### Telephone fieldwork: December 16th-23rd 2011

Absolutes/ Col percents

Q1. How familiar, or otherwise, are you with each of the following proposals and developments?

(i) The plan by Asda for a new store at Steam Mills Road in Cinderford

		<u>Ger</u>	<u>nder</u>	Age Group					<u>Postcode</u>	Area	<u> </u>	Number o	of cars		
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	Cinderford	Outer	None	One	Two	Three or more
Unweighted base	1,003	356	647	32	74	188	202	195	310	499	503	86	381	395	137
Weighted base	1,003	487	516	103	108	174	179	185	251	501	501	72	366	401	160
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Heard of and know a lot about it	280 28%	155 32%	126 24%	29 28%	30 27%	45 26%	50 28%	49 26%	77 31%	166 33%	114 23%	19 27%	111 30%	105 26%	44 28%
Heard of but don't know much about it	580 58%	268 55%	312 60%	55 53%	61 57%	95 54%	98 54%	116 63%	154 61%	292 58%	287 57%	46 64%	210 57%	229 57%	92 57%
Not heard of it	143 14%	65 13%	78 15%	19 19%	17 16%	34 20%	32 18%	20 11%	20 8%	43 9%	100 20%	7 10%	46 12%	67 17%	24 15%



### Telephone fieldwork: December 16th-23rd 2011

Absolutes/ Col percents

Q1. How familiar, or otherwise, are you with each of the following proposals and developments?

(ii) The plan by Sainsbury's at Rothdean's on Station Road in Cinderford

		<u>Ger</u>	<u>nder</u>			Age Gro	<u>up</u>			<u>Postcode</u>	<u>Area</u>	į	Number c	of cars	
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	Cinderford	Outer	None	One	Two	Three or more
Unweighted base	1,003	356	647	32	74	188	202	195	310	499	503	86	381	395	137
Weighted base	1,003	487	516	103	108	174	179	185	251	501	501	72	366	401	160
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Heard of and know a lot about it	326 32%	172 35%	154 30%	32 31%	36 34%	60 34%	59 33%	57 31%		199 40%	127 25%	24 33%	124 34%	134 33%	43 27%
Heard of but don't know much	524	243	282	39	57	88	97	99	143	267	257	42	182	210	87
about it	52%	50%	55%	38%	53%	51%	54%	54%	57%	53%	51%	59%	50%	52%	54%
Not heard of it	153 15%	73 15%	80 16%	32 31%	15 13%	26 15%	24 13%	29 16%		35 7%	118 23%	6 8%	59 16%	57 14%	31 19%



### Telephone fieldwork: December 16th-23rd 2011

#### Q2. Which of the proposals would you prefer to see in Cinderford, or would you prefer neither of them to be approved?

		<u>Ger</u>	nder	Age Group						Postcode	Area	<u> </u>	Number o	f cars	
														7	Three or
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	Cinderford	Outer	None	One	Two	more
Unweighted base	1,003	356	647	32	74	188	202	195	310	499	503	86	381	395	137
Weighted base	1,003	487	516	103	108	174	179	185		501	501	72	366	401	160
-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
An Asda at Steam Mills Road	454	200	254	69	51	81	79	68	107	257	197	27	176	170	80
	45%	41%	49%	67%	47%	46%	44%	37%	43%	51%	39%	38%	48%	43%	50%
A Sainsbury at Rothdean's	375	182	194	25	42	65	69	76	98	171	204	24	131	160	57
-	37%	37%	38%	25%	39%	37%	38%	41%	39%	34%	41%	33%	36%	40%	35%
Neither	46	28	19	0	6	8	9	6	17	16	29	6	14	22	4
	5%	6%	4%	0%	6%	5%	5%	3%	7%	3%	6%	8%	4%	6%	2%
Another brand	15	11	4	3	2	3	1	3	3	5	10	4	4	4	3
	1%	2%	1%	3%	2%	2%	1%	2%	1%	1%	2%	5%	1%	1%	2%
Don't know	113	67	46	6	8	17	22	32	27	52	61	11	41	43	17
	11%	14%	9%	6%	7%	10%	12%	17%		10%	12%	15%	11%	11%	10%



### Telephone fieldwork: December 16th-23rd 2011

Q3. How important or unimportant is each of the following in choosing where to do your food shopping?

#### Q3. ... Price of goods

		<u>Ger</u>	<u>nder</u>	Age Group						Postcode	Area	<u>!</u>	Number o	of cars	
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	Cinderford	Outer	None	One	Two	Three or more
Unweighted base	1,003	356	647	32	74	188	202	195	310	499	503	86	381	395	137
Weighted base	1,003	487	516	103	108	174	179	185	251	501	501	72	366	401	160
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	643	304	339	71	78	100	116	115	164	341	302	49	255	246	90
	64%	62%	66%	69%	72%	57%	65%	62%	65%	68%	60%	68%	70%	61%	56%
Fairly important	304	148	156	32	29	64	56	56	65	130	173	15	90	137	59
	30%	30%	30%	31%	27%	37%	31%	30%	26%	26%	35%	21%	25%	34%	37%
Fairly unimportant	46	30	17	0	0	10	6	14		25	21	5	18	13	10
	5%	6%	3%	0%	0%	6%	3%	8%	6%	5%	4%	7%	5%	3%	6%
Very unimportant	6	3	3	0	0	0	1	0		4	2	2	1	1	1
	1%	1%	1%	0%	0%	0%	1%	0%	2%	1%	0%	3%	0%	0%	1%
ALL SAYING: Important	947	452	494	103	107	164	172	171		470	475	64	346	383	149
	94%	93%	96%	100%	99%	94%	96%	92%	91%	94%	95%	89%	94%	96%	93%
ALL SAYING: Unimportant	52	33	19	0	0	10	7	14	20	28	24	8	19	14	11
-	5%	7%	4%	0%	0%	6%	4%	8%	8%	6%	5%	11%	5%	4%	7%
Don't know	4	2	2	0	1	0	0	0		2	2	0	1	3	0
	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%



### Telephone fieldwork: December 16th-23rd 2011

Q3. How important or unimportant is each of the following in choosing where to do your food shopping?

#### Q3. ... Quality of products

		<u>Ger</u>	<u>nder</u>	Age Group						Postcode	Area	<u> </u>	Number o	of cars	
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	Cinderford	Outer	None	One	Two	Three or more
Unweighted base	1,003	356	647	32	74	188	202	195	310	499	503	86	381	395	137
Weighted base	1,003	487	516	103	108	174	179	185		501	501	72	366	401	160
•	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%
Very important	755	353	402	77	78	121	135	147	' 195	382	372	57	285	289	120
•	75%	72%	78%	75%	73%	69%	75%	79%	78%	76%	74%	80%	78%	72%	75%
Fairly important	233	121	112	26	30	51	42	34	50	112	120	13	73	108	39
	23%	25%	22%	25%	27%	29%	23%	18%	20%	22%	24%	18%	20%	27%	24%
Fairly unimportant	11	10	1	0	0	2	2	3	3 4	5	6	0	6	4	1
	1%	2%	0%	0%	0%	1%	1%	2%	2%	1%	1%	0%	2%	1%	1%
Very unimportant	1	1	0	0	0	0	0	0	) 1	0	1	0	1	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ALL SAYING: Important	988	474	514	103	108	172	177	181		495	492	70	358	396	159
	99%	97%	100%	100%	100%	99%	99%	98%	98%	99%	98%	98%	98%	99%	99%
ALL SAYING: Unimportant	12	11	1	0	0	2	2	3		5	7	0	7	4	1
	1%	2%	0%	0%	0%	1%	1%	2%	2%	1%	1%	0%	2%	1%	1%
Don't know	3	3	0	0	0	0	0	2		1	2	2	1	0	0
	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%



### Telephone fieldwork: December 16th-23rd 2011

Q3. How important or unimportant is each of the following in choosing where to do your food shopping?

#### Q3. ... Value for money

	I	<u>Ger</u>	<u>nder</u>	Age Group						Postcode	Area	<u> </u>	Number c	of cars	
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	Cinderford	Outer	None	One	Two	Three or more
Unweighted base	1,003	356	647	32	74	188	202	195	310	499	503	86	381	395	137
Weighted base	1,003	487	516	103	108	174	179	185		501	501	72	366	401	160
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	782	372	410	81	82	124	142	140	211	396	386	59	295	296	128
	78%	76%	80%	79%	76%	71%	79%	76%	84%	79%	77%	82%	81%	74%	80%
Fairly important	211	109	102	22	26	49	36	44	34	97	113	12	63	103	33
	21%	22%	20%	21%	24%	28%	20%	24%	14%	19%	23%	16%	17%	26%	20%
Fairly unimportant	6	3	2	0	0	2	0	1	Ϋ́I	4	1	1	4	0	0
	1%	1%	0%	0%	0%	1%	0%	0%	1%	1%	0%	1%	1%	0%	0%
Very unimportant	2	1	1	0	0	0	1	0		2	0	0	1	1	0
	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
ALL SAYING: Important	993	481	512	103	108	172	178	185		493	499	71	359	399	160
	99%	99%	99%	100%	100%	99%	99%	100%	98%	98%	100%	99%	98%	100%	100%
ALL SAYING: Unimportant	7	5	3	0	0	2	1	1	3	6	1	1	6	1	0
	1%	1%	1%	0%	0%	1%	1%	0%	1%	1%	0%	1%	2%	0%	0%
Don't know	3	2	1	0	0	0	0	0		2	1	0	2	1	0
	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%



### Telephone fieldwork: December 16th-23rd 2011

Q3. How important or unimportant is each of the following in choosing where to do your food shopping?

#### Q3. ... Availability of a wide range of food products

		<u>Ger</u>	<u>nder</u>	Age Group						Postcode	Area	<u>!</u>	Number o	of cars	
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	Cinderford	Outer	None	One	Two	Three or more
Unweighted base	1,003	356	647	32	74	188	202	195	310	499	503	86	381	395	137
Weighted base	1,003 100%	487 100%	516 100%	103 100%	108 100%	174 100%	179 100%	185 100%		501 100%	501 100%	72 100%	366 100%	401 100%	160 100%
Managina antant															
Very important	611 61%	291 60%	319 62%	57 55%	59 54%	104 60%	97 54%	118 64%		323 64%	287 57%	53 74%	239 65%	233 58%	83 52%
Fairly important	353	173	180	46	45	63	72	60	66	165	188	17	109	154	70
	35%	35%	35%	45%	42%	36%	40%	33%	26%	33%	37%	24%	30%	38%	44%
Fairly unimportant	33	18	16	0	4	6	9	7	8	11	22	2	15	13	4
	3%	4%	3%	0%	4%	3%	5%	4%	3%	2%	4%	2%	4%	3%	3%
Very unimportant	4 0%	3 1%	1 0%	0 0%	0 0%	1 1%	0 0%	0 0%	3 1%	0 0%	4 1%	0 0%	2 1%	1 0%	1 1%
ALL SAYING: Important	963	464	499	103	104	167	169	179		487	475	70	348	387	154
ALL SATING. Important	96%	95%	97%	100%	96%	96%	94%	96%		97%	95%	98%	95%	97%	96%
ALL SAYING: Unimportant	38	21	16	0	4	7	9	7	11	11	26	2	17	14	6
-	4%	4%	3%	0%	4%	4%	5%	4%	4%	2%	5%	2%	5%	3%	3%
Don't know	2	2 0%	0	0 0%	0 0%	0 0%	1 1%	0		2 0%	0 0%	0 0%	1 0%	0 0%	1 1%
	0%	0%	0%	0%	0%	υ%	1%	0%	0%	0%	0%	υ%	υ%	υ%	170



### Telephone fieldwork: December 16th-23rd 2011

Q3. How important or unimportant is each of the following in choosing where to do your food shopping?

Q3. ... Availability of a good range of non-food products, such as clothing

		Ger	<u>nder</u>	Age Group					I	Postcode	Area	<u>!</u>	Number c	of cars	
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	Cinderford	Outer	None	One	Two	Three or
	TOTAL	Wate	remale	10-24	25-54	33-44	40-04	33-04	65 Or Older	Cilideriora	Outer	None	One	TWO	more
Unweighted base	1,003	356	647	32	74	188	202	195	310	499	503	86	381	395	137
Weighted base	1,003	487	516	103	108	174	179	185	251	501	501	72	366	401	160
_	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	318	124	194	54	35	42	50	65	72	204	114	34	132	102	49
, .	32%	26%	38%	53%	32%	24%	28%	35%		41%	23%	48%	36%	25%	31%
Fairly important	288	125	163	31	33	63	52	50	60	146	142	15	97	120	54
•	29%	26%	32%	30%	30%	36%	29%	27%	24%	29%	28%	21%	27%	30%	34%
Fairly unimportant	260	151	110	12	31	51	54	46	66	93	167	16	85	122	36
	26%	31%	21%	11%	28%	29%	30%	25%	26%	19%	33%	22%	23%	31%	22%
Very unimportant	129	82	47	6	10	17	23	21	51	52	76	6	47	54	20
· ·	13%	17%	9%	6%	9%	10%	13%	11%	20%	10%	15%	9%	13%	13%	13%
ALL SAYING: Important	606	250	356	85	67	105	102	115	132	350	256	50	229	222	104
ALL OATING. Important	60%	51%	69%	82%	62%	60%	57%	62%	52%	70%	51%	69%	63%	55%	65%
ALL SAYING: Unimportant	389	233	156	18	41	68	77	67	117	145	243	22	132	176	56
ALL SATING. Unimportant	39%	48%	30%	18%	38%	39%	43%	36%	46%	29%	48%	31%	36%	44%	35%
Don't know	8		3	0	0	1	0	4	- 1	6	2	0	5	3	1
	1%	1%	1%	0%	0%	1%	0%	2%	1%	1%	0%	0%	1%	1%	0%



### Telephone fieldwork: December 16th-23rd 2011

Q3. How important or unimportant is each of the following in choosing where to do your food shopping?

Q3. ... Personal preference for a particular retailer

		Ger	<u>nder</u>	Age Group					I	Postcode	Area	<u>!</u>	Number c	of cars	
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	Cinderford	Outer	None	One	Two	Three or more
	TOTAL	Wate	i emale	10-24	23-34	33-44	43-34	33-04	03 Of Older	Cilideriold	Outer	None	One	TWO	IIIOIE
Unweighted base	1,003	356	647	32	74	188	202	195	310	499	503	86	381	395	137
Weighted base	1,003		516	103	108	174	179	185		501	501	72	366	401	160
J	100%		100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%
Very important	256	102	154	29	23	31	32	58	82	144	111	29	104	95	28
very important	25%	21%	30%	29%	21%	18%	18%	31%		29%	22%	40%	28%	24%	17%
Fairly important	328	149	179	37	49	61	55	63	63	154	174	12	124	130	59
	33%	31%	35%	35%	45%	35%	31%	34%	25%	31%	35%	17%	34%	33%	37%
Fairly unimportant	312	178	134	28	30	64	73	45	72	153	159	24	101	130	57
	31%	36%	26%	27%	27%	37%	41%	24%	29%	31%	32%	33%	28%	32%	36%
Very unimportant	74	41	33	9	2	8	16	13	24	33	41	4	26	31	12
vory animportant	7%	8%	6%	9%	2%	5%	9%	7%		7%	8%	6%	7%	8%	7%
ALL SAYING: Important	584	251	333	66	72	92	87	121	145	298	285	41	228	225	87
	58%	52%	65%	64%	67%	53%	49%	65%	58%	59%	57%	57%	62%	56%	54%
ALL SAYING: Unimportant	386	218	168	37	31	73	89	58	96	186	200	28	128	162	69
·	38%	45%	33%	36%	29%	42%	50%	31%	38%	37%	40%	39%	35%	40%	43%
Don't know	33	18	15	0	5	10	3	6	10	17	16	3	11	14	4
=	3%	4%	3%	0%	4%	6%	2%	3%		3%	3%	4%	3%	3%	3%



### Telephone fieldwork: December 16th-23rd 2011

Q3. How important or unimportant is each of the following in choosing where to do your food shopping?

#### Q3. ... Its contribution to the local community

		Ger	<u>nder</u>	Age Group						Postcode	Area	<u>!</u>	Number o	of cars	
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	Cinderford	Outer	None	One	Two	Three or more
Unweighted base	1,003	356	647	32	74	188	202	195		499	503	86	381	395	137
Weighted base	1,003		516	103	108	174	179	185		501	501	72	366	401	160
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	618	301	318	48	70	98	115	118	168	307	310	50	233	233	98
	62%	62%	62%	46%	64%	56%	64%	64%	67%	61%	62%	70%	64%	58%	61%
Fairly important	304	141	163	49	28	61	55	53	57	158	145	17	107	130	50
	30%	29%	32%	47%	26%	35%	31%	29%		32%	29%	23%	29%	32%	31%
Fairly unimportant	54	32	23	6	7	12	7	10	12	25	29	2	15	29	8
	5%	6%	4%	6%	7%	7%	4%	5%		5%	6%	2%	4%	7%	5%
Very unimportant	15	8	7	0	3	1	1	1	9	7	8	2	5	7	2
,	2%	2%	1%	0%	3%	1%	1%	0%		1%	2%	2%	1%	2%	1%
ALL CAVING Immovious	922	441	481	97	98	159	170	171	226	465	456	67	340	363	148
ALL SAYING: Important	92%	91%	93%	91%	90%	91%	95%	92%		93%	91%	93%	93%	91%	92%
ALL SAYING: Unimportant	70	40	30	6	10	13	9	10		32	37	3	20	36	10
	7%	8%	6%	6%	10%	8%	5%	6%	8%	6%	7%	5%	6%	9%	6%
Don't know	11	6	5	0	0	2	1	4	. 5	3	8	2	5	2	2
	1%	1%	1%	0%	0%	1%	0%	2%	2%	1%	2%	2%	1%	1%	1%



### Telephone fieldwork: December 16th-23rd 2011

Q3. How important or unimportant is each of the following in choosing where to do your food shopping?

Q3. ... Its contribution to the local economy

		Ger	<u>nder</u>	Age Group						Postcode	Area	<u>!</u>	Number c	of cars	
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	Cinderford	Outer	None	One	Two	Three or more
Unweighted base Weighted base	1,003 1,003	487	647 516	32 103	74 108	188 174	202 179	195 185	251	501	503 501	86 72	381 366	395 401	137 160
Very important	100% 715 71%	100% 361 74%	100% 354 69%	100% 60 58%	100% 76 70%	100% 127 73%	100% 129 72%	100% 138 74%	184		100% 353 70%	100% 56 78%	100% 269 74%	100% 271 68%	100% 115 72%
Fairly important	231 23%	94 19%	137 27%	40 39%	29 27%	40 23%	45 25%	36 20%		115 23%	116 23%	13 18%	75 21%	105 26%	39 24%
Fairly unimportant	29 3%	17 4%	12 2%	3 3%	1 1%	5 3%	2 1%	8 4%		13 3%	16 3%	1 1%	8 2%	16 4%	4 3%
Very unimportant	11 1%	7 1%	4 1%	0 0%	0 0%	3 2%	1 0%	0 0%		4 1%	7 1%	1 1%	6 2%	4 1%	0 0%
ALL SAYING: Important	946 94%	455 93%	492 95%	100 97%	106 98%	167 96%	174 97%	174 94%		476 95%	469 94%	68 96%	344 94%	375 94%	154 96%
ALL SAYING: Unimportant	40 4%	24 5%	16 3%	3 3%	1 1%	8 4%	3 1%	8 4%		17 3%	23 5%	2 2%	14 4%	20 5%	4 3%
Don't know	17 2%	9 2%	7 1%	0 0%	1 1%	0 0%	3 1%	3 2%		8 2%	9 2%	2 2%	8 2%	5 1%	2 1%



### Telephone fieldwork: December 16th-23rd 2011

Q3. How important or unimportant is each of the following in choosing where to do your food shopping?

#### Q3. ... Proximity to my home

		<u>Ger</u>	<u>nder</u>	Age Group						<u>Postcode</u>	Area	<u>!</u>	Number c	of cars	
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	Cinderford	Outer	None	One	Two	Three or more
Unweighted base	1,003		647	32	74	188	202	195	310	499	503	86	381	395	137
Weighted base	1,003 100%	487 100%	516 100%	103 100%	108 100%	174 100%	179 100%	185 100%		501 100%	501 100%	72 100%	366 100%	401 100%	160 100%
Very important	414 41%	182 37%	232 45%	38 37%	40 37%	57 33%	73 41%	80 43%	126	213 43%	201 40%	49 69%	165 45%	139 35%	58 36%
Fairly important	365 36%	180 37%	184 36%	43 42%	41 38%	72 42%	62 35%	76 41%		179 36%	184 37%	16 22%	123 34%	165 41%	61 38%
Fairly unimportant	173 17%	91 19%	82 16%	19 18%	20 18%	35 20%	38 21%	20 11%		80 16%	93 18%	2 3%	61 17%	76 19%	34 21%
Very unimportant	39 4%	28 6%	11 2%	3 3%	7 6%	6 4%	6 3%	7 4%		21 4%	18 4%	2 3%	14 4%	16 4%	7 4%
ALL SAYING: Important	779 78%	363 74%	416 81%	81 79%	80 74%	130 74%	135 76%	156 84%		392 78%	386 77%	65 91%	288 79%	304 76%	118 74%
ALL SAYING: Unimportant	212 21%	119 24%	93 18%	22 21%	26 24%	41 24%	44 24%	27 15%		102 20%	110 22%	4 6%	75 20%	92 23%	41 25%
Don't know	12 1%		6 1%	0 0%	1 1%	3 2%	0 0%	2 1%		7 1%	5 1%	2 3%	3 1%	5 1%	1 1%



### Telephone fieldwork: December 16th-23rd 2011

Q3. How important or unimportant is each of the following in choosing where to do your food shopping?

#### Q3. ... Parking

		Gei	<u>nder</u>	Age Group						Postcode	Area	<u> </u>	Number o	of cars	
															Three or
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	Cinderford	Outer	None	One	Two	more
Unweighted base	1,003	356	647	32	74	188	202	195	310	499	503	86	381	395	137
Weighted base	1,003	487	516	103	108	174	179	185		501	501	72	366	401	160
<b>g</b>	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%
Very important	787	386	401	74	77	128	144	157	206	377	410	40	316	306	122
vory important	78%	79%	78%	71%	72%	73%	80%	85%		75%	82%	55%	86%	76%	76%
Fairly important	147	63	84	16	27	40	31	16	5 17	81	66	11	40	70	25
ramy important	15%	13%	16%	16%	25%	23%	17%	9%		16%	13%	16%	11%	17%	16%
Fairly unimportant	42	28	14	9	4	3	3	9	) 14	24	16	7	6	20	9
·,	4%	6%	3%	9%	3%	2%	1%	5%		5%	3%	10%	2%	5%	6%
Very unimportant	21	7	14	4	0	4	1	2	10	14	7	10	2	5	4
,	2%	1%	3%	3%	0%	2%	1%	1%		3%	1%	14%	1%	1%	2%
ALL SAYING: Important	934	449	485	90	105	167	175	173	223	458	477	51	356	376	147
	93%	92%	94%	87%	97%	96%	98%	93%		91%	95%	71%	97%	94%	92%
ALL SAYING: Unimportant	62	35	28	13	4	7	4	11	24	39	23	17	8	25	13
	6%	7%	5%	13%	3%	4%	2%	6%	10%	8%	5%	24%	2%	6%	8%
Don't know	6	4	3	0	0	0	0	2	: 5	5	2	4	2	0	0
	1%	1%	1%	0%	0%	0%	0%	1%	2%	1%	0%	5%	1%	0%	0%



### Telephone fieldwork: December 16th-23rd 2011

Q3. SUMMARY - How important or unimportant is each of the following in choosing where to do your food shopping?

	Price of goods	Quality of products	Value for money	Availability of a wide range of food products	Availability of a good range of non-food products, such as clothing	Personal preference for a particular retailer	Its contribution to the local community	Its contribution to the local economy	Proximity to my home	Parking
Unweighted base	1,003	1,003	1,003	1,003	1,003	1,003	1,003	1,003	1,003	1,003
Weighted base	1,003	1,003	1,003	1,003	1,003	1,003	1,003	1,003	1,003	1,003
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	643	755	782	611	318	256	618	715	414	787
	64%	75%	78%	61%	32%	25%	62%	71%	41%	78%
Fairly important	304	233	211	353	288	328	304	231	365	147
	30%	23%	21%	35%	29%	33%	30%	23%	36%	15%
Fairly unimportant	46	11	6	33	260	312	54	29	173	42
	5%	1%	1%	3%	26%	31%	5%	3%	17%	4%
Very unimportant	6	1	2	4	129	74	15	11	39	21
	1%	0%	0%	0%	13%	7%	2%	1%	4%	2%
ALL SAYING: Important	947	988	993	963	606	584	922	946	779	934
·	94%	99%	99%	96%	60%	58%	92%	94%	78%	93%
ALL SAYING: Unimportant	52	12	7	38	389	386	70	40	212	62
•	5%	1%	1%	4%	39%	38%	7%	4%	21%	6%
Don't know	4	. 3	3	2	8	33	11	17	12	6
	0%	0%	0%	0%	1%	3%	1%	2%	1%	1%



### Telephone fieldwork: December 16th-23rd 2011

#### Q4. When, if at all, would you like to see a new foodstore built and open for business in Cinderford town?

		Ger	<u>nder</u>	Age Group					Postcode	Area	<u> </u>	Number c	of cars		
															Three or
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	Cinderford	Outer	None	One	Two	more
Unweighted base	1,003	356	647	32	74	188	202	195	310	499	503	86	381	395	137
Weighted base	1,003	487	516	103	108	174	179	185	251	501	501	72	366	401	160
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
In the next twelve months	836	401	435	74	94	149	145	153	221	442	394	60	326	320	127
	83%	82%	84%	71%	87%	86%	81%	83%	88%	88%	79%	84%	89%	80%	79%
In the next three years	72	34	38	19	4	10	17	14	6	30	41	3	15	35	18
	7%	7%	7%	19%	3%	6%	10%	8%	2%	6%	8%	4%	4%	9%	11%
In the next five years	8	5	4	0	0	1	1	2	4	1	6	0	3	5	0
	1%	1%	1%	0%	0%	0%	0%	1%	2%	0%	1%	0%	1%	1%	0%
Not in the next five years, but at	34	20	13	7	4	5	5	7	6	14	19	3	12	12	6
some point in the future	3%	4%	3%	7%	3%	3%	3%	4%	2%	3%	4%	4%	3%	3%	4%
Never	23	10	12	0	3	4	3	4	. 9	5	18	2	2	17	1
	2%	2%	2%	0%	2%	2%	2%	2%	4%	1%	4%	3%	1%	4%	1%
Don't know	31	18	14	3	5	5	8	4	6	8	23	3	7	12	7
	3%	4%	3%	3%	4%	3%	5%	2%	2%	2%	5%	5%	2%	3%	5%



### Telephone fieldwork: December 16th-23rd 2011

Absolutes/ Col percents

Q5. For each possible benefit please tell me whether, in your opinion, it is more likely that Sainsbury's or Asda would provide it, or whether neither store would be better than the other? Q5. ...It would provide a wide range of food products

		Gei	<u>nder</u>			Age Gro	<u>up</u>			Postcode	Area	<u> </u>	Number o	of cars	
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	Cinderford	Outer	None	One	Two	Three or more
Unweighted base	1,003	356	647	32	74	188	202	195	310	499	503	86	381	395	137
Weighted base	1,003	487	516	103	108	174	179	185	251	501	501	72	366	401	160
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SAINSBURY'S more likely	214	101	113	28	24	36	37	38	50	91	122	12	69	104	28
	21%	21%	22%	27%	22%	21%	21%	21%	20%	18%	24%	17%	19%	26%	17%
ASDA mara likalu	296	145	152	35	42	48	49	47	75	154	142	23	115	109	50
ASDA more likely										_		_	_		
	30%	30%	29%	34%	39%	28%	27%	25%	30%	31%	28%	31%	31%	27%	31%
No difference - both the same	435	211	224	37	40	85	81	87	103	228	206	28	154	174	79
	43%	43%	43%	36%	37%	49%	45%	47%	41%	46%	41%	39%	42%	43%	49%
Don't know	58	31	27	3	3	5	12	12	24	28	31	9	29	14	4
	6%	6%	5%	3%	2%	3%	7%	7%	9%	5%	6%	12%	8%	3%	3%



### Telephone fieldwork: December 16th-23rd 2011

Absolutes/ Col percents

Q5. For each possible benefit please tell me whether, in your opinion, it is more likely that Sainsbury's or Asda would provide it, or whether neither store would be better than the other? Q5. ... It would provide better quality products

		<u>Ger</u>	<u>nder</u>	Age Group					Postcode	Area	<u> </u>	Number o	of cars		
															Three or
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	Cinderford	Outer	None	One	Two	more
Unweighted base	1,003	356	647	32	74	188	202	195	310	499	503	86	381	395	137
Weighted base	1,003	487	516	103	108	174	179	185	251	501	501	72	366	401	160
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SAINSBURY'S more likely	526	250	276	51	67	106	102	95		244	282	20	163	254	85
	52%	51%	53%	49%	62%	61%	57%	51%	41%	49%	56%	28%	45%	63%	53%
ASDA more likely	160	73	87	26	20	23	26	26	39	79	81	16	67	42	35
AODA More likely	16%	15%	17%	25%	18%	13%	15%	14%		16%	16%	22%	18%	11%	22%
	1076	1370	17 76	23 /0	1076	1376	1376	1470	10 /6	1076	10 /6	22 /0	10 /0	11/0	22 /0
No difference - both the same	254	130	125	20	19	43	44	52	76	143	111	25	106	90	34
	25%	27%	24%	19%	18%	25%	24%	28%	30%	28%	22%	34%	29%	22%	21%
Don't know	63	34	29	6	3	2	7	12		35	28	11	30	14	6
	6%	7%	6%	6%	2%	1%	4%	7%	13%	7%	6%	15%	8%	4%	4%



### Telephone fieldwork: December 16th-23rd 2011

Absolutes/ Col percents

Q5. For each possible benefit please tell me whether, in your opinion, it is more likely that Sainsbury's or Asda would provide it, or whether neither store would be better than the other? Q5. ... It would provide a good range of non-food products, such as clothing

		<u>Ger</u>	<u>nder</u>	Age Group					Postcode	Area	<u> </u>	Number o	of cars		
				40.04											Three or
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	Cinderford	Outer	None	One	Two	more
Unweighted base	1,003	356	647	32	74	188	202	195	310	499	503	86	381	395	137
Weighted base	1,003	487	516	103	108	174	179	185	251	501	501	72	366	401	160
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SAINSBURY'S more likely	104	39	64	6	11	22	21	15	28	50	54	9	32	48	14
	10%	8%	12%	6%	10%	13%	11%	8%	11%	10%	11%	13%	9%	12%	9%
ASDA more likely	567	290	277	80	80	94	105	103		280	287	33	197	225	111
	57%	60%	54%	78%	74%	54%	59%	56%	41%	56%	57%	46%	54%	56%	70%
			400					40		440	400	4-			0.4
No difference - both the same	221	92	129	11	17	50	41	42		119	102	15	79	96	31
	22%	19%	25%	10%	15%	29%	23%	22%	24%	24%	20%	21%	22%	24%	19%
Don't know	111	66	45	6	0	8	12	26	50	52	50	14	58	32	2
DON'T KNOW	111		45	_	0	_	13				59				3
	11%	14%	9%	6%	0%	4%	7%	14%	23%	10%	12%	20%	16%	8%	2%



### Telephone fieldwork: December 16th-23rd 2011

Absolutes/ Col percents

Q5. For each possible benefit please tell me whether, in your opinion, it is more likely that Sainsbury's or Asda would provide it, or whether neither store would be better than the other? Q5. ... It would meet the needs of local people

		Ger	<u>nder</u>	Age Group				Postcode	Area	<u> </u>	Number o	of cars			
															Three or
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	Cinderford	Outer	None	One	Two	more
Unweighted base	1,003	356	647	32	74	188	202	195	310	499	503	86	381	395	137
Weighted base	1,003	487	516	103	108	174	179	185	251	501	501	72	366	401	160
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SAINSBURY'S more likely	124	54	69	16	10	17	23	22		72	52	12	39	56	15
	12%	11%	13%	16%	9%	10%	13%	12%	14%	14%	10%	17%	11%	14%	9%
ASDA more likely	436	199	237	48	61	77	84	70	96	212	224	28	159	178	71
NODA more intery	43%	41%	46%	46%	57%	44%	47%	38%		42%	45%	39%	43%	44%	44%
No difference - both the same	366	191	175	36	34	70	63	80	83	182	183	23	131	146	66
	36%	39%	34%	35%	31%	40%	35%	43%	33%	36%	36%	32%	36%	37%	41%
Don't know	77	43	34	3	3	11	9	13		35	42	9	37	20	8
	8%	9%	7%	3%	3%	6%	5%	7%	15%	7%	8%	12%	10%	5%	5%



### Telephone fieldwork: December 16th-23rd 2011

Absolutes/ Col percents

Q5. For each possible benefit please tell me whether, in your opinion, it is more likely that Sainsbury's or Asda would provide it, or whether neither store would be better than the other? Q5. ... It would provide good value products

		<u>Ger</u>	<u>nder</u>			Age Gro	<u>up</u>			Postcode	Area	<u> </u>	Number o	of cars	
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	Cinderford	Outer	None	One	Two	Three or
	TOTAL	IVIAIC	remale	10-24	23-34	33-44	43-34	33-04	03 Of Older	Cilideriord	Outer	None	One	IWO	more
Unweighted base	1,003	356	647	32	74	188	202	195	310	499	503	86	381	395	137
Weighted base	1,003	487	516	103	108	174	179	185	251	501	501	72	366	401	160
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SAINSBURY'S more likely	164	76	88	12	12	22	29	36		76	88	8	68	74	13
	16%	16%	17%	12%	11%	12%	16%	20%	21%	15%	18%	11%	19%	19%	8%
ASDA more likely	477	217	260	61	66	97	88	79	85	235	241	27	161	199	90
•	48%	44%	50%	59%	61%	56%	49%	42%	34%	47%	48%	37%	44%	50%	56%
N 199	004	450	4.40	07	00	54	5.4	50	00	404	400	00	400	444	50
No difference - both the same	301	153	148	27	28	51	54	59		161	138	29	108	111	52
	30%	31%	29%	26%	26%	29%	30%	32%	32%	32%	28%	41%	30%	28%	32%
Don't know	62	42	20	3	2	4	9	11	33	28	33	8	29	17	5
	6%	9%	4%	3%	2%	2%	5%	6%		6%	7%	11%	8%	4%	3%



### Telephone fieldwork: December 16th-23rd 2011

Absolutes/ Col percents

Q5. For each possible benefit please tell me whether, in your opinion, it is more likely that Sainsbury's or Asda would provide it, or whether neither store would be better than the other? Q5. ... It would provide jobs for local people

		<u>Ger</u>	<u>nder</u>			Age Gro	oup .			Postcode	Area	<u> </u>	Number o	of cars	
	TOTAL	Mala	Famala	40.04	25.24	25.44	45 54	EE 04	CE or older	Cin donford	Outor	Nama	0		Three or
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	Cinderford	Outer	None	One	Two	more
Unweighted base	1,003	356	647	32	74	188	202	195	310	499	503	86	381	395	137
Weighted base	1,003	487	516	103	108	174	179	185	251	501	501	72	366	401	160
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SAINSBURY'S more likely	82	40	42	9	11	11	14	12	25	45	37	6	34	36	6
	8%	8%	8%	9%	10%	6%	8%	7%	10%	9%	7%	8%	9%	9%	4%
ASDA more likely	174		86	19	29	24	26	32			90	16	66	62	31
	17%	18%	17%	18%	27%	14%	15%	17%	18%	17%	18%	22%	18%	15%	19%
No difference - both the same	632	292	339	63	57	126	122	125	137	311	320	40	219	263	109
No unference - both the same	63%	60%	66%	61%	53%	72%	68%	68%		62%	64%	56%	60%	66%	68%
	03%	60%	00%	01%	53%	12%	00%	00%	54%	02%	04%	30%	60%	00%	00%
Don't know	115	66	49	12	11	14	17	16	45	60	55	10	47	40	15
	11%	14%	9%	12%	10%	8%	9%	9%		12%	11%	14%	13%	10%	9%



### Telephone fieldwork: December 16th-23rd 2011

Absolutes/ Col percents

Q5. For each possible benefit please tell me whether, in your opinion, it is more likely that Sainsbury's or Asda would provide it, or whether neither store would be better than the other? Q5. ... It would bring more money to the local economy

		Gei	<u>nder</u>	Age Group						Postcode	Area	<u>1</u>	Number c	of cars	
															Three or
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	Cinderford	Outer	None	One	Two	more
Unweighted base	1,003	356	647	32	74	188	202	195	310	499	503	86	381	395	137
Weighted base	1,003	487	516	103	108	174	179	185	251	501	501	72	366	401	160
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SAINSBURY'S more likely	118	66	52	22	12	15	21	17		61	57	10	31	57	19
	12%	14%	10%	21%	11%	9%	12%	9%	13%	12%	11%	14%	8%	14%	12%
ASDA more likely	206	98	108	19	31	35	34	37	49	113	93	16	84	73	32
	21%	20%	21%	18%	29%	20%	19%	20%	20%	23%	19%	23%	23%	18%	20%
No difference - both the same	562	249	314	51	57	110	107	114	123	273	288	36	198	235	93
No unference - both the same	56%		61%	49%	53%	63%	60%	61%			57%		54%	59%	
	30%	51%	01%	49%	53%	03%	00%	01%	49%	55%	5/%	50%	34%	59%	58%
Don't know	116	75	41	12	7	14	18	18	48	54	63	9	53	35	16
	12%	15%	8%	11%	7%	8%	10%	10%	19%	11%	13%	13%	15%	9%	10%



### Telephone fieldwork: December 16th-23rd 2011

Absolutes/ Col percents

Q5. For each possible benefit please tell me whether, in your opinion, it is more likely that Sainsbury's or Asda would provide it, or whether neither store would be better than the other? Q5. ... It would contribute to the local community

		Gei	<u>nder</u>	Age Group						Postcode	Area	<u> </u>	Number o	of cars	
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	Cinderford	Outer	None	One	Two	Three or
	TOTAL	Wate	геннане	10-24	20-04	33-44	40-04	33-64	65 Or Older	Cindenord	Outer	None	One	TWO	more
Unweighted base	1,003	356	647	32	74	188	202	195	310	499	503	86	381	395	137
Weighted base	1,003	487	516	103	108	174	179	185	251	501	501	72	366	401	160
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SAINSBURY'S more likely	160	82	78	13	21	26	28	31	40	81	79	10	50	68	31
	16%	17%	15%	13%	20%	15%	15%	17%	16%	16%	16%	14%	14%	17%	19%
ASDA more likely	182	98	84	31	24	23	32	28	44	96	86	16	81	60	25
	18%	20%	16%	30%	22%	13%	18%	15%	18%	19%	17%	22%	22%	15%	16%
No difference - both the same	524	228	296	45	53	108	97	104	116	263	260	36	182	225	80
	52%	47%	57%	43%	49%	62%	54%	56%	46%	53%	52%	51%	50%	56%	50%
Don't know	137	79	58	15	10	17	22	23	51	61	76	9	53	48	24
	14%	16%	11%	14%	9%	10%	12%	12%	20%	12%	15%	13%	15%	12%	15%



### Telephone fieldwork: December 16th-23rd 2011

Absolutes/ Col percents

Q5. For each possible benefit please tell me whether, in your opinion, it is more likely that Sainsbury's or Asda would provide it, or whether neither store would be better than the other? Q5. ... It would be popular among local people

		Ger	<u>nder</u>			Age Gro	<u>up</u>			Postcode	Area	<u> </u>	Number o	of cars	
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	Cinderford	Outer	None	One	Two	Three or more
Unweighted base	1,003	356	647	32	74	188	202	195		499	503	86	381	395	137
Weighted base	1,003	487	516	103	108	174	179	185		501	501	72	366	401	160
v	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%
SAINSBURY'S more likely	108	52	55	18	10	13	17	19	30	61	47	13	31	47	15
	11%	11%	11%	18%	9%	7%	10%	10%	12%	12%	9%	19%	9%	12%	9%
ASDA more likely	456	201	255	45	56	81	90	77	108	207	249	23	177	181	76
	45%	41%	50%	43%	51%	46%	50%	41%	43%	41%	50%	32%	48%	45%	47%
No difference - both the same	348	179	169	31	36	71	60	73	76	191	156	27	116	145	60
	35%	37%	33%	30%	33%	41%	34%	39%	30%	38%	31%	38%	32%	36%	37%
Don't know	91	55	36	9	7	10	12	16	37	41	49	8	43	27	10
	9%	11%	7%	9%	6%	6%	7%	9%	15%	8%	10%	12%	12%	7%	6%



### Telephone fieldwork: December 16th-23rd 2011

Absolutes/ Col percents

Q5. For each possible benefit please tell me whether, in your opinion, it is more likely that Sainsbury's or Asda would provide it, or whether neither store would be better than the other? Q5. ... It would reduce the need for people to travel to do their regular food shopping

		<u>Ge</u>	<u>nder</u>	Age Group				Postcode Area		Number of cars					
	TOTAL	Mala	Famala	40.04	25.24	25.44	45.54	EE 04	CE or older	Cin doutoud	Outer	None	0		Three or
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	Cinderford	Outer	None	One	Two	more
Unweighted base	1,003	356	647	32	74	188	202	195	310	499	503	86	381	395	137
Weighted base	1,003	487	516	103	108	174	179	185	251	501	501	72	366	401	160
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SAINSBURY'S more likely	130	64	66	22	11	15	24	24		67	63	8	38	60	23
	13%	13%	13%	21%	10%	9%	14%	13%	13%	13%	13%	12%	10%	15%	14%
ASDA more likely	227	106	121	29	31	30	36	37	63	120	106	18	106	70	32
•	23%	22%	23%	28%	29%	17%	20%	20%		24%	21%	26%	29%	18%	20%
No difference - both the same	578	275	303	49	64	122	110	109	123	285	292	36	193	249	99
No difference - both the same				_											
	58%	56%	59%	48%	60%	70%	61%	59%	49%	57%	58%	51%	53%	62%	61%
Don't know	69	43	26	3	2	6	9	16	33	29	40	9	29	22	7
	7%	9%	5%	3%	2%	4%	5%	9%	13%	6%	8%	12%	8%	5%	4%



### Telephone fieldwork: December 16th-23rd 2011

Absolutes/ Col percents

Q5. For each possible benefit please tell me whether, in your opinion, it is more likely that Sainsbury's or Asda would provide it, or whether neither store would be better than the other? Q5. ... It would reduce the need for people to travel to buy non-food shopping

		Gei	<u>nder</u>	Age Group						Postcode Area		Number of cars			
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	Cinderford	Outer	None	One	Two	Three or more
Unweighted base Weighted base	1,003 1,003 100%	356 487 100%	647 516 100%	32 103 100%	74 108 100%	188 174 100%	202 179 100%	195 185 100%	310 251 100%	499 501 100%	503 501 100%	86 72 100%	381 366 100%	395 401 100%	137 160 100%
SAINSBURY'S more likely	123	66	57	19	13	12	22	21	35	63	60	8	40	53	21
	12%	14%	11%	18%	12%	7%	13%	11%	14%	13%	12%	11%	11%	13%	13%
ASDA more likely	318	164	154	47	42	52	48	57	72	151	166	25	120	110	62
	32%	34%	30%	46%	39%	30%	27%	31%	29%	30%	33%	35%	33%	27%	39%
No difference - both the same	475	207	269	34	51	99	98	90	102	247	227	27	168	210	70
	47%	42%	52%	33%	47%	57%	55%	49%	40%	49%	45%	37%	46%	52%	44%
Don't know	87	51	36	3	2	11	10	18	43	39	48	12	38	28	6
	9%	10%	7%	3%	2%	6%	6%	9%	17%	8%	10%	17%	10%	7%	4%



#### Telephone fieldwork: December 16th-23rd 2011

Absolutes/ Col percents

Q5. For each possible benefit please tell me whether, in your opinion, it is more likely that Sainsbury's or Asda would provide it, or whether neither store would be better than the other?

	It would provide a wide range of food products	It would provide better quality products	It would provide a good range of non-food products, such as clothing	It would meet the needs of local people	It would provide good value products	It would provide jobs for local people	It would bring more money to the local economy	It would contribute to the local community	It would be popular among local people	It would reduce the need for people to travel to do their regular food shopping	It would reduce the need for people to travel to buy non-food shopping
Unweighted base	1,003	1,003	1,003	1,003	1,003	1,003	1,003	1,003	1,003	1,003	1,003
Weighted base	1,003	1,003	1,003	1,003	1,003	1,003	1,003	1,003	1,003	1,003	1,003
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SAINSBURY'S more likely	214	526	104	124	164	82	118	160	108	130	123
	21%	52%	10%	12%	16%	8%	12%	16%	11%	13%	12%
ASDA more likely	296	160	567	436	477	174	206	182	456	227	318
	30%	16%	57%	43%	48%	17%	21%	18%	45%	23%	32%
No difference - both the same	435	254	221	366	301	632	562	524	348	578	475
	43%	25%	22%	36%	30%	63%	56%	52%	35%	58%	47%
Don't know	58	63	111	77	62	115	116	137	91	69	87
	6%	6%	11%	8%	6%	11%	12%	14%	9%	7%	9%



### Telephone fieldwork: December 16th-23rd 2011

Q7/8. Age group and Gender

		Ger	nder Age Group							Postcode	Number of cars				
															Three or
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	Cinderford	Outer	None	One	Two	more
Unweighted base	1,003	356	647	32	74	188	202	195	310	499	503	86	381	395	137
Weighted base	1,003	487	516	103	108	174	179	185	251	501	501	72	366	401	160
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	487	487	0	50	53	85	87	90	122	233	253	29	173	209	73
	49%	100%	0%	49%	49%	49%	49%	49%	49%	47%	51%	41%	47%	52%	46%
Female	516	0	516	53	56	89	92	95	129	268	248	42	193	192	87
	51%	0%	100%	51%	51%	51%	51%	51%		53%	49%	59%	53%	48%	54%
18-24	103	50	53	103	0	0	0	0	0	52	51	3	26	25	49
	10%	10%	10%	100%	0%	0%	0%	0%		10%	10%	4%	7%	6%	31%
25-34	108	53	56	0	108	0	0	0	0	64	44	1	46	52	9
	11%	11%	11%	0%	100%	0%	0%	0%		13%	9%	2%	12%	13%	6%
35-44	174	85	89	0	0	174	0	0	0	80	94	3	36	103	30
	17%	17%	17%	0%	0%	100%	0%	0%		16%	19%	5%	10%	26%	19%
45-54	179	87	92	0	0	0	179	0	0	86	93	4	49	87	40
	18%	18%	18%	0%	0%	0%	100%	0%		17%	19%	5%	13%	22%	25%
55-64	185	90	95	0	0	0	0	185	0	89	97	9	79	77	19
	18%	19%	18%	0%	0%	0%	0%	100%		18%	19%	12%	22%	19%	12%
65 or older	251	122	129	0	0	0	0	0	251	129	122	51	131	55	14
	25%	25%	25%	0%	0%	0%	0%	0%		26%	24%	72%	36%	14%	9%
Refused	2	0	2	0	0	0	0	0	0	1	1	0	0	1	0
1.0.000	0%	0%	0%	0%	0%	0%	0%	0%		0%	0%	0%	0%	0%	0%
	l		l								l				

