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Better</b>		#	209	52	157	22	27	51	31	45	21	11	1	66	43	37	29	34	75	78	44	
		%	48%	44%	50%	65%	64%	61%	48%	44%	34%	28%	33%	58%	37%	43%	56%	52%	51%	48%	46%	
<b>Stayed the same</b>		#	199	58	141	10	14	28	30	48	40	27	2	38	63	44	23	31	63	75	48	
		%	46%	49%	45%	29%	33%	33%	47%	47%	65%	68%	67%	34%	55%	51%	44%	48%	43%	46%	51%	
<b>Worse</b>		#	23	8	15	2	1	5	3	9	1	2	0	9	9	5	0	0	8	10	3	
		%	5%	7%	5%	6%	2%	6%	5%	9%	2%	5%	0%	8%	8%	6%	0%	0%	5%	6%	3%	



## Shoppers Perceptions Survey 2008

August 2001

**Pearson Chi-Square Tests**

		Gender	Age	Zone	Socio-economic group
The cleanliness of the City Centre	Chi-square	1.330	17.026	16.698	1.861
	df	2	14	8	4
	Sig.	.514	.255	.033	.761
The attractiveness of the City Centre	Chi-square	5.489	21.624	12.327	4.189
	df	2	14	8	4
	Sig.	.064	.087	.137	.381
The feeling of safety of the City Centre	Chi-square	2.605	29.225	15.769	2.543
	df	2	14	8	4
	Sig.	.272	.010	.046	.637
The publicity of the City Centre	Chi-square	1.603	33.748	21.822	2.086
	df	2	14	8	4
	Sig.	.449	.002	.005	.720

**Table 22.0 - Overall would you say the pedestrianised shopping area of Plymouth City Centre has got better, worse or stayed the same in the last 3 years?**

Base: all who responded (431)

		Gender		Age								Zone					Socio-economic group			
		Total	Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Refused	Zone 0	Zone 1	Zone 2	Zone 3	Zone 4	AB	C1C2	DE
<b>Total</b>	#	431	118	313	34	42	84	64	102	62	40	3	113	115	86	52	65	146	163	95
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Better</b>	#	263	70	193	25	25	56	37	64	33	23	0	73	72	48	36	34	95	94	60
	%	61%	59%	62%	74%	60%	67%	58%	63%	53%	58%	0%	65%	63%	56%	69%	52%	65%	58%	63%
<b>Stayed the same</b>	#	138	38	100	6	12	20	22	33	26	16	3	31	34	34	13	26	39	55	33
	%	32%	32%	32%	18%	29%	24%	34%	32%	42%	40%	100%	27%	30%	40%	25%	40%	27%	34%	35%
<b>Worse</b>	#	30	10	20	3	5	8	5	5	3	1	0	9	9	4	3	5	12	14	2
	%	7%	8%	6%	9%	12%	10%	8%	5%	5%	3%	0%	8%	8%	5%	6%	8%	8%	9%	2%

**Pearson Chi-Square Tests**

	Gender	Age	Zone	Socio-economic group
<b>Chi-square</b>	.614	20.153	7.721	6.561
<b>df</b>	2	14	8	4
<b>Sig.</b>	.736	.125	.461	.161

**Table 23.0 - Demographics**  
Base: all who responded (601)

			Total
Gender	Total	#	601
		%	100%
	Male	#	174
		%	29%
	Female	#	427
		%	71%
Age	16 - 24	#	40
		%	7%
	25 - 34	#	47
		%	8%
	35 - 44	#	100
		%	17%
	45 - 54	#	88
		%	15%
	55 - 64	#	147
		%	24%
	65 - 74	#	98
		%	16%
	75+	#	75
		%	12%
	Refused	#	6
		%	1%

		Total	
Zone	Zone 0	#	121
		%	20%
	Zone 1	#	128
		%	21%
	Zone 2	#	125
		%	21%
	Zone 3	#	110
		%	18%
Zone 4	#	117	
	%	19%	
Socio-economic group	AB	#	206
		%	37%
	C1C2	#	222
		%	40%
	DE	#	134
		%	24%

Ref: BID/Research/ShoppersPerception(Appendices)