



An **APLEONA** company

Retail and Commercial Leisure Assessment - Part 2

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March 2018

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1. Introduction

1.1 This report has been prepared by GVA for Medway Council ('the Council') to provide a Retail and Commercial Leisure Assessment Part 2 to support the preparation of the new Medway Local Plan 2012-2035. In November 2016, GVA completed the Retail and Commercial Leisure Assessment ('RCLA') which formed part of the North Kent Strategic Housing and Economic Needs Assessment ('SHENA') prepared jointly for the Council and Gravesham Borough Council ('GBC'). The RCLA is intended to provide an evidence base document to inform development plan preparation and guide development control decisions across both administrative areas, providing an assessment of the need for new retail and commercial leisure floorspace, as well as providing broader strategic guidance on enhancing the vitality and viability of the network of town and district centres.

1.2 Since the completion of the RCLA, the Council has identified the need for additional advice in relation to a series of retail, leisure and 'town centre' planning policy issues. This includes:

- Further consideration of cross-boundary issues, including the impact that retail and leisure developments in surrounding administrative areas could have on the future market share/turnover levels in Medway.
- A more detailed review of the usage of the six main 'town centres' (Chatham, Strood, Rainham, Rochester, Hempstead Valley and Gillingham) and two key out of centre locations (Chatham Dockside Outlet and Gillingham Retail Park).
- Further guidance on the role and function of the six main 'town centres', along with guidance on whether significant new residential development across different parts of the Medway area can be served by existing stores and centres or whether new planned centres are required.
- Advice on the content of development management policies for the assessment of commercial leisure development proposals.

1.3 A key part of the above research has been the commissioning of a series of in-street visitors surveys across the six main 'town centres' along with Chatham Dockside Outlet and Gillingham Retail Park. The surveys have been designed to gain a large body of information surrounding the usage of each location including the types of shops and services visited, linkages between food and non-food shopping trips and other uses in the centres and frequency of visit. The content of the survey is explained in more detail in Section 3 of this report.

- 1.4 The remainder of this report is structured in the following manner:
- Section 2 provides further information and analysis on cross-boundary issues which have the potential to affect the retail, leisure and town centres strategy in Medway.
 - Section 3 provides a summary of the in-street survey results for each of the main town centres and two out of centre retail locations
 - In Section 4 we discuss various issues associated with Medway's retail hierarchy, including the need to provide adequate retail/centre provision to serve significant new residential development across the Medway administrative area.
 - We provide advice and recommendations for the Council's policies for the assessment of planning applications for commercial leisure uses.
 - We summarise our findings and advice in Section 6.
- 1.5 This report provides the evidence to inform the Local Plan Development Strategy and how the selected options for housing growth carried forward can address the necessary requirements for retail growth to support sustainability.
- 1.6 All plans, statistical information and other documentation referred to in the text of this report can be found in appendices contained at the rear of this document.

2. Further Consideration of Cross-Boundary Issues

Introduction

- 2.1 A key part of the preparation of a development plan is the duty to co-operate which itself entails the need to consider issues which cross local authority administrative boundaries. In many cases shopping patterns do not respect local authority administrative boundaries and there is clear evidence in the RCLA that there is an inter-relationship between Medway and surrounding areas such as Gravesham, Ashford, Dartford, Thurrock, Swale and Maidstone. Indeed, it is common for retail expenditure generated by residents of one local authority area to help support retail floorspace in another area.
- 2.2 Section 4 of the RCLA provides a useful outline of major competing developments and proposals in the wider area and we have agreed with the Council further consideration will be given to these cross-boundary issues, including the potential for new proposals to affect the shopping market share of stores and centres in Medway in the future.
- 2.3 For the purposes of this section, we have concentrated upon the three largest retail development projects in the surrounding area: Bluewater shopping centre in Dartford, the redevelopment of part of Sittingbourne town centre and Ashford Designer Outlet Centre.

Bluewater Shopping Centre

- 2.4 Within the RCLA report recent proposals to expand Bluewater shopping centre were described, along with a summary of the recent work undertaken by WYG on the likely impacts of the proposed extension on Gravesend. Since the completion of the RCLA, Dartford Borough Council ('DBC') have granted planning permission for the latest extension proposals¹ which will comprise 19,950sq m of net additional comparison goods floorspace and additional Class A3/4 floorspace and the provision of 30,000sq m overall. It is understood that a number of surrounding local authorities, including Medway, Gravesham and Maidstone objected to the proposals in relation to their impact on defined town centres in their own administrative areas.
- 2.5 A review of the proposal by Carter Jonas ('CJ') for DBC forecast that 5% (£8.62m) of the additional comparison goods turnover at Bluewater will be diverted from Chatham town centre and this would result in a 3.2% solus impact upon the comparison goods sector in Chatham town centre and, when other retail commitments are taken into account², the

¹ 16/01207/OUT

² Based upon the CJ advice to DBC these commitments include: Lakeside shopping centre extension, Ebbsfleet, Hempstead Valley, Whitgift Centre Croydon, Spirit of Sittingbourne, Royal Victoria Place Tunbridge Wells, Maidstone East, Chelmsford, Isle of Sheppey, Ashford Designer Outlet and Heritage Quarter Gravesend.

- cumulative negative impact upon the centre would be 8%. This is equivalent to a loss of £21.8m of comparison goods turnover from the town centre.
- 2.6 However, it is to be noted that the CJ assessment of cumulative impact included £5m of diversion associated with the Anthony's Way scheme at Medway City Estate. This relates to a large Sainsburys supermarket development commitment which is now very unlikely to come forward. Therefore, if that scheme is removed from the assessment the cumulative impact upon Chatham town centre is 6%.
- 2.7 It should be noted that the assessment of the Bluewater extension proposals estimated the comparison goods turnover of Chatham town centre to be £226.7m at 2016 whereas the RCLA forecast the centre's turnover to be £168.3m at 2015 and £199.7m at 2020. If this latter figure were to be used for the impact assessment then the loss of comparison goods turnover would be circa 8%.
- 2.8 The approval of the Bluewater extension proposal therefore has the potential to influence the future market share of comparison goods shopping in Chatham/Medway and the scale of the quantitative requirement for additional retail floorspace in the future.
- 2.9 The impacts outlined above just relate to Chatham town centre and it should be noted that the capacity forecasts in the RCLA relate to the whole of Medway. The financial impact assessments associated with the Bluewater extension do not provide a detailed set of impacts for all comparison goods facilities in Medway although they do show that Chatham and Strood town centres will lose comparison goods expenditure and that Hempstead Valley will experience a net increase on the assumption that an extension to that shopping centre.
- 2.10 The assessment of the impact of the Bluewater extension includes a cumulative impact assessment which usefully includes a number of other significant retail commitments in the surrounding area. These include Maidstone East, Heritage Quarter Gravesend, Sheerness and the Ashford Outlet, plus the extension to the Hempstead Valley centre, all of which will divert trade from Chatham town centre. Some of these commitment will also have a negative financial impact upon Strood town centre. This reinforces the point that it is not just Bluewater which will have an impact on Medway's centres, a factor which will need to be taken into account when considering future shopping market share levels.

Ashford Designer Outlet Centre

- 2.11 Whilst it was not covered within Section 4 of the RCLA, Ashford's Designer Outlet Centre also attracts comparison goods shopping trips from the Medway area. The household survey results contained within Volume 3 of the RCLA indicate that:

- The outlet centre is the usual shopping destination for 3% of residents in Zone 13 (Chatham / Gillingham South) and 2% in Zone 14 (Rainham). It also attracted 1% of Strood residents.
- Excluding the usual destinations, it also attracts the following market shares for other clothing/fashion trips: Zone 10 (south-west Chatham) 3%, Zone 11 (Chatham) 1%, Zone 13 (Chatham / Gillingham south) 1% and Zone 14 (Rainham) 2%.
- It also attracts expenditure on home furnishings (Zones 10 and 12, 3% apiece) and recreation/luxury goods (3% from Zone 14).

2.12 Therefore, at the present time, and despite it being a 45 minute drive, the outlet centre is clearly attractive to some Medway residents for certain types of comparison goods shopping. Whilst the percentages quoted above may, on face value, look relatively small, regular visitors to the outlet centre were one tenth of visitors to Chatham in Zones 13 and 14 and one third of visitors to Hempstead Valley in Zone 13. Therefore, even in its un-extended state, the influence of the outlet centre should not be under-estimated.

2.13 We have examined the retail impact assessment which was submitted in support of the recent extension proposals and it is clear that the operator of the centre is expecting a significant amount of new expenditure to come from outside of the core 45 minute drive time catchment. 55% of new turnover is expected to come from people living outside the 45 minute area which is likely to comprise a mixture of settlements on the edge of the area, i.e. Medway and Gravesend, and those people using the Ashford International cross-channel train service. The former category is supported by the results of the RCLA household survey.

2.14 Unfortunately, the impact assessment for the (now permitted) extension scheme, which proposes an additional 7,800sq m of comparison goods floorspace (along with food and drink floorspace) does not model the retail expenditure flowing to the centre from outside the 45 minute catchment or the impact on the Medway town centres. However, this has been undertaken for the Bluewater extension proposal (outlined above) and it is clear that some trade diversion will occur (and building upon the existing level of expenditure lost to the outlet centre).

Sittingbourne Town Centre

2.15 Swale Borough Council has, over the past few years, promoted the regeneration of Sittingbourne town centre. As part of this regeneration initiative, planning permission has been granted for a large-scale mixed use development on the northern side of the town centre for the following land uses:

- 214 residential apartments

- 3,158sq m of Class A1 retail floorspace
 - A 308 space multi-storey car park
 - A multi-screen cinema
 - 2,327sq m of Class A3 café/restaurant space
 - The creation of a new public space
 - Significant changes to the local highway network.
- 2.16 The first phase of development is now under construction and will accommodate Home Bargains and Iceland Food Warehouse stores along with a Costa café/drive-through. The cinema and Class A3 units will be provided in later phases of development.
- 2.17 We consider that potential cross-boundary issues are relevant to this development in relation to both its impact upon the scale of expenditure being attracted to some of the Medway towns and also the need to consider whether planning for new retail and leisure development in Medway could affect the future phases of development.
- 2.18 In relation to the impact upon Medway's market share, it is relevant to note that:
- Zone 15 of the survey area in the RCLA covers the rural area to the east of Medway and west of Sittingbourne. Table 4 in Appendix 2 of the RCLA indicates that stores in Medway attract 33% of comparison goods expenditure from this area, whilst Sittingbourne attracts 44%. In relation to convenience goods shopping, stores in Medway attract 29% of expenditure from Zone 15 residents whilst Sittingbourne attracts circa 60%.
 - The RCLA survey did not extend to Sittingbourne itself so we have referred to the 2010 Swale Retail Study. Whilst that study is now several years old, and thus will attract reduced weight, it does indicate that there is very little leakage of convenience goods shopping trips outside of Sittingbourne and whilst there is a much larger level of leakage of comparison goods trips only circa 5% of these trips flow to stores in Medway³.
- 2.19 Therefore, it would appear that for the Sittingbourne town centre project to impact on Medway's convenience and comparison goods market share, it will need to achieve a higher market penetration rate in the surrounding area (particularly in the area between Sittingbourne and Rainham). This would certainly appear to be possible, in relation to both convenience and comparison goods shopping, due to attractiveness of the Home Bargains and Iceland Food Warehouse stores and would reduce future quantitative capacity for both types of floorspace to a modest extent.

³ Hempstead Valley shopping centre is the single most popular destination of the Medway facilities visited by Sittingbourne residents.

2.20 We have also considered whether retail and leisure development projects across the Medway administrative area could have an impact upon the future implementation of the Sittingbourne town centre regeneration plans. With phase 1 of the project now under construction, this is a sign that the current development strategy and retail commitments in Medway are not affecting investor confidence. In relation to future phases of the town centre development these are likely to focus upon food and beverage uses and a new cinema and we would note the following:

- Sittingbourne has a small existing cinema (the New Century) and is currently likely to face competition from larger more modern facilities in Canterbury, Maidstone and Chatham. The Odeon at Chatham is the closest facility for Sittingbourne residents and the household survey commissioned for the RCLA indicates that it attracts 58% of trips from Zone 15 residents. The new cinema planned for the town centre regeneration scheme represents an opportunity to claw back existing trips which are currently being lost to towns such as Chatham and, due to the finite size of the Sittingbourne catchment, it may be sensitive to increased competition from increased larger scale competition elsewhere. Given the existing cinema at Strood and Chatham we do not consider that there is a need to plan for another facility. As a consequence, there should be no conflict in relation to this issue.
- The planned food and beverage uses within the town centre regeneration scheme are designed to remove a deficiency in this type of provision in Sittingbourne and are required to complement the proposed cinema. They are therefore an important part of the next phase of the regeneration scheme. However, so long as the cinema investment is not affected we do not consider that the food and beverage issues are likely to be impacted on given their more localised catchment.

Implications

2.21 In light of the foregoing analysis, we consider that the following issues are relevant:

- It is likely that the implementation of commitments for new retail floorspace in the surrounding area will place pressure on the Medway's comparison goods shopping market share in the future.
- An examination of the cumulative financial impact analysis prepared for DBC in relation to the Bluewater extension proposals reveals that, leaving aside the Bluewater extension, there will be a negative impact from commitments in the wider area on Chatham and Strood although there is no precise data on the effect on other 'town centres' in Medway.
- In overall terms (i.e. Medway as a whole), the negative financial impact from commitments in the wider area on Strood and Chatham is likely to be cancelled out by

the additional floorspace at Hempstead Valley. However, this is in overall terms (for the whole of Medway) and Chatham and Strood, and also possibly some of the other 'town centres', will still lose market share.

- Beyond the commitments, the Bluewater extension will have a further negative impact upon Chatham and Strood, and also possibly some of the other 'town centres', and the assessments undertaken for DBC forecast that the impact of commitments on Chatham and Strood will be a reduction in turnover of 4% apiece.

2.22 Therefore, having regard to changes in circumstance after the finalisation of the RCLA, it is clear that the Bluewater extension and other retail commitments will have a negative financial impact upon future quantitative capacity prospects in Medway, particularly Chatham and Strood. Not only is this relevant for future development management decisions but also in relation to future updates to the quantitative retail floorspace forecasts. Therefore, in the interim, we would recommend that the quantitative capacity levels are treated as maximums when considering site allocations (although in any event both quantitative and qualitative considerations should be taken into account when planned for identified needs)

2.23 As and when the quantitative forecasts in the RCLA are updated we therefore recommend that the impact of Bluewater and other commitments are taken into account when re-assessing the level of global retail floorspace capacity in Medway and also, where relevant, quantitative capacity in each of the main settlements.

3. Further Assessment of the Role and Function of the Main Medway Town Centres

Introduction

- 3.1 Section 5 of the RCLA provides an overview of the retail hierarchy in Medway, concentrating upon the health of the centres at the top of the hierarchy, namely: Chatham, Strood, Gillingham, Rainham, Rochester and Hempstead Valley. This review took into account a number of recommended health check factors, including the land use profile of each centre, vacancy rates, environmental quality and the usage of each centre (via an examination of the RCLA February 2015 household survey).
- 3.2 Following on from this review, the Council has decided that this Part 2 study should gain further information on the usage of the main town centres along with some of the other key retail destinations across Medway. In order to do this, a series of in-street surveys has been commissioned and which were undertaken in June 2017 and early 2018.
- 3.3 The results of the surveys are contained in Appendices I and II and are summarised in turn below.

Chatham

- 3.4 The in-street survey in Chatham town centre was undertaken in June 2017, at the same time as the survey in Strood town centre. Both surveys shared a very similar questionnaire and the Chatham results can be summarised as follows:
- The most popular main purpose of visit to Chatham was non-food shopping (32%), followed by window shopping (24%) and then food shopping (8%) and eating/drinking out (8%). In terms of other secondary reasons for visiting the centre, window shopping came top (at 33%) followed by eating/drinking out (12%), socialising (10%) and the food and non-food shopping (both 9%).
 - In terms of the average amount of money being spent on different types of goods and services on the time of the survey, results are as follows:
 - Food - £5.08
 - Clothing/footwear - £15.73
 - Health and beauty goods - £4.82
 - Food / drink at restaurants - £3.72
 - Services - £2.32

- Average spending on CDs, books, electrical goods, DIY, furniture was all under £1.00
- 50% of respondents drove to the town centre, whilst 33% caught the bus and 14% arrived on foot. Travel by cycle and train was 1% apiece.
- In terms of travel times, 42% of respondents spent no more than 10 minutes on their journey. 34% of respondents spent 10-20 minutes on their journey.
- The survey indicates that dwell-time in Chatham town centre was quite significant, with an average time of 131 minutes (two hours and ten minutes). Over 90% of respondents expected to remain within the town centre for at least an hour at the time of the survey, and over 50% expected to remain in the centre for more than two hours.
- The most popular types of shops and businesses visited in the town centre were: clothing/fashion (44%), charity shops (12%), foodstores (11%), restaurants/cafes (19%), take-aways (10%), household goods shops (9%), chemists (8%), health/beauty shops (8%) and banks/building societies (9%).
- In terms of specific businesses, the most popular were: Debenhams (23%), Boots (10%), Costa (10%), Primark (26%), Sainsburys (10%), TK Maxx (13%) and Wilko (11%).
- Of those people surveyed, 56% indicated that they never visit food shops in Chatham town centre, whilst 28% indicated that they visit at least once a week. This is a much lower percentage than responses in relation to Strood town centre (where 57% of respondents indicated that they visited Strood town centre at least once a week for food shopping).
- Of those people who said that they visited Chatham town centre for food shopping, half indicated that they normally visit other shops or facilities in the centre on the same visit. The types of facility visited as part of this linked trip were wide-ranging and include: bakers (19%), banks/building societies (12%), butchers (15%), charity shops (23%), clothing/fashion (31%), other foodstores (15%), household goods (12%) and restaurants/cafes (23%). The average spend on these linked trips was £27.
- Similar questions were also asked about visits to non-food shops in Chatham town centre. Just over one third (35%) of respondents indicated that they visited the centre at least once a week for non-food shopping. The most commonly visited non-food shops were: Debenhams (34%), Oxfam (14%), Primark (29%), TK Maxx (28%), Wilko (8%), Poundland (8%) and Dorothy Perkins (7%).
- Of those people who said that they visited Chatham for non-food shopping, 31% indicated that they normally visited other shops and businesses in the town centre on the same visit. A similar range of businesses to the linkages with food shopping were recorded, including: banks/building societies (16%), charity shops (15%), clothing/fashion stores (29%),

general stores (12%), household goods (10%) and restaurants/cafes (12%). The average amount of spending on these linked trips was recorded as being £20.55.

- 3.5 Visitors to Chatham town centre were also asked about whether they ever visited Chatham Dockside Outlet Centre for shopping and leisure purposes. 70% of respondents indicated that they did, although it would appear that visits are infrequent as only 16% indicated that they visited at least once a week and 37% visited on a monthly basis. The most visited shops/businesses in the outlet centre are: Cadbury (27%), Choice Home Store (17%), Clarks (21%), Marks and Spencer (39%), Mountain Warehouse (17%), The Range (74%) and Poundstretcher (39%).

Strood

- 3.6 The in-street survey in Strood town centre was also undertaken in June 2017. The key headlines from the results can be summarised as follows:
- The most popular main purpose of visit to Strood was food shopping (44%), followed by work/business (13%), non-food shopping (12%) and then socialising (8%). In terms of other secondary reasons for visiting the centre, non-food shopping was the most popular (at 25%) followed by eating/drinking out (18%) and food (16%).
 - In terms of the highest average amounts of money being spent on different types of goods and services on the time of the survey, the results indicate:
 - Food - £28.03
 - Clothing/footwear - £4.11
 - Food / drink at restaurants - £2.63
 - Services - £2.45
 - 50% of respondents drove to the town centre, whilst 20% caught the bus and 20% arrived on foot. 3% of visitors cycled to the centre, 3% arrived by taxi and 2% arrived by train.
 - In terms of travel times, 49% of respondents spent no more than 10 minutes on their journey. 34% of respondents spent 10-20 minutes on their journey.
 - The survey indicates that dwell-time in Strood was, on average time, circa 90 minutes. This is less than the (131 minute average) stay in Chatham town centre and circa 80% of respondents expected to remain within the town centre for no more than two hours.

- The most popular type of shops/business visited in the town centre by some considerable margin were foodstores (62%), followed by restaurants/cafes (17%), banks/building societies (11%), clothing/fashion (13%) and general stores (12%).
- In terms of specific businesses, the most popular were: ALDI (37%), ASDA (15%), Iceland (13%), Matalan (10%), Morrisons (8%) and Wilko (9%).
- Of those people surveyed, 57% indicated that they visit food shops in Strood town centre at least once a week. This is a higher percentage than responses in relation to Chatham town centre and reflecting the breadth of choice of foodstores present.
- Of those people who said that they visited Strood town centre for food shopping, half indicated that they normally visit other shops or facilities in the centre on the same visit. The types of facility visited as part of this linked trip were wide-ranging and include: chemists (15%), banks/building societies (28%), DIY stores (11%), charity shops (13%), clothing/fashion (19%), other foodstores (20%), general stores (26%), household goods (17%) and restaurants/cafes (20%). The average spend on these linked trips was £14.55, which is around half of the linked trip expenditure associated with foodstore visits in Chatham town centre.
- Similar questions were also asked visits to non-food shops in Strood town centre. One third (32%) of respondents indicated that they normally linked a non-food trip with visits to other shops and services and the most commonly visited shops/services were: banks/building societies (43%), charity shops (14%), chemists (26%), clothing/fashion stores (23%), DIY stores (14%), foodstores (43%), general stores (11%), and restaurants/cafes (23%). The average amount of spending on these linked trips was recorded as being £13.22.

3.7 In addition to the standard questions shared with the survey in Chatham town centre, visitors to Strood town centre were also asked about visits to Strood Retail Park which lies adjacent to the centre. The frequency of visit was as follows: always (14%), normally (14%), sometimes (30%), rarely (22%) and never (20%). For those people who visited the retail park, the most popular stores (in descending order) were: Matalan (66%), Poundland (59%), Argos (38%), Poundworld (30%) and Next (23%).

Gillingham

3.8 The in-street survey in Gillingham town centre was undertaken in March 2018. The key headline results can be summarised as follows:

- Food and non-food shopping are very similar in popularity in terms of the main purpose of visits to the town centre, at 36% and 33% respectively. Socialising was the next most popular reason, at 14%, with other attractors scoring at relatively low levels (i.e.

eating/drinking at 2% and financial services at 4%). In terms of other secondary reasons for visiting the centre, non-food shopping was most popular, at 18%, followed by window shopping (at 10%), food shopping (5%) and socialising (7%).

- In terms of the average amount of money being spent on different types of goods and services on the time of the survey, results are as follows:
 - Food - £12.55
 - Clothing/footwear - £9.21
 - Health and beauty goods - £2.26
 - All other non-food goods - £12.96
 - Average spending on eating/drinking out and services was circa, on average, £1 apiece.

- Only 24% of respondents drove to the town centre, whilst 63% walked.
- In terms of travel times, 64% of respondents spent no more than 10 minutes on their journey. 31% of respondents spent 10-20 minutes on their journey.
- The survey indicates that dwell-time in Gillingham town centre was just over one hour, at 77 minutes on average. 39% of respondents expected to remain within the town centre for up to an hour at the time of the survey, and over 48% expected to remain in the centre for between 1-2 hours.
- The most popular types of shops and businesses visited in the town centre were: foodstores (39%), household goods shops (23%), restaurants/cafes (14%), banks/building societies (18%) and general stores (10%).
- In terms of specific businesses, the most popular were: Iceland (29%), Nisa (12%), Poundland (12%), Savers (13%), WH Smith (16%) and Wilko (26%).
- Of those people surveyed, only 24% indicated that they never visit food shops in Gillingham town centre, whilst 52% indicated that they visit at least once a week.
- Of those people who said that they visited Gillingham town centre for food shopping, three-quarters (75%) indicated that they normally visit other shops or facilities in the centre on the same visit. The types of facility visited as part of this linked trip were wide-ranging and include: banks/building societies (16%), butchers (7%), charity shops (7%), clothing/fashion (15%), other foodstores (14%), general stores (15%), health and beauty shops (17%), household goods (16%) and restaurants/cafes (10%). The average spend on these linked trips was £17.

- Similar questions were also asked visits to non-food shops in Gillingham town centre. Just over half (54%) of respondents indicated that they visited the centre at least once a week for non-food shopping. The most commonly visited non-food shops were: Oxfam (11%), Savers (18%), WH Smith (27%) and Wilko (32%).
- Of those people who said that they visited Chatham for non-food shopping, 40% indicated that they normally visited other shops and businesses in the town centre on the same visit. The businesses and services visited on these linked trips were: The average amount of spending on these linked trips was recorded as being £20.55.

Rochester

3.9 The March 2018 in-street survey in Rochester town centre provided the following data:

- Unlike some of the other larger town centres, food shopping was not a particularly popular main reason for visiting Rochester town centre (4%). Non-food shopping was higher, at 17%, although the most popular main reason for being in the centre was for work/business, at 30%. 11% of survey respondents also indicated that the main reason for being in the centre was eating/drinking out. In terms of other secondary reasons for visiting the centre, eating/drinking came top (at 44%) followed by window shopping (14%), socialising (14%) and financial services (10%).
- This data clearly indicates that Rochester does not have a particularly strong retail function for either food or non-food goods. This is confirmed by the answers to the questions around spending levels. The average spend on food goods was 45p (with 91% of respondents not spending any money on food shopping) and the only significant amount of money spent on non-food goods being clothing/fashion (£5.46). In contrast, the average amount of money spent on food/drink at restaurants was £14.77.
- Most survey respondents drove to the town centre (56%), whilst 5% caught the bus, 15% caught the train and 18% walking to the centre.
- In terms of travel times, the average journey took 18 minutes and over 60% of respondents travelled over 10 minutes to get to Rochester.
- The survey indicates that dwell-time in Rochester is relatively lengthy, with an average time of 158 minutes (two hours and thirty eight minutes). Over 87% of respondents expected to remain within the town centre for at least an hour at the time of the survey, and two-thirds expected to remain in the centre for more than two hours.
- The most popular types of shops and businesses visited in the town centre were restaurants/cafes (37%) and pubs/bars (26%). The popularity of shops and services was

much lower, with the most popular being charity shops (16%) and banks/building societies (11%).

- In terms of specific businesses, the most popular were: Costa (20%), Demelza (12%) and Wetherspoons (16%).
- Of those people surveyed, 71% indicated that they never visit food shops in Rochester town centre and only 8% visit at least once a week. Of those people who said that they visited Rochester town centre for food shopping, just over half (59%) indicated that they normally visit other shops or facilities in the centre on the same visit.
- Similar questions were also asked in relation to visits to non-food shops in Rochester. One quarter (25%) of respondents indicated that they visited the centre at least once a week for non-food shopping. The most commonly visited non-food shop was Demelza (34%).
- Of those people who said that they visited Rochester for non-food shopping, 53% indicated that they normally visited other shops and businesses in the town centre on the same visit. The most popular shops and services visited as part of this linked trip were: banks/building societies (15%), restaurants/cafes (29%), pubs/bars (19%) and take-aways (11%). The average amount of spending on these linked trips was recorded as being £18.69.
- In terms of visits during the evening, only 14% of survey respondents indicated that they visited Rochester at least once a fortnight. 10% visited once a month, 17% visited between 2-6 months and 15% visited less often. 28% of respondents indicated that they don't visit Rochester in the evening.

Rainham

- 3.10 The in-street survey in Rainham town centre was also undertaken in March 2018. The key headlines from the results can be summarised as follows:
- 3.11 The most popular main purpose of visit to Rainham by some distance was food shopping (48%), followed by non-food shopping (20%), then window shopping (7%), financial services (6%) and then eating/drinking out (5%). In terms of other secondary reasons for visiting the centre, window shopping was the most popular (at 29%) followed by non-food shopping (15%) and socialising (18%).
- 3.12 In terms of the highest average amounts of money being spent on different types of goods and services on the time of the survey, the results indicate:
- Food - £13.83
 - Clothing/footwear - £2.11

- Health/beauty goods - £2.28
 - Newspapers / magazines - £1.40
 - Other non-food items - £4.83
 - Food / drink at restaurants - £1.60
- 3.13 50% of respondents drove to the town centre, whilst 9% caught the bus and 35% arrived on foot. Only 1% of visitors cycled to the centre, 3% arrived by taxi and 2% arrived by train.
- 3.14 In terms of travel times, 62% of respondents spent no more than 10 minutes on their journey. 35% of respondents spent 10-20 minutes on their journey.
- 3.15 The survey indicates that dwell-time in Rainham was, on average time, circa 57 minutes. This is relatively low compared with the other main centres in Medway, with 62% of visitors spending no more than one hour in the centre.
- 3.16 The most popular type of shops/business visited in the town centre by some considerable margin were foodstores (50%), followed by restaurants/cafes (21%), general stores (18%) and restaurants/cafes (21%).
- 3.17 In terms of specific businesses, the most popular were: Peters of Rainham (51%), Iceland (18%), Forresters (28%) and Costa (13%).
- 3.18 Of those people surveyed, 49% indicated that they visit food shops in Rainham town centre at least once a week and of those people who visited for food shopping 55% indicated that they normally visit other shops or facilities in the centre on the same visit. The types of facility visited as part of this linked trip were wide-ranging and include: banks/building societies (8%), charity shops (15%), DIY/hardware stores (13%), general stores (18%), health and beauty shops (15%), household goods shops (10%). The average spend on these linked trips was £17.30.
- 3.19 Similar questions were also asked visits to non-food shops in Rainham town centre. One third (30%) of respondents indicated that they normally linked a non-food trip at least once a week and just under half (47%) normally linked their visits to other shops and services. The most commonly visited shops/services were: charity shops (10%), foodstores (28%) and restaurants/cafes (15%). The average amount of spending on these linked trips was recorded as being £9.8.
- 3.20 Interviewees were also asked about visits to Rainham town centre in the evenings. 81% indicated that they did not visit in the evenings and those that did indicated that the most popular reasons for visiting were: foodstores (63%), general stores (16%), restaurants/cafes (21%) take-aways (21%).

Hempstead Valley Shopping Centre

- 3.21 The main reasons for visiting Hempstead Valley are generally confined to food shopping (60%) and non-food (32%). Only 2% of interviewees indicated that the main reason they were at Hempstead Valley on the day of the survey was for eating/drinking. The most popular shops and services visited were clothing/fashion (63%), foodstore/supermarket (75%), health/beauty (23%), household goods (18%) and restaurants/cafes (24%). In terms of individual businesses, the most popular are: Costa (14%), Boots (16%), Marks and Spencer (70%), Sainsburys (77%), Superdrug (15%) and TK Maxx (11%).
- 3.22 In line with these main reasons for visiting, the largest amounts of money spent on the day of survey were food/groceries (£40.92), clothing/fashion goods (£9.15) and other non-food items (£7.98).
- 3.23 Compared with the other 'traditional' town centres across Medway, travel to Hempstead Valley is dominated by private car with 88% of survey respondents using this mode. 6% of respondents caught the bus to the centre and 5% arrived on foot. The average journey time to the centre was 13 minutes.
- 3.24 The survey indicates that dwell-time in Hempstead Valley was, on average time, circa 105 minutes which is one of the longest of all of the main centres. It is notable that only 6% of visitors spent less than an hour in the centre, with over 50% spending between 1.5 and 2.5 hours in the centre.
- 3.25 Of those people surveyed, two thirds (68%) indicated that they visit food shops at Hempstead Valley at least once a week. This is the highest proportion in terms of visits per week of all of the main 'town centres' in Medway and it is notable that only 4% of survey respondents indicated that they never visited Hempstead Valley for food shopping.
- 3.26 Of those people who said that they visited Hempstead Valley for food shopping, 72% indicated that they normally visit other shops or facilities in the centre on the same visit. The level of linkages with other shops and services is comparatively high, including: book shops (17%), clothing/fashion (64%), other foodstores (28%), health and beauty stores (59%), health food shops (31%), household goods shops (37%), restaurants/cafes (31%) and shoe shops (11%). The average spend on these linked trips was £25, which is higher than linked trips associated with food shopping in Strood and slightly lower than linked trip expenditure associated with foodstore visits in Chatham town centre.
- 3.27 The set of comparable questions for non-food shopping indicate that 62% of survey respondents regularly link these types of trip with other shops and services in Hempstead Valley. The range of shops and services visited on these linked trips is very similar to the linked

trips associated with food shopping, although it is notable that 40% of linked trips associated with non-food shopping are associated with visits to cafes/restaurants.

- 3.28 Given the nature of Hempstead Valley shopping centre, it is unsurprising that the survey indicates a low proportion of survey respondents visit the centre in the evenings. 59% of respondents never visit the centre in the evenings and only 4% visit at least once a week.

Chatham Dockside Outlet Centre

- 3.29 The specialist nature of Chatham Dockside outlet centre has a distinct influence on the nature of the March 2018 survey results. Non-food shopping is unsurprisingly the most popular main reason for visiting (32% of all respondents), followed by window shopping (20%), eating/drinking out (14%) and socialising (12%). Half of all non-food shoppers also normally link their trip with visits to restaurants/cafes on the same visit. Very little money is spent on food/groceries but to the lack of such goods on offer and the category with the highest spend is clothing/fashion (£14.11).

- 3.30 Three-quarters (78%) of survey respondents travelled to the outlet centre by car, with 10% walking and 12% using public transport. Journey times to the centre (21 minutes on average) were some of the longest of the centres surveyed which is a sign that, due to the specialist retail offer of the centre, visitors are prepared to travel further. This is accompanied by a comparatively high length of stay, at 114 minutes, with 88% of survey respondents spending more than an hour at the centre. The specialist nature of the outlet centre is also reflected in the frequency of visits to the centre, with only one fifth visiting at least once a week and 58% visiting no more than once a month. Evening visits to the centre are also low, with 60% never visiting and most of those that do visit do so no more than every couple/few months.

- 3.31 The shops and services which were the most popular were: the Range (50%), M&S Outlet (20%), Burger King (12%), Peacocks (30%), The Works (18%) and Poundstretcher (16%).

Gillingham Retail Park

- 3.32 The final location surveyed in March 2018 was Gillingham Retail Park, with interviews undertaken next to the collection of retail units comprising Poundland, Iceland, Carpetright and Harveys. In the wider area there are also ALDI and Tesco foodstores which are also likely to have featured in the responses given by interviewees.

- 3.33 The range of facilities in this location meant that food and non-food shopping dominated the main reasons the retail park, at 66% and 28% respectively. These were also the main secondary reasons given for visiting, with 52% of respondents indicating that, apart from the main reason, there were no other reasons for their visit. The most popular shops were ALDI (42%), Iceland (62%), Poundland (54%) and Pets at Home (16%), emphasising the strong food

shopping role of the retail park. Half of food shoppers at the retail park also linked their trip with other shops and services and with the most popular linkages with B&Q, Magnet, Poundland and Tesco.

- 3.34 On average £42 was spent by survey respondents on food/groceries, with £11 spent on clothing/fashion, £6 spent on health/beauty goods and £18 on other non-food items. The retail park has very much a car based and relatively localised catchment, with 96% of visitors driving and 70% travelling no more than 10 minutes. 82% of respondents were intending to spend no more than one hour at the retail park.
- 3.35 Whilst half of survey respondents visited the retail park at least once a week for food shopping, frequency of visit for non-food shopping was much lower. Only 14% of survey respondents visited at least once a week for non-food shopping and only 16% visited between weekly and fortnightly.
- 3.36 Survey respondents at the retail park were also asked whether they visited Gillingham town centre for shopping and leisure purposes. 44% of respondents indicated that they did visit the town centre which is comparable to the 46% of town centre visitors who said that they also visited the retail park. Therefore, around half of respondents visited both locations, although retail park visitors used the town centre more frequently. Town centre shops visited by retail park visitors including Card Factory, Halifax, Iceland, Lloyds, New Look, Oxfam and Peacocks.

4. Retail Hierarchy Issues & Distribution of Identified Needs

- 4.1 Within the January 2017 development options consultation, the Council indicated that its policy approach to retail and town centre issues would be, amongst other things, to establish a retail hierarchy to inform a town centre first policy approach. Pages 56-58 of the consultation document provide an outline of the character of the main town centres along with a discussion over the role and contribution of local centres and edge/out of centre retail parks.
- 4.2 The existing retail hierarchy in Medway is contained in Section 6.2 of the 2003 Local Plan, whilst policies R1 to R8 deal with the individual policy approach to Chatham, Rochester, Strood, Gillingham, Rainham and Hempstead Valley. Policy R10 deals separately with local, village and neighbourhood centres.
- 4.3 Pages 56-58 of the consultation document effectively continue the approach in the Local Plan by separately outlining the character of each location and how its role may evolve over the lifespan of the new Local Plan.
- 4.4 Based upon the approach proposed by the January 2017 consultation document there is therefore a need for this section of our report to deal with the format and content of the retail hierarchy in Medway along with how the retail and town centres strategy should approach each of the main centres.
- 4.5 The current Local Plan consultation document: Development Strategy (March – May 2018) sets out the progression from the Development Options (2017). In doing so, the development strategy, set out from page 24-37, has filtered through the options and carried forward identified locations for growth supported by sustainability considerations. Therefore not all options as set out in this report are carried forward into the Development Strategy consultation document – this is elaborated upon at 4.103. Hierarchy considerations emerging from these selected locations will therefore need careful consideration going forward and upon confirmation of the preferred strategy, further detailed work on format and floorspace distribution can be recommended.
- 4.6 In addition, the proposed policy approach (as set out on page 59 of the 2017 Development Options consultation document) indicates that new residential development should be accessible to local centres. As a consequence, the second half of this section examines a series of spatial distribution issues associated the options in the consultation document for residential development across different parts of the Medway area.

Retail Hierarchy Issues

4.7 Section 6.2 of the 2003 Local Plan provides the following 'hierarchy of centres' for Medway:

Table 4.1: 2003 Local Plan Hierarchy of Centres

Hierarchy	Location
Main retail / city centre	Chatham
District centres	Strood Gillingham Rainham Hempstead Valley shopping centre Rochester
Local, village and neighbourhood centres	74 individual locations listed in Policy R10 of the Local Plan
Retail parks	Gillingham business park Horsted retail park Strood retail park
Free standing stores	Courtney Road, Gillingham Maidstone Road, Chatham

4.8 Based upon the content of Table 4.1 above we have two observations to make:

- First, whether or not it was intended by Section 6.2, it is not common for free-standing stores and retail parks outside of defined town centres to be included within a formal defined retail hierarchy. Whilst such facilities can have wide catchment areas, which can rival and compete with defined town centres, stand-alone stores and retail parks do not normally have the range of facilities which can be considered appropriate for the defined 'town centre' hierarchy.
- Second, based upon the contents of the NPPF, neighbourhood centres do not usually fall under the umbrella of 'town centres'. The glossary to the NPPF notes that: *"References to town centres or centres apply to city centres, town centres, district centres and local centres but exclude small parades of shops of purely neighbourhood significance"*.

4.9 As a consequence, we consider that a revised retail hierarchy should be included in the new Local Plan. Whilst the Council may wish to identify retail parks outside of town centre boundaries and neighbourhood centres under a separate definition, we recommend that the formal 'town centre' hierarchy is restricted to town, district and local centres.

4.10 In relation to local centres, we understand that the Council is currently undertaking a review of all of the 74 centres listed in Policy R10, and we would recommend that this review:

- Establishes which of the existing defined local centres can remain as local centres in the formal hierarchy;
- Assesses whether any of the village and neighbourhood centres have the characteristics to be elevated to local centre status;
- When undertaking the above assessments, take into account the now superseded but still useful guidance in the PPS4 Practice Guide which gives the following definition: *“Local centres include a range of small shops of a local nature, serving a small catchment. Typically, local centres might include, amongst other shops, a small supermarket, a newsagent, a sub-post office and a pharmacy. Other facilities could include a hot-food takeaway and launderette. In rural areas, large villages may perform the role of a local centre”*.
- For all of those centres which are to be included in the hierarchy as local centres, the proposals map should define the boundary of the centre. This is a change from the existing local plan which uses one standard indicative annotation for all village, local and neighbourhood centres. Setting a boundary area for the local centres will greatly assist in terms of: assessing their health as part of any future retail impact assessments, assessing direct impacts on these centres, and also for the purposes of defining in, edge and out of centre sites for the sequential test.

4.11 The remaining centres are classified in the adopted Local Plan as town and district centres, with Chatham at the pinnacle of the hierarchy and the only town centre. Whilst Rainham, Strood, Rochester and Gillingham have some of the qualities and characteristics of town centres, the decision to place them in a lower tier in the hierarchy, in order to differential them from the larger centre at Chatham, is considered to be appropriate and proportionate. In any event, the lower status of these centres does not in any way devalue their role and contribution to the network of centres in Medway nor the need to protect and enhance their health through the development plan and development management decisions.

4.12 In terms of the current (adopted) Local Plan approach of provided one or more policies for each of the main town and district centres, we make the following observations:

- The provision of an individual policy for a particular town/district centre is considered to be beneficial as it allows the strategy and key issues for a centre to be highlighted in a clear manner.

- Where possible a single policy for each centre should be provided which deals with the strategy for the centre, the key site allocations and investment projects and the key issues which will need to be taken into account where impact assessments are required for retail and leisure proposals outside of the town centre⁴.
- In relation to proposals for change of use or development within the defined primary and secondary shopping frontages, the Council will need to consider whether a single stand-alone policy advocating a consistent approach across all town and district centres is appropriate or whether different principles apply to particular centres. It would appear from the 2003 Local Plan that a consistent approach is taken for the defined district centres and the Council will need to consider whether that approach can be extended to Chatham which has a similar but not identical approach (in Policy R1).

4.13 The foundations of the retail strategy and key issues for each of the town and district centres are outlined in the RCLA and are therefore not repeated here. However, the Council has asked that this report provide further commentary on Hempstead Valley shopping centre (and its place in the retail hierarchy) and the future approach to the Dockside Outlet Centre area (including whether it should become part of the hierarchy going forwards). This is outlined below.

Hempstead Valley shopping centre

4.14 Paragraph 10.40 of the RCLA outlines the recommendations for Hempstead Valley including the need for modernisation of the centre and widening the range of retail and town centre uses. However, the recommendations also state that there's no qualitative case for additional comparison and/or convenience retail provision at Hempstead Valley and raise concerns over the potential for additional space to have a detrimental impact upon Chatham town centre.

4.15 In recent years, Hempstead Valley has become a successful and popular shopping destination and has grown its market share and turnover. Section 8 of the RCLA indicates that the centre has a turnover of £103m, which makes it the second most popular destination in Medway after Chatham (£168m) and higher than Strood (including Strood Retail Park)(£76m). It also has the highest comparison goods turnover per square metre. It also had the second highest convenience goods turnover level (within Chatham town centre) at the time of the RCLA survey (only below Strood) although the closure of the Tesco supermarket in Chatham town centre means that Hempstead Valley is now likely to have the second highest turnover.

⁴ The inclusion of the strategy for a particular town centre within policy will be particularly important when the Council needs to consider detailed development management issues associated with edge and out of centre proposals which may affect the role and attractiveness of town and district centres. Beyond the key headlines in the policy itself, the supporting text can expand upon the content and purpose of the strategy and explain the key issues which will need to be taken into account when considering the sequential and impact tests for edge and out of centre proposals.

- 4.16 Despite the centre's dated appearance, it has the appearance of an out of centre shopping mall with the advantage of having free car parking for all visitors. There is ample surface level car parking and has advantages over the 'traditional' town centres in Medway that expansion / reconfiguration is much easier.
- 4.17 Therefore, whilst the shopping centre does provide a focus for the population living in the southern part of Medway and also helps to retain shopping trips, there is strong case for the new Local Plan to adopt a policy approach which controls how Hempstead Valley evolves over the life of the Plan in order to protect other town centres. Policy R7 in the 2003 Local Plan indicates that development at Hempstead Valley will be limited to minor extensions not resulting in a net increase in retail floorspace, and improvements to existing facilities. Based upon the content and principles set out in the recent Next Home appeal decision at Meadowhall, Sheffield⁵, the approach of Policy R7 may no longer be sustainable and may be unduly restrictive (where Hempstead Valley remains part of the formal retail hierarchy in Medway). However, due to the valid concerns expressed in both the 2003 Local Plan and the RCLA over the impact of Hempstead Valley on other parts of the formal retail hierarchy, we do not consider that Hempstead Valley can be treated in the same way as the other more traditional town centres in Medway.
- 4.18 Therefore, if Hempstead Valley is to remain as part of the formal retail hierarchy, we recommend that an alternative approach is pursued which removes the 'blanket' restriction on non-minor proposals and replaces it with a criteria based approach to assessing retail and leisure development proposals within the centre boundary. This is an approach which has been adopted by Torbay Council in relation to The Willows district centre in Torquay, where Policy TC3 of the 2015 Torbay Local Plan⁶ states that further retail development (other than minor development) at The Willows will only be supported where it cannot be located in any of the three town centres in Torbay, or other district centres, and where it meets the tests for new out of centre development (i.e. the sequential and impact tests).
- 4.19 The Willows district centre is similar to Hempstead Valley in that it provides a focus for the local population of north-west Torquay but accommodates very large Sainsburys and Marks & Spencer stores which have a catchment which stretches across the whole of Torbay and beyond in to south-east Devon. It should be noted that this policy in the Torbay Local Plan was prepared, examined and adopted post-NPPF and therefore is considered an appropriate approach for Hempstead Valley also.

⁵ APP/J4423/A/13/2189893

⁶ <http://www.torbay.gov.uk/media/6836/lp-2012to2030.pdf>

Chatham Dockside Outlet Centre

- 4.20 The Dockside Outlet Centre area lies to the north of the A289 Pier Road and is organised across a number of distinct parts, including: the outlet centre itself; an area to the west including a cinema and number of food and beverage outlets; and, two separate areas to the north of the outlet centre containing further food and beverage outlets, a Co-op convenience store and a gym. We understand that the outlet centre itself is controlled in terms of the goods it can sell⁷ and the pricing of those goods⁸.
- 4.21 In total, the commercial floorspace in this area totals 35,000sq m gross⁹, with a retail floorspace of circa 23,000sq m gross. Table 4.1 below compares with total and retail floorspace in the Dockside Outlet area with the six largest 'town centres' in Medway.

Table 4.1: total and retail floorspace in the six largest town centres in Medway and the Chatham Dockside Outlet area.

	Total Floorspace (sq m gross)	Retail Floorspace (sq m gross)
Chatham	104,000sq m	91,800sq m
Gillingham	43,000sq m	38,100sq m
Strood	46,100sq m	44,300sq m
Rochester	29,200sq m	20,800sq m
Rainham	21,000sq m	17,600sq m
Hempstead Valley	28,500sq m	27,800sq m
Dockside Outlet and surrounding area	35,000sq m	23,000sq m

- 4.22 The above data shows that the amount of floorspace in the Dockside Outlet area is around one quarter the size of Chatham town centre which is, by some distance, the largest town centre in Medway. The amount of retail floorspace in the Outlet area is around half the size of Strood and two-thirds the size of Gillingham. It has, however, a larger amount of retail floorspace than Rochester and Rainham and is not too dissimilar to Hempstead Valley.
- 4.23 In terms of nearby residential uses, there are two tall residential towers immediately adjacent to the northern food and beverage outlets and a large area of modern housing on St Marys Island to the north. However, that is the extent of residential accommodation in the immediate area with the other surrounding uses comprising the dockyard, office, education and maritime-related uses.

⁷ i.e. an exclusion on convenience goods

⁸ Offered for sale at a price at least 30% lower than that at which the goods have previously been offered for sale elsewhere

⁹ Based on data from Experian GOAD

- 4.24 Within the recent development options consultation the area to the north of Chatham and Gillingham, and close to the outlet centre area, was shown as a potential location for new mixed use development (including residential development) and the potential location for a new retail centre. In our opinion, an increased level of residential development in this area would prompt the need for a new local centre in order to provide easy access to day to day retail and service uses. However, we have a number of reservations about the outlet centre area becoming the identified new centre. First, whilst it currently provides some uses which could be commonly found in a typical local centre (i.e. Co-op convenience store and food/beverage uses) the range of other non-food retail uses and leisure uses is far wider than a typical local centre. Second, in order to function as a local centre it is likely that the existing controls over the range of goods to be sold would need to be lifted and this is likely to create additional competition for surrounding existing town centres, most notably Chatham and Gillingham. Third, we can see a number of parallels with Hempstead Valley shopping centre, which provides modern retail space and ample car parking. As noted above, the classification of Hempstead Valley as a 'town centre' has had consequences for the trading performance of a number of other town centres in Medway and we consider that the classification of the outlet centre as a similar centre could well lead to very similar issues arising.
- 4.25 Therefore, we recommend that the Council does not identify the outlet centre area as a new 'town centre' to serve the area to the north of Chatham and Gillingham. We recommend that it should remain as an out of centre location and retail and leisure proposals in this location should be subject to the standard sequential and impact tests. If a new centre is to be identified in this area it should be of a considerably smaller scale and designed to serve the day to day needs of the growing local population, with a role and function which is significantly different to the nearby larger town centres.

Spatial Distribution Issues

- 4.26 In addition to the continuing focus upon the role and function of the six main 'town centres' there is also the need to consider the spatial distribution of retail facilities across the remainder of the Medway area. In particular, there is a need to ensure that the existing and future local population has easy access to shops and services in a way that complements the higher order role of the six main 'town centres'. A particular focus here is on the ease of access to food/grocery shopping facilities given their importance to the day-to-day shopping needs of the local population.
- 4.27 This is an area of the assessment of need which was not covered by the 2016 RCLA report and is a useful exercise in order to determine whether there are deficiencies or gaps in provision, or any location specific needs across the Medway area. The Council is undertaking its own assessment of the various local, village and neighbourhood centres which are defined by

Policy R10 of the 2003 Local Plan in order to understand which should be carried forward and defined as local centres within the formal retail hierarchy in the new Local Plan. Therefore, the scope for our assessment focuses upon those areas of the Medway administrative area where there is potential for substantial residential development and assesses whether existing defined 'centres' are capable of serving the growing local population or whether new 'centres' are required to be provided.

4.28 The focus for this exercise is the Medway Local Plan 2012-2035 Development Options Regulation 18 consultation report ('the development options document'), published in January 2017. The Development Options document follows the Issues and Options consultation in early 2016 and outlines a range of alternative scenarios for potential development patterns for Medway's planned growth. These options are as follows:

- Scenario 1 – maximising the potential of urban regeneration. The concentration of development on the urban area, including the continuation of the regeneration of the waterfront areas, along with regeneration around the periphery of town centres and redevelopment of the Medway City Estate.
- Scenario 2 – suburban expansion. This scenario retains the core component of the urban regeneration scenario along with greater emphasis on suburban areas to meet identified needs. This will include sustainable urban extensions around Rainham, Capstone and Strood and the expansion of Hoo St Werburgh.
- Scenario 3 – Hoo Peninsula focus. This scenario also commits to the continuation of the urban regeneration of waterfront and town centre sites alongside a significant expansion of residential development in the Hoo Peninsula, particularly around Hoo St Werburgh and Lodge Hill.
- Scenario 4 – urban regeneration and a rural town. This brings together components of the urban regeneration, suburban expansion and rural development scenarios (Nos 1-3 above) including higher density development in waterfront and urban centre sites, modest levels of suburban expansion and further development on the Hoo Peninsula.

4.29 Because these four options contain overlapping elements, our assessment has focused upon the following geographic areas of potential substantial development/growth:

- The Hoo Peninsula
- Medway City Estate / Chatham Docks
- Rainham East
- Mill Hill / Lower Rainham

- Capstone
- Strood

4.30 A further key element of the potential development strategy across the four options is maximising the potential for urban regeneration across Chatham, Strood, Gillingham and Rainham, including around the periphery of the town centre areas. For the purposes of residential development in these areas we have assumed that the existing defined centres and out of centre stores across the urban areas will be able to meet the needs of the growing population and this will support the role and function of the six main 'town centres' in line with the principles outlined earlier in this chapter. We have made this assumption on the basis that many of the urban regeneration areas are close to existing higher order town centres and therefore reliance on these centres would support the Council's aim of maintaining and enhancing the health of the centre and will also support the case for development allocations in the relevant 'town centres'.

4.31 In order to understand whether existing provision, in either its existing or an expanded form, can accommodate the needs of new residents in the above areas (outlined in paragraph 4.28) our assessment of each area examines:

- The characteristics of each option;
- The scale, type and distribution of retail facilities and existing 'centres' in the local area;
- Existing food shopping patterns
- The distance/drive-time from the main foodstores/supermarkets and defined local centres; and
- Where additional provision is required, we undertake an assessment of its likely scale and form.

4.32 In terms of providing advice on accessibility issues, we have produced a series of plans which show distances/drive-times from the main food retail facilities and local centres across Medway. These are contained at appendices III, IV and V and include:

- A plan showing a two mile radius around the main foodstores and supermarkets¹⁰.
- A plan showing the area which can be covered by a five minute drive time from each of the main foodstores and supermarkets; and
- A plan showing an 800 metre radius around the various local centres, as defined by Policy R10 of the 2003 Local Plan¹¹.

¹⁰ For the purposes of this exercise the locations of the main foodstores and supermarkets are: Strood town centre (Tesco, Morrisons, ALDI and ASDA), ASDA Chatham, Morrisons Chatham, ALDI Gillingham, Tesco Extra Gillingham, Hempstead Valley

4.33 From the outset it should be noted that these area potential development strategy options for the new Local Plan and, where relevant, the need to provide new retail facilities, will be dependent on that particular option being enshrined with the preferred strategy for the Local Plan. In addition, the scale of residential development in each location has not yet been formally set. Therefore, the requirements for new retail provision, where relevant, can only be outlined in broad terms, with a greater level of detail provided once the scale of residential development has been set.

4.34 We now consider each major redevelopment area in turn below.

Hoo Peninsula

4.35 Within the Development Options consultation, the Hoo Peninsula features most prominently in scenarios 3 and 4 although the potential development area at Lodge Hill is shown in each of scenario diagrams due to the recent planning application (which we understand has recently been withdrawn). Paragraph 3.39 of the Development Options consultation states that the Council supports the development of Lodge Hill as a planned new settlement.

4.36 Whilst there may be some differences between scenarios 3 and 4 in terms of the exact scale of development, the general principle is that the large village of Hoo St Werburgh turns into a small rural town. This will be achieved by development around the existing village and extending towards Chattenden and also at Lodge Hill on the northern side of the A228. As a consequence, the new rural town is likely to be provided within two distinct but linked areas.

4.37 Within this specific area the main existing concentration of retail and other main town centres is within Hoo village centre, along Main Road, Stoke Road and Church Street. Surveys undertaken by the Council earlier in 2017 indicate that around 30 units are occupied by (Class A, B and D) main town centre uses and convenience goods retailers include Co-op and Spar convenience stores. There is also a newsagents, pharmacy, post office, estate agents and a small number of take-aways. Overall, this provides a good focus for the day to day needs of this residents of the village although, as set out below, this is very much a day-to-day top-up shopping focus.

4.38 Elsewhere in the local area, there is a small parade of seven shops on Knights Road in Hoo, including newsagent, hair salon, grocer/off-licence, take-away and pharmacy, along with a convenience store at the junction of Pottery Road and Main Road. In Chattenden, there is a Spar convenience store attached to a petrol filling station on the northern side of the A228

¹¹ A distance of 800 metres is the Institute of Highways and Transportation's recommended preferred maximum walking distance to town centres

dual carriageway. Within the wider area, there is limited retail provision in the surrounding villages of Little Stoke, Allhallows, High Halstow and Cliffe.

4.39 Volume 3 of the RCLA provides a copy of the raw data tabulations from the 2015 February 2015 household survey and which provides a detailed picture of shopping patterns in different parts of the Medway area. The survey results are summarised in appendices 1 and 2 of Volume 2 of the RCLA.

4.40 As shown on Plan 1 in Volume 2 of the RCLA, the Hoo Peninsula is covered by Zone 7 of the survey area and the 2015 household survey provides the following shopping patterns data:

- Table 4 in Appendix 1 (Vol 2) of the RCLA indicates that circa 8% of food shopping expenditure from Zone 7 residents flows to stores in Gravesend and circa 50% to stores in Strood. Around 5% flows to stores in Chatham and 6% flows to the Co-op in Hoo St Werburgh. A further 14% remains in small shops across the survey area.
- Examining the market share data in Volume 3 of the RCLA in detail indicates that:
 - The three most popular first choice main food shopping destinations for Zone 7 residents are all located in Strood: Morrisons (29%), Tesco, (17%) and ALDI (15%).
 - The Co-op in Hoo attracts just 2% of first choice main food shopping trips from Zone 7 residents. No other stores in Zone 7 are specifically mentioned in relation to first choice main food shopping trips. In relation to second choice main food shopping trips, the Co-op in Hoo is not mentioned and only 0.7% of trips are assigned to other stores across Zone 7.
 - A greater amount of top-up food shopping trips remain within Zone 7, including 17% attributed to the Co-op store in Hoo and 18% to other stores/centres in Zone 7. Therefore, around one third of trips remain within the local area. In terms of the main stores and centre which benefit from the leakage of top-up shopping trips from Zone 7, the picture is more dispersed than for main food shopping, although the most popular stores are Morrisons in Strood (11%), Rochester (9%), ALDI Strood (6%), Tesco Express in Frindsbury (7%) and other stores in Strood (13%).

4.41 The accessibility plans at appendices III and IV also illustrate the relationship of the Hoo Peninsula to the main foodstores and supermarkets. Bearing in mind the northern half of the two mile radius from the ASDA supermarket in Gillingham should not be given any weight (due to the River Medway estuary), the plans show that a sizable part of the peninsula is beyond two miles and a five minute drive time from the main foodstores/supermarket, which is in contrast to other parts of the Medway area.

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- 4.42 Therefore, given the current level of leakage of retail expenditure from the Hoo Peninsula, along with the potential for significant growth over the lifetime of the new Local Plan and accessibility issues, there is therefore a strong case for the provision of new retail uses to serve the needs of an expanding population in this area.
- 4.43 As a starting point, we have considered opportunities for improvement/expansion of existing facilities. Given that the main growth in this area will focus around Lodge Hill and Hoo itself, the existing shopping areas which have been identified are: Hoo, Miskin Road, Pottery Road and Chattenden. Chattenden and Hoo are identified on the Local Plan proposals map, whilst Miskin Road and Pottery Road also have local facilities (not identified on the proposals map) and have been subject to recent surveys by the Council.
- 4.44 As noted above, Hoo is the largest of these four areas and comprises the traditional heart of the village of Hoo. Whilst it is likely to continue to remain an important source of shops and services following the growth of the local resident population, there are few opportunities for substantial change and direct expansion of the village centre. The best opportunities lies to the east and south-east although the traditional village centre and any new facilities would be separated by intervening residential uses which is less than ideal.
- 4.45 The other identified (Local Plan) area, Chattenden, currently only accommodates a petrol filling station, which does not constitute a 'town centre' in terms of the retail hierarchy. Therefore, there is no particular benefit to the existing retail hierarchy to develop new retail facilities in this location and instead it will be treated as a 'new build' location. One potential positive attribute associated with this location is the proximity to Peninsula Way which provides good link via private car. However, a potential drawback is its location on the south-western edge of which may not be the most sustainable location for the wider new community and the ability to promote sustainable patterns of movement.
- 4.46 In relation to the other two locations (Pottery Road and Miskin Road), neither are identified on the Local Plan proposals map. Both locations are surrounded by residential uses and therefore there is very little opportunity to expand these areas to form a new local/neighbourhood centre to serve the expanding local community. A further draw-back may be their location, which is well-suited to the existing community at Hoo but not the areas which are likely to provide new housing.
- 4.47 The above analysis suggests that whilst existing facilities in the Hoo area have the potential to attract some shopping trips from an expanded local community, they are (A) unable to grow to meet a greater level of local need; (B) unable to grow to influence existing shopping patterns; and (C) in the best locations to serve a growing local community. Therefore, it appears sensible, in our opinion, for any strategic growth option which promotes large scale residential development in the Hoo area to include the provision of a new centre, or centres.
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Two further considerations will be important: the number of centres to be provided, and the scale/type of new provision.

- 4.48 In terms of the scale of provision, a key element will be convenience goods floorspace, which will provide for key day-to-day shopping needs. Unlike a number of areas discussed later in this section, there is a more compelling case in the Hoo Peninsula for a larger foodstore in order to (A) try and address the existing scale of leakage of food shopping trips from the local area; (B) accommodate the potentially large spending power of the new communities created around Hoo and Lodge Hill; and (C) provide a sustainable distribution of shopping facilities.
- 4.49 In terms of attempting to quantify the scale of potential new retail provision, particularly convenience goods floorspace, it is useful to examine both qualitative and quantitative factors. In relation to the quality of provision, the particular area of deficiency is easy access to main food shopping facilities and therefore it would appear important for a new centre (or centres) to provide for this type of shopping. This would point to the provision of a foodstore with a net sales area of at least 1,000sq m and such a store will also assist with improving on the current 30% retention rate for top-up food shopping¹². In addition to such a foodstore, it would be reasonable to allow for additional convenience store provision where further neighbourhood centres are provided across the new communities and an allowance of circa 300sq m net would appear reasonable.
- 4.50 In terms of quantitative factors, there are three areas to consider: the potential share of the global convenience goods capacity estimated in the RCLA; the potential to create capacity by clawing back convenience goods expenditure which is being lost to towns such as Strood; and, the retail spending capacity of the net additional homes/residents which will be created by a development plan strategy which concentrates residential development in the Hoo Peninsula.
- 4.51 In relation to the global convenience goods floorspace capacity forecasts, the RCLA predicts a net additional need for between 6,000-8,600sq m net at 2020 rising to 13,100-15,700sq m net by 2037. Whilst the longer term forecasts are less reliable and do not take into account any changes in provision which could occur outside of the development plan making process, the short-term quantitative capacity is still reasonably substantial.
- 4.52 In terms of what proportion of the 2020 capacity could be reasonably attributed to the Hoo Peninsula area it is useful to examine the contents of Table 6 of Appendix 1 (Volume 2) of the RCLA which compares the current level of turnover of existing stores and centres against company/average benchmark levels. Table 6 indicates that in relation to Strood, which is the

¹² By way of comparison, the ALDI and ASDA stores in Strood town centre have net sales areas of 1,159sq m and 1,914sq m and the edge of centre Morrisons and Tesco stores have net sales areas of 3,252sq m and 1,687sq m

focus of convenience goods expenditure from Zone 7 (Hoo Peninsula), stores in the town centre boundary trade £6.8m below company average levels whilst stores on the edge (Morrisons and Tesco) trade £19.2m in excess of average levels. Therefore, with £12m of the 'surplus' capacity of £73m attributable to Strood, it would not be unreasonable in our opinion to assign at least one sixth of the quantitative capacity to the Hoo Peninsula. This would equate to circa 1,000sq m net.

- 4.53 One important point to remember when attempting to assign part of the 'surplus' expenditure capacity to a particular area is that the 'surplus' expenditure is not sitting idle and is instead contributing to existing store/centre turnovers. Therefore, it would lead to a diversion of trade from these stores and centres, particularly in Strood and Hoo village. Whilst an overall collective trading performance of stores in Strood is above average, hence the suggestion that there is an opportunity for some re-assignment to the Hoo Peninsula, it would reduce the number of food shopping trips to Strood town centre and edge of centre stores, possibly leading to knock-on implications for the rest of Strood town centre and therefore this should be taken into account when deciding on the final amount of new convenience goods floorspace to be provided in new centres.
- 4.54 The most appropriate way of conducting this exercise would be to undertake an impact assessment at the time of finalising development options. This exercise should incorporate:
- An assessment of the direct financial impact of a new centre(s) on convenience and comparison goods stores in Strood;
 - An assessment, using the results of the in-street surveys conducted for this report, of the potential indirect knock-on impacts for Strood town centre; and
 - An overall balanced assessment to consider any negative impacts on the health of Strood town centre against the positive impacts associated with the claw-back of retail expenditure to the peninsula and the ability to provide new accessible local shops and services for the growing population in this area.
- 4.55 It is likely that Hoo village centre will also experience some change in the future should a large number of new homes and a new centre(s) be provided across the peninsula. Clearly, the village centre has the potential to benefit from an increased resident population although it will also face competition should new centres be provided. As a consequence, should a new 'town centre'¹³ be provided it is possible that the village centre will maintain a local shopping role below the main new centre. However, despite this potential lower position within the

¹³ We use the term 'town centre' in general NPPF terms as no decision has yet been made as to whether any new centre containing a reasonably large foodstore would achieve town, district or local centre status in the retail hierarchy.

retail hierarchy, we recommend that the village centre retains a protected local centre status within the formal hierarchy.

- 4.56 Another method of calculating the scale of expenditure which could be available to support new convenience goods floorspace is to assess the potential increase in level of expenditure which could be retained in Zone 7 of the study area. Table 3 (Appendix 1, Volume 2) of the RCLA indicates that, at 2015, £42.3m of convenience goods expenditure was generated by residents of Zone 7. The capacity analysis does not provide an exact figure for the amount of convenience goods expenditure which is retained by stores located in Zone 7 although we would estimate that it is likely to be around £5m¹⁴. On this basis, the retention of £5m of convenience goods expenditure is equivalent to a 12% market share.
- 4.57 Clearly this is not a very sustainable pattern of shopping trips and the objective should be, as additional residential development occurs, to increase the level of retention. In order to generate sufficient additional expenditure to accommodate a new foodstore of 1,000-1,500sq m net convenience goods floorspace, the level of retention will need to rise to somewhere between 35%-50% depending upon the size of store and type of grocery operator. An increase in market share beyond 50% is considered unlikely given the influence of the existing large Medway towns, particularly Strood (given the choice of stores) and also the relationship between food shopping and some commuting patterns.
- 4.58 The final area of quantitative assessment is to consider the potential spending power of the new residents in the Hoo Peninsula, particularly those within the scenario to create a new rural town around Hoo and Lodge Hill. At the present time, the RCLA assumes an increase in the residential population of Zone 7 of 4,116 people between 2015 and 2037. This is a circa 20% increase but may not be reflective of the scale of population growth if the Council pursues a strategy which places a large proportion of residential growth in the Hoo Peninsula¹⁵.
- 4.59 Therefore, we have undertaken an analysis, contained at Appendix VI to this report, which calculates the convenience goods spending power associated with new residential units. It adopts different levels of residential development (between 1,000 and 8,000 new units) within two contrasting market share levels (30% and 50%) and indicates the following levels of capacity:
- If half of the convenience goods expenditure associated with an 8,000 residential unit allocation can be retained then there would be capacity to support around 1,400sq m of net convenience goods floorspace. This is likely to be at the top end of expectations in

¹⁴ Table 5a (Appendix 1, Volume 2) of the RCLA indicates that the Co-op store in Hoo has a study area derived turnover of £2.6m. In addition, part of the £6.0m of expenditure directed to local/small shops by Zone 7 residents will also be attributable to store in Zone 7 and given that the market share of other stores in Zone 7 in relation to top-up food shopping trips is similar to that of the Co-op then we would estimate the total turnover of all of these stores to be around, but no more than, circa £5m.

¹⁵ Thus, the capacity analysis in the 2016 RCLA will need to be updated once the overall level of housing growth in Medway, and its distribution, is set.

terms of the proportion of convenience goods expenditure which can be retained in the local area.

- If 30% of the expenditure associated with a 8,000 residential unit allocation can be retained then that would be sufficient to support around 860sq m net of convenience goods floorspace.
- If the amount of new residential units on the Peninsula is much lower, at 1,000 to 2,000 units, then the amount of convenience goods floorspace which could be support is between 108¹⁶-359¹⁷sq m net.

4.60 For the avoidance of doubt, it should be noted that these figures relate to the spending power associated with new residential units and there is, as outline earlier in this section, an opportunity to increase the amount of available expenditure via the claw-back of some spending on convenience goods which is currently being directed towards stores in Strood. For example, the retention of circa 30-35% of convenience goods expenditure from existing local residents plus the provision of 5,000 new homes could support a foodstore of circa 1,500sq m net.

4.61 In light of the foregoing analysis, it is clear that there is significant quantitative potential for convenience goods floorspace on the Hoo Peninsula associated with new residential development and the claw-back of existing expenditure. There are also clear qualitative factors to support the provision of main food shopping provision supported by neighbourhood top-up stores. Clearly, the level of floorspace which could be provided/justified will have a relationship to the scale of new residential development allocated in the development plan although even of modest level of growth is still likely to justify the peninsula area being given priority in terms of a share of identified need for new convenience goods floorspace.

4.62 In relation to the number and type of new centres, a traditional response when masterplanning new communities has been to plan for one main 'town centre' supported by a series of smaller neighbourhood centres. Examples of this are the new communities at Cranbrook in Devon and Northstowe in Cambridgeshire. A particular characteristic of the potential pattern of growth in the Hoo Peninsula is two separate but linked residential areas around Hoo village and Lodge Hill and therefore it is likely that, in the interests of sustainable walkable neighbourhoods, a network of centres need to be provided. It is not the role of this study to choose the precise location of these centres although there are some general principles which we would recommend:

¹⁶ 30% retention on 1,000 residential units

¹⁷ 50% retention on 2,000 residential units

- Within a scenario where there is a substantial growth in the resident population of the Hoo peninsula, we consider that a main 'town centre' should be provided which contains the foodstore which is capable of providing for main food shopping trips. As set out above, the expenditure capacity for such a store can rely on spending generated by existing and new residents in the local area.
- The masterplanning exercise will determine the exact location for the new centres, but the main centre should be provided where it meets the following balance of factors: (A) lies closest to the bulk of the resident population, (B) has the best chance of retaining trips from local residents, and (C) provides a commercially attractive location for businesses.
- Where new residential development is provided at both Lodge Hill and around Hoo village, it will be sensible for a neighbourhood centre to accompany the main new centre. Within the scenario where the main centre is closer to Hoo village than a neighbourhood centre should also be provided at Lodge Hill.

4.63 In terms of the wider set of main town centre uses which should be placed within the new centres around Hoo/Lodge Hill, it will be important for the new main centre and the neighbourhood centres to contain a mix of uses which can serve the day to day needs of the growing local population. On this issue, we recommend the following:

- Each of the centres should have a mixture of Class A1-5 retail uses and controls should be put in place to ensure that this mix of uses is maintained. There will also be a need to ensure that an adequate quota of separate units are provided/maintained in each centre in order to provide choice.
- In order to improve levels of vitality, consideration should be given to the co-location of the main centre with other uses such as education uses and leisure/community uses. Given that the main centre will take time to establish itself as the local community grows towards a critical mass, and retailers will be encouraged to open before the ideal level of expenditure capacity is reached, co-location with footfall generators such as schools, public services, doctors surgeries and other community/leisure uses can help to support the health of the centre in the short to medium term.
- Once the general scale of new residential and economic development in the Hoo Peninsula is known, the new Local Plan should be clear over the role, scale and function of each of the new centres and put controls in place (in development plan allocations and planning permissions). It must ensure that these controls are robust enough to allow the centres remain complementary to each other (and existing facilities such as Hoo village centre) and in an appropriate place in the wider defined retail hierarchy.

Rainham East

- 4.64 The Rainham East area features most prominently in scenario 2: suburban expansion. The plans contained within the recent development options consultation show the potential development area for consideration stretching from both sides of the A2 (and nearby railway line) in the north to the southern part of Meresborough Road in the south and effectively forming an eastern extension to the Rainham urban area.
- 4.65 The closest defined centres to this area are:
- Town centre: Rainham town centre
 - Local centres: Norreys Road, Parkwood Green, Maidstone Road (Rainham), Peverell Green and Lonsdale Drive.
 - Neighbourhood centres: Station Road, London Road/Maidstone Road, High Street (Rainham) and Wakeley Road.
- 4.66 The largest centre in the Rainham East urban area is Rainham town centre. It is located in the northern part of this area and is focused around the junction of High Street (A2) and Station Road, with the majority of retail uses to the north of High Street and west of Station Road (within the pedestrianized Rainham Shopping Centre). Foodstores present in the town centre are Tesco Metro (861sq m net) and Iceland stores (304sq m net), whilst the large Wilko household goods store also sells an element of convenience goods.
- 4.67 Beyond the town centre most of the other local and neighbourhood centres contain a small selection of shops and services, with a number of centres containing either a small newsagent or small local independent convenience store. The exception to this is Parkwood Green which is situated in the southern part of the Rainham East urban area and is the focus residents of the Park Wood suburb. This is a purpose-built inward looking pedestrianised centre, containing an anchor Co-op foodstore¹⁸.
- 4.68 Plan 1 in Volume 2 of the RCLA shows that the Rainham East area is covered by Zone 14 of the household survey area. This zone extends across all of the Rainham area and in to the eastern part of Gillingham. Volume 3 of the RCLA provides the following information in relation to the most local centres to the Rainham East potential urban extension area¹⁹:
- The Tesco Metro store in Rainham town centre attracts 14% of first choice main food shopping trips and 11% of second choice main food trips.

¹⁸ Circa 450sq m gross floorspace

¹⁹ When analysing and understanding the results for Zone 14 of the household survey it should be noted that this zone does not just cover the Rainham East area.

- The Iceland in Rainham town centre and Co-op Parkwood Green do not attract any first choice main food trips, but the Iceland attracts 3% of second choice main food trips.
- The survey also records that other convenience goods stores in Rainham attract around 1% of first and second choice main food trips.
- The most popular main food shopping destinations for Zone 14 residents are the Tesco Extra in Gillingham (38% of first choice main food trips) and Sainsburys at Hempstead Valley (26% of first choice main food trips). This indicates that the Tesco Metro in Rainham town centre is the third most popular first choice main food shopping destination in the local area.
- In relation to top-up food shopping, the most popular stores in the Rainham East area are Co-op, Parkwood Green (14%), Tesco Metro Rainham town centre (11%), Iceland (2%), other stores in Rainham (7%).
- It will be noted that the ALDI store adjacent to the retail park opened for trade after the household survey for previous study was completed. Therefore, the in-street survey results can be helpful and show that 42% of interviewees at the retail park indicated that intended to visit the ALDI on their trip.

4.69 The accessibility plans at appendices III, IV and V show that:

- Almost all of the potential urban expansion area is within the two mile radius of the Sainsburys at Hempstead Valley and the Tesco Extra and ALDI stores in Gillingham.
- The majority of the potential urban expansion area is also within a five minute drive time of two large stores (Tesco Extra and Sainsburys) although it should be noted that part of the existing urban area in Rainham East is not within the five minute catchment.
- The plan showing the 800 metre radius areas from existing local centres indicates that most of the existing urban area is covered. However, only a small part of the potential urban expansion area is included.

4.70 The above analysis suggests that whilst the nearest large supermarkets lie outside of the Rainham East area they are generally easily accessible for existing residents of the Rainham East area and for the new potential urban expansion area. Rainham town centre, which contains two more modest-sized foodstores, is also in close proximity and would be easily accessible for residents of the urban expansion area. The existing urban area is also well provided for in terms of local and neighbourhood centres, indicating that the only substantive qualitative deficiency in relation to a scenario which plans for a significant number of new

homes to the east of Rainham will be in relation to local day-to-day facilities within the expansion area itself.

4.71 As a consequence, we would recommend the following in relation to this scenario:

- That any significant residential development in the Rainham East area, for example in excess of 750-1,000 new units, should be accompanied by one new local centre. The new centre should ultimately form part of the retail hierarchy in Medway and be placed in a location within the expansion area which is easily accessible to residents of the expansion area (rather than aiming to attract trade from the wider area). The ultimate size of the centre will be dictated by the amount of new residential accommodation within the development plan strategy.
- The new centre should be modest in scale in order that it provides a range of day to day shops and services for residents of the expansion area but does not compete with the role and function of Rainham town centre. The aim should be to ensure that the town centre remains the focus for shopping trips for local residents, particularly main food shopping and comparison goods shopping. Therefore, we recommend that units in the centre are modest in size (i.e. 200sq m max) apart from a single convenience store which should be up to 500sq m gross.

Mill Hill / Lower Rainham

4.72 The Mill Hill / Lower Rainham area lies to the north of Rainham and the north-east of Gillingham. The area of potential urban expansion is shown on the recent consultation documents as being located between the main railway line and Lower Rainham Road. This development scenario features most prominently in scenario 2 (suburban expansion) in the recent development options consultation, although each of the scenarios include an area of urban expansion to the north-east of Gillingham adjacent to Yokosuka Way.

4.73 Based upon the retail hierarchy within the 2003 Local Plan, the closest defined centres are as follows:

- Town Centre: Rainham
- Local Centres: Sturdee Avenue, Twydall Green
- Neighbourhood centres: Station Road (Rainham), London Road/Maidstone Road (Rainham), London Road (Rainham) and Ashley Road.

- 4.74 Of the above centres, Twydall Green is the closest centre with a reasonable range of facilities. It includes Spar, Co-op and Premier convenience stores, along with a range of other shops and services including a library and a pharmacy. The centre is well maintained and popular with local residents, although the size of the convenience goods stores within the centre indicate that they are primarily serving top-up food shopping trips. Sturdee Avenue is much smaller, containing a Tesco Express store, whilst the other nearby neighbourhood centres have limited convenience goods stores. Larger foodstores can be found further afield, including the Iceland and Tesco Metro stores in Rainham town centre and the ALDI and Tesco Extra stores on London Road (A2).
- 4.75 The accessibility plans at appendices III and IV indicate that the potential urban expansion area is within the two mile radius and five minute drive time of the Tesco Extra and ALDI stores on London Road and a small element of the western area is within five minutes drive of the new ASDA in Gillingham. The other plan at Appendix V suggests that part of the potential urban expansion area is within 800 metres of Twydall Green although in reality accessibility to the centre is poorer due to the existence of the main railway line and the limited crossing points.
- 4.76 The Lower Rainham / Mill Hill area lies in Zone 14 of the household survey area for the RCLA and the previous sub-section has outlined the most popular stores in this area (Sainsburys, Hempstead Valley; Tesco Extra, London Road). In addition to the previous analysis, the survey records that the Tesco Express store on Sturdee Avenue attracts 1.1% first choice main food, 0.6% of second choice main food and 0.6% top-up shopping trips from Zone 14 residents. The survey does not feature any results in relation to Twydall Green.
- 4.77 Based upon the above analysis, it would appear that residents of the potential urban expansion area at Lower Rainham / Mill Hill would have reasonable accessibility to foodstores albeit this is based upon car-borne accessibility to the larger stores rather than good accessibility to local and neighbourhood centres. As a consequence, there is a clear case for the provision of suitable and appropriate retail and associated facilities should (and only if) the Council decide to plan for significant residential growth in this area. We consider that the following principles should be followed:
- Whilst there would be qualitative deficiency in this area should the Council plan for a significant level of residential development in this area, it should be noted that this area lies between (and in reasonable proximity to) Gillingham and Rainham town centres. As a consequence, the strategy for the area should be for new residents to look to either or both of these centres for a large part of the retail and service needs. This will help to maintain and enhance to role and attractiveness of these centres.

- any significant residential development in this area, for example in excess of 750-1,000 new units, should be accompanied by one new small local centre. The new centre should ultimately form part of the retail hierarchy in Medway and be placed in a location within the expansion area which is easily accessible to residents of the expansion area (rather than aiming to attract trade from the wider area), particularly given the barriers to movement surrounding this area. The ultimate size of the centre will be dictated by the amount of new residential accommodation within the development plan strategy.
- The new centre should be small in scale in order that it provides a range of day to day shops and services for residents of the expansion area but does not compete with the role and function of Rainham and Gillingham town centres (which should remain the focus for local residents). The aim should be to ensure that the town centre remains the focus for shopping trips for local residents, particularly main food shopping and comparison goods shopping. Therefore, we recommend that units in the centre are modest in size (i.e. 200sq m max) apart from a single convenience store which could be up to 500sq m gross (and the total number of small units, as outlined above, is no more than 5-10 across varied main town centre use classes, with the overall number and scale dependent on the size of the new residential development.

Capstone

- 4.78 The potential for new residential development in the Capstone area of Gillingham features most prominently in scenario 2 (suburban expansion) in recent development options consultation, although a smaller scale of development in this area is also included in the rural focus and urban regeneration/rural town scenarios.
- 4.79 The topography of this area is such that the development options consultation shows two general potential development areas to the east of Pear Tree Lane and running along the eastern edge of North Dane Way. The latter features in a number of the development scenarios whilst the former only features in scenario 2. It is therefore appropriate to consider each area independently, particularly in terms of the accessibility analysis.
- 4.80 The western element of the potential Capstone development scenario runs along the eastern edge of North Dane Road from the suburb of Luton in the north down to Lords Wood in the south. Gillingham town centre is some distance to the north of this area and the closest defined local centres are: Luton High Street, Wayfield Road, The Links, Princes Park and Kestrel Road. Princes Park has the largest foodstore, accommodating a 2,268sq m net Morrisons store which is capable of attracting main and top-up food shopping trips. Luton High Street is the largest centre in terms of the number of units²⁰ and contains a number of small scale

²⁰ 26 units in total

- convenience goods stores including a general store, butchers and bakery. The next largest centre is Kestrel Road which lies to the south of the potential urban expansion area. It contains around a dozen units in an L-shaped format adjacent to a pedestrianized area. It generally serves the day to day shopping and service needs of the Lordswood suburb and is supported by a Tesco Express which serves top-up food shopping trips and lies on the edge of the current defined centre boundary.
- 4.81 In addition to these closest defined centres, the closest large foodstores/supermarkets are the Co-op within the Walderslade local centre (1,291sq m net), the ASDA on Maidstone Road (4,861sq m net) and, on the opposite side of the Capstone area, further afield is the Sainsburys at Hempstead Valley (6,271sq m net).
- 4.82 The western part of the Capstone area lies within Zone 13 of the RCLA household survey area and the results indicate that the Morrisons at Princes Avenue is the second most popular first choice main food shopping destination in this area (15% of trips) after the ASDA at Maidstone Road (22%) and above Sainsburys at Hempstead Valley (12%). The Morrisons is also a close second to ASDA Maidstone Road in terms of second choice main food trips.
- 4.83 In terms of visitation rates for other foodstores in the local area, 4% and 2.5% of first choice main food trips flow to the Tesco Express at Sturdee Avenue and Co-op, Walderslade Road respectively. The Co-op on Luton Road also attracts 2% of second choice main food trips.
- 4.84 In relation to top-up food shopping trips, the most popular local stores are Co-op Walderslade Road (16%), Morrisons Princes Avenue (12%), Tesco Express Lords Wood (8%) and Tesco Express Sturdee Avenue (2%). The survey shows that there are also reasonably strong links with Chatham town centre for top-up food shopping from residents of this area.
- 4.85 In terms of accessibility, the plans at appendices III, IV and V show the western part of the Capstone area is within the two mile radius of a number of large foodstores/supermarkets (including Morrisons, ASDA, Sainsburys and Tesco Extra, plus the ALDI store on London Road) although the Sainsburys should be discounted given the existing highways layout. The five minute drive map presents a more realistic picture of the accessibility to large stores and shows that all of the western part of the potential development area is within the catchment of the Morrisons at Princes Park whilst the northern part of the area is also within the catchment of the two ALDI stores in Gillingham. Finally, the 800 metre radius local centre map indicates that only a small part of the potential development area lies within these radii.
- 4.86 In light of the above analysis we consider that if a substantial amount of residential development is planned for the western part of the Capstone area, there may be a qualitative case for the provision of some new retail floorspace but it is not significant. Where new provision is provided this is likely to be confined to small scale day to day provision given

that this area is accessible to the nearby Morrisons and, to a lesser extent, ALDI foodstores. Given the extent and layout of the potential development areas in the western side of Capstone there may be a case for two modest sized local/neighbourhood centres if both the northern and southern development areas come forward. However, the capacity to provide a centre in each location will be dependent upon the scale of new residential accommodation and it may be that, as an alternative, the existing centres at Kestrel Road, Luton High Street and Princes Park are identified as the focus for day to day shopping and service needs if new residential accommodation in this area is more limited.

- 4.87 The other potential development area is to the east of Capstone between Pear Tree Lane, Gillingham Business Park and the A278. The closest defined local centres to this area are Hoath Lane and Hempstead Road to the south and Luton High Street and Rainham Road/Watling Street to the north-west. To the north-east there is a general lack of nearby defined local centres although the ALDI and Tesco Extra stores on London Road are in close proximity.
- 4.88 Luton High Street has previously been described in this sub-section and provides a reasonable range of small scale retail and service uses. The nearby Rainham Road / Watling Street area has a larger and more diverse set of uses. This is primarily due its role as a part east-west route across the Medway area, with retailers and other businesses able to capitalise on a significant amount of pass-by trade. Uses include a number of take-aways and other service uses although there is not a large foodstore. A similar profile can be found at Hoath Lane and Hempstead Road, although these are smaller centres. Hempstead Road accommodates a small Co-op, health centre and pharmacy, whilst Hoath Lane has a newsagent and off-licence and two take-aways.
- 4.89 As a consequence of this provision it is our view that these closest surrounding centres will be serving a mainly top-up food shopping function. The household survey commissioned for the RCLA does not provide data for these centre, suggesting that they indeed perform a very localised shopping function. The ALDI store on London Road was opened after the completion of the RCLA survey so it is the nearby Tesco Extra store which dominates main food shopping in Zone 14 (which is the zone in which the eastern part of the Capstone area lies).
- 4.90 The accessibility plans at appendices III, IV and V indicate that the eastern part of the Capstone area is within the two mile radius of the Sainsburys, ALDI, ASDA and Morrisons stores. It is also within the five minute drive time of the two ALDI stores and the Tesco Extra, and part of this area is within five minutes of Morrisons and Sainsburys.
- 4.91 The above analysis suggests that the eastern part of the Capstone area is sufficiently close enough to existing foodstores and supermarkets to remove the need for a new large food store within a significant residential development in this area. The Tesco Extra and ALDI stores

on London Road are close enough to meet this need in terms of main food shopping trips. In terms of day to day shopping needs the closest local centres are not sufficiently large enough (or capable of being expanded) to meet the salient requirements of a substantial residential development strategy in this area. Therefore, on the basis of a substantial residential development within this area, a new local/neighbourhood centre would be appropriate. In line with our advice on other new planned local/neighbourhood centres, the centre should be small in scale, concentrating upon top-up food shopping trips and a limited range of other retail, service and other main town centre uses.

Strood

- 4.92 This development option, on the north-western edge of Strood, features in scenario 2 (suburban expansion) and is focused on an area either side of Gravesend Road and to the south of the A289.
- 4.93 The closest defined centres to this area are Strood town centre, the local centres at Frindsbury Road, Bryant Road, Darnley Road and Bligh Way, plus smaller neighbourhood centres on Wainscott Road and Carnation Road. Strood town centre has a significant level of foodstore provision, including Morrisons, Iceland, Tesco, ASDA and ALDI stores whilst the surrounding local and neighbourhood centres generally accommodate smaller scale top-up food stores such as the Tesco Express on Frindsbury Road and newsagent/convenience stores on Bligh Way and Darnley Road. In addition, there are nearby Tesco Express and Co-op stores on Gravesend Road and Watling Street, which are very close to the edge of the potential development area.
- 4.94 This area lies within Zone 9 of the RCLA household survey area and the survey results (contained within Volume 3 of the RCLA report) indicate that the three most popular first choice main food shopping destinations are the Morrisons, Tesco and ALDI stores in Strood town centre. ASDA Strood (4%), Tesco Express Darnley Road (3%), Tesco Express Frindsbury (1%) and Tesco Express Gravesend Road (2%) are also recorded as first choice main food destinations for Zone 9 residents. A similar split of trips also emerges for second choice main food trips, although the Iceland store in Strood town centre also features (with a market share of 5%).
- 4.95 For top-up food shopping, the Morrisons and Tesco stores in Strood town centre remain popular destinations with 15% and 8% of trips respectively, although the ASDA store in the town centre becomes more popular (with a 15% share of trips), as do the Tesco Express stores on Gravesend Road (10%), Tesco Express Frindsbury (3%) and Darnley Road (7%) and the Co-op on Watling Street (4%).

- 4.96 The accessibility plans at appendices III, IV and V show that all of the potential development area is within the two mile radius of the foodstores/supermarkets in Strood town centre and also within a five minute drive of these stores. However, none of the development area is within the 800 metre radius from existing defined local centres within the retail hierarchy.
- 4.97 These factors would suggest that any significant residential development on the north-western edge of Strood is able to rely on Strood town centre for main food shopping trips, along with other comparison goods shopping. This scenario will help the town centre to attract additional retail expenditure which will assist in maintaining and enhancing the health of the centre.
- 4.98 In terms of more local facilities, we consider that the Tesco Express store on Gravesend Road and the Co-op on Watling Street can serve as the focus for local day to day needs. Ideally, these stores would be expanded and complemented by a modest range of other shops and services (or alternatively a relocation of either store into the development area itself) although we are of the view that an inability to do so does not prompt the provision of an additional centre within the development area.

Medway City Estate / Chatham Docks

- 4.99 The final area of focus is the Medway City Estate and Chatham Docks area. This area features most prominently in scenario 1: maximising the potential of urban regeneration. It contemplates mixed development in these areas, including the creation of new urban quarters, which would be provided alongside the regeneration of peripheral town centre areas. The indicative plans contained within the recent consultation show the focus of this redevelopment potential is across the Medway City Estate area, extending northwards to Frindsbury and Wainscott.
- 4.100 Within this area there is a general absence of defined centres. There is a small parade of shops on Anthonys Way²¹ (although a foodstore is not present) and then further afield the closest higher order centres are Frindsbury Road and Strood town centre. There is also a Co-op foodstore attached to a petrol filling station on Anthonys Way, adjacent to which is a McDonalds fast food restaurant.
- 4.101 As outline above, Strood town centre has a very good range of foodstores/supermarkets which attract a significant market share of main and top-up food shopping in the local area. We consider that the town centre should form the focus for retail and service needs of residential development in the Medway City Estate area, particularly as the accessibility plans at appendices III, IV and V show that the centre is within two miles and five minutes drive of

²¹ Designated as a neighbourhood centre in the 2003 Local Plan

this area. The drive time plan shows that it is also within five minutes drive of the new ASDA store in Gillingham.

4.102 As a consequence of the above, there is a good case for the provision of a new defined local centre within the Medway City Estate area on the basis that the development plan promotes significant new residential development in this location. We consider that the following principles should be followed:

- Whilst there would be qualitative deficiency in this area should the Council plan for a significant level of residential development in this area, it should be noted that this area lies close to Strood town centre, with Rochester and Chatham town centres also within reasonable proximity. As a consequence, the strategy for the area should be for new residents to look existing town centres for a large part of the retail and service needs. This will help to maintain and enhance to role and attractiveness of these centres.
- any significant residential development in this area should be accompanied by one new small local centre. The new centre should ultimately form part of the retail hierarchy in Medway and be placed in a location within the expansion area which is easily accessible to residents of the expansion area (rather than aiming to attract trade from the wider area). There is also an opportunity for the new centre to better serve local employees. The ultimate size of the centre will be dictated by the amount of new residential accommodation within the development plan strategy.

Local Plan Development Strategy (March 2018)

4.103 The council is consulting on the Local Plan Development Strategy, which progresses the thinking and strategy as set out in the previous 'Development Options' consultation undertaken in 2017. The development strategy considers the development needed to support Medway's growth, and strategies to deliver the council's ambitions for a leading University waterfront city. It presents four alternative approaches to how Medway may achieve the vision and strategic objectives set for sustainable development promoted in the plan:

- Scenario 1: Meeting the housing need of 29,500 homes. This scenarios seeks to first direct growth to brownfield regeneration sites. About half of the growth would take place on urban sites (12,775 homes) where the best use of land can be made. A rural town and some village expansions on the Hoo Peninsula (9,318 homes) would provide for the improvements in infrastructure to support a wide mix of development. A smaller proportion of growth would be spread across sites in suburban areas (4,528 homes) and smaller villages.

- Scenario 2: Investment in infrastructure to unlock growth. Growth of a rural town on the Hoo Peninsula is dependent on new infrastructure and services. The council is working to secure major funding to upgrade transport (potential use of Grain freight railway line) and other services in the area. If successful, it could open up opportunities for new jobs and higher densities in specific locations well connected to the new train station. In comparison to scenario 1 this would remove land in the Capstone Valley and to the north of Rainham from proposed development allocations. The breakdown of housing would be as follows: urban sites (12,775 homes), Hoo Peninsula (11,750 homes) and suburban site (3,179 homes).
- Scenario 3: Meeting government's Target of local housing need of 37,000 homes. This scenario involves much higher levels of growth in all areas (including the release of more regeneration sites and suburban locations), and would need careful planning and substantial funding of service improvements to deliver sustainable development. The distribution of growth would reflect urban sites (14,194 homes), Hoo Peninsula (12,162 homes and suburban sites (6,276 homes).
- Scenario 4: Consideration of development within Lodge Hill SSSI. This scenario reflects a planning application being worked up by Homes England which proposes a smaller scheme than previous, i.e. 2000 homes with supporting services is proposed. This additional land at Lodge Hill would remove the need to allocate some land for development in Stoke and in the Capstone Valley. The breakdown of distribution would include urban sites (12,775 homes), Hoo Peninsula (10,357 homes) and suburban sites (4, 108 homes).

4.104 The new scenarios briefly point out locations that would not be considered from scenario to scenario, however for greater detail to distinguish locations and sites carried forward from the 'Development Options' document to the 'Development Strategy' document one can look at the scenario maps, e.g. Medway City Estate and Mill Hill areas do not feature and sites in Capstone Valley varies. Upon selection and confirmation of a preferred strategy, further retail work will be undertaken to quantify and consider how retail requirements can be delivered in the various locations with implications for the retail hierarchy.

Summary

4.105 Based upon the foregoing analysis, we consider that there is a qualitative and accessibility based case for new local centres to be provided in most of the potential urban extension / significant residential development areas in the new Local Plan. The area which would have the greatest requirement is the Hoo peninsula area due to its current low level of provision and

comparatively longer travel times to the main foodstores across the Medway area. Whilst the scale and location of a new centre will ultimately depend on the scale of new residential development, there is a good case for a higher order centre to be provided in a scenario where a significant amount of residential development is planned for.

- 4.106 In relation to other potential urban extensions and significant residential development allocations, there is a potential need for new retail provision but this is at a lower level due to the accessibility of larger foodstores and supermarkets in the local area (and is also dependent on the size of the eventual residential allocations). In general terms, most potential significant residential development areas will require one new local centre which should be located to ensure easy access for residents of the development area and should be of a scale which meets local day-to-day retail and service needs only. The exceptions to this may be Strood and the western part of Capstone.
- 4.107 The scenarios presented in the 'Development Strategy' document which is out for consultation at present demonstrate progression from 'Development Options' (2017). As a result some locations and sites analysed in this document have not filtered through to the current development strategy. The recommendations made for locations that are carried forward into the development strategy will be further refined upon confirmation of the preferred strategy and level of growth.
- 4.108 However, most importantly, it should be noted that this section is making recommendations to the Council regarding the options presented in the 2017 consultation and we recognise that the growth options may well evolve as a consequence of the further work being undertaken by the Council in the next stages of the plan-making process and the provision of main town centre uses will be further influenced by the identity, location and scale of the residential growth proposals.

5. Further Advice on Planning Policy Issues

Introduction

5.1 In addition to the recommendations of the RCLA report in relation to primary and secondary frontage boundaries and the strategy for each main town centre (supplemented by the additional analysis in this report), the brief for this Part 2 study requires advice on development management policies for the new Local Plan. Therefore this section of our study provides advice on:

- The general structure of the retail and town centres strategy for the Medway towns;
- The recommended content of a development management policy for dealing with retail development proposals located outside of defined town centres and not in accordance with the development plan strategy; and
- The approach to development management for commercial leisure use proposals.

General Structure of Retail and Town Centres Strategy

5.2 Section 4 of this Study has considered a number of key issues around the retail hierarchy in Medway and the role and function of existing centres. It has also considered the opportunities for new centres to be provided within strategic residential development allocations. The outcome of this assessment for the general structure of the retail and town centre strategy in the new Local Plan is as follows:

- There is a need for a refined policy which outlines the formal 'town centre' hierarchy in Medway, comprising Chatham at the top of the hierarchy followed by the other five existing district centres and salient local centres.
- There should be a specific strategy, enshrined in policy, for each of the main centres, setting out the key role and function of the centre (taking into account the contents of the RCLA) and the key development projects for the Local Plan period.
- There is a need for a specific approach for Hempstead Valley, given its effect on shopping patterns in the surrounding area. We recommend that the approach enshrined within Policy R7 of the 2003 Local Plan is replaced with a new approach which requires an assessment of impact and the sequential test for non-minor retail and leisure proposals.
- We have identified that a number of new potential strategic development areas will require a new local centre as part of the development in order to ensure good accessibility to small scale day-to-day shops and services. The largest requirement will arise in relation to significant residential development in the Hoo peninsula area. We

recommend that where new local centres are identified, they form part of the future retail hierarchy in Medway.

Retail Development Management Policy

5.3 The main retail development management policy within the 2003 Local Plan is R13. It is designed to deal with all retail development proposals outside of “*the main retail centres*” and outlines a series of assessment criteria relating to impact, the sequential test and accessibility.

5.4 In very general terms, Policy R13 provides a useful starting point for a replacement development management policy in the new Local Plan. However, there are a number of changes and refinements which are required in our opinion and these are itemised below:

- The policy should state that the sequential and (where applicable)²² impact tests should apply to proposals outside of defined town centres and which are not in accordance with any other part of the retail and main town centre uses strategy in the development plan.
- In relation to the sequential test, the policy should apply to all main town centre uses (as defined by national planning policy). It should state that the Council expects applicants to be able to demonstrate flexibility in terms of scale and format when assessing alternative sequentially preferable sites and that preference should be given to edge and out of centre locations which are accessible and well connected to town centres.
- The new policy should be clear over the sequence of preferred locations across the Medway area and its formal retail hierarchy. Policy R13 in the adopted Local Plan prioritises Chatham, Gillingham, Strood and Rainham town centres, followed by edge of centre locations in these four towns and then within/adjacent to village/local/neighbourhood centres. It is notable that Hempstead Valley does not appear in the list of preferred locations, which is likely to be as a result of the content of Policy R7, although we consider that it will make for a clearer policy if the position of Hempstead Valley was stated. If the Council adopts our recommendation²³ that retail and leisure proposals at Hempstead Valley are first directed to Chatham, Strood, Gillingham and Rainham town centres (and then on the edge of these centres), this would leave Hempstead Valley as having priority over only out of centre locations. Rochester is also not mentioned in R13, yet it attracts the same status in the retail hierarchy as Strood, Gillingham and Rainham. The reasons for its exclusion are unclear although may relate to heritage/built form issues. We see no reason why Rochester should not be included in the policy which supersedes R13.

²² Depending on the size of the proposal relative to the impact threshold set by the Council for retail, leisure and office proposals

²³ Set out in Section 4 of this report

- The new policy should be clear that proposals which are required to be assessed in relation to their impact will need to consider two aspects: their impact upon the vitality and viability of centres within the catchment of the proposal and, secondly, the impact on existing, planned or committed town centre investment.

Commercial Leisure Development Management Policy

- 5.5 Within the 2003 Local Plan, the development management policy for leisure use proposals is Policy L2, contained within Chapter 7. It draws upon the content of national planning policy in force at the time of preparation/adoption (i.e. PPG6) and the supporting text²⁴ seeks to define leisure uses as those falling within Use Classes D1 (art gallery, museum, exhibition hall) and D2 (cinema, concert hall, bingo, casino or dance hall).
- 5.6 The text of the policy itself gives preference to leisure uses in in-centre and edge-of-centre locations and outlines a series of tests which will apply to Class D1/D2 proposals in other locations and which are not in accordance with other provisions of the development plan. These tests include impact on town centre strategies and health, plus compliance with the sequential test.
- 5.7 Having regard to the content of Policy L2, and bearing in mind our advice earlier in this section regarding other development management policy, we recommend the following for the policy to replace L2:
- Whilst leisure uses were described in PPG6, the definition of leisure uses in the supporting text to L2 now differs to the description contained within the glossary to the NPPF. Distinctions are made, in the NPPF, between leisure and arts, culture and tourism uses, some of which are grouped into a single 'leisure' category in the 2003 Local Plan. As a consequence, whilst the Council may wish to continue to have a 'leisure' section in its new Local Plan, we recommend that it would make for a more efficient and concise new Local Plan if there was a single development management policy for all main town centre uses (including leisure uses) which applies the sequential and (where relevant) impact tests to salient leisure use proposals.
 - The replacement policy should make it clear as to which 'leisure' uses will be included within the development management policy. These should include cinema, night-clubs, casinos, health and fitness centres, indoor bowling centres and bingo halls²⁵.
 - There will need to be a slightly different approach to 'leisure' uses within the new policy in order that in-centre sites and premises are preferred over edge-of-centre locations. Whilst

²⁴ Paragraph 7.5.4

²⁵ Cafes, restaurants, pubs and bars are, for the purposes of our assessment classified as retail uses (Class A)

we appreciate that some leisure uses are large in format and scale and may not ultimately be able to fit into some town centre locations such a conclusion should not be pre-judged by the replacement policy.

- The supporting text to the policy should make it clear that the classification of edge of centre sites for leisure uses is different to retail uses and will be within 300 metres of a town centre boundary.
- Depending upon the town centres strategy pursued by the Council there is no reason why Chatham cannot be highlighted as a key location for new leisure uses. However, care will be needed to ensure that any emphasis provided relates to leisure uses rather than all main town centre uses.

6. Summary and Conclusions

6.1 This report has been prepared by GVA for Medway Council to provide a Retail and Commercial Leisure Assessment Part 2 to support the preparation of the new Medway Local Plan 2012-2035. In November 2016, GVA completed the Retail and Commercial Leisure Assessment ('RCLA') which formed part of the North Kent Strategic Housing and Economic Needs Assessment ('SHENA') prepared jointly for the Council and Gravesham Borough Council ('GBC'). The RCLA is intended to provide an evidence base document to inform development plan preparation and guide development control decisions across both administrative areas, providing an assessment of the need for new retail and commercial leisure floorspace, as well as providing broader strategic guidance on enhancing the vitality and viability of the network of town and district centres.

6.2 Since the completion of the RCLA, the Council has identified the need for additional advice in relation to a series of retail, leisure and 'town centre' planning policy issues. This includes:

- Further consideration of cross-boundary issues, including the impact that retail and leisure developments in surrounding administrative areas could have on the future market share/turnover levels in Medway.
- A more detailed review of the usage of the six main town centres (Chatham, Strood, Rainham, Rochester, Hempstead Valley and Gillingham) and two key out of centre locations (Chatham Dockside Outlet and Gillingham Retail Park).
- Further guidance on the role and function of the six main 'town centres', along with guidance on whether significant new residential development across different parts of the Medway area can be served by existing stores and centres or whether new planned centres are required.
- Advice on the content of development management policies for the assessment of commercial leisure development proposals.

6.3 Based upon the above scope, the findings and recommendations of this report are as follows:

Cross-Boundary Issues

6.4 Building upon the content of the RCLA, this Study has given additional detailed consideration to more recent retail development proposals in Kent which could have an effect on the market share and turnover of the main retail centres across the Medway Council area. This assessment has found that, in addition to known commitments, the expansion of the Bluewater shopping centre and the committed extension to the retail outlet centre at Ashford will erode the comparison goods market share of certain centres across Medway. Whilst certain commitments in Medway will limit the amount of market share loss, it is likely that the

quantitative need forecasts set out in the RCLA should be treated as maximums for the time being until the scale and distribution of residential/population growth is fixed within the new Local Plan.

Retail Hierarchy Issues and the Distribution of the Identified Need for Retail Floorspace

6.5 This Study has considered a number of key issues around the retail hierarchy in Medway and the role and function of existing centres. It has also considered the opportunities for new centres to be provided within strategic residential development allocations. The outcome of this assessment for the general structure of the retail and town centre strategy in the new Local Plan is as follows:

- There is a need for a refined policy which outlines the formal 'town centre' hierarchy in Medway, comprising Chatham at the top of the hierarchy followed by the other five existing district centres and salient local centres.
- There should be a specific strategy, enshrined in policy, for each of the main centres, setting out the key role and function of the centre (taking into account the contents of the RCLA) and the key development projects for the Local Plan period.
- There is a need for a specific approach for Hempstead Valley, given its effect on shopping patterns in the surrounding area. We recommend that the approach enshrined within Policy R7 of the 2003 Local Plan is replaced with a new approach which requires an assessment of impact and the sequential test for non-minor retail and leisure proposals.
- We have identified that a number of new potential strategic development areas will require a new local centre as part of the development in order to ensure good accessibility to small scale day-to-day shops and services. The largest requirement will arise in relation to significant residential development in the Hoo peninsula area. We recommend that where new local centres are identified, they form part of the future retail hierarchy in Medway.
- The scenarios presented in the 'Development Strategy' document which is out for consultation at present demonstrate progression from 'Development Options' (2017). As a result some locations and sites analysed in this document have not filtered through to the current development strategy. The recommendations made for locations that are carried forward into the development strategy will be further refined upon confirmation of the preferred strategy and level of growth.

Advice on Planning Policy

6.6 This Study has considered how the existing development plan policies in the 2003 Medway Local Plan need to evolve into the new Local Plan. Recommendations have been made in relation to the following areas:

- There is a need to re-visit the commercial leisure policy in the 2003 Local Plan in order that it is in conformity with national planning policy and reflects the policy tests that are relevant to leisure land use proposals.
- It is recommended that there is one development management policy which deals with retail and main town centre land use proposals.
- The Council's approach to the sequential test should be re-visited to ensure that the correct in-centre and edge-of-centre definitions are adopted for retail, leisure and other main town centre land uses. The updated sequential test policy should also be clear over the expectations over flexibility in relation to scale and format.
- Whilst the Council is making its own assessment of an appropriate threshold of the consideration issues for retail, leisure and office proposals outside of defined 'town centres', the new Local Plan policy should make it clear that retail, leisure and office proposals outside of defined town centres will need to consider the impact on the health of, and investment within, defined town centres.



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Appendix I
Chatham &
Strood In-
Street Survey
Results

Medway In Centre Survey for GVA

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Chatham		Strood		Saturday in Chatham		
Q01 What is the main purpose of your visit here today?																						
Non-food shopping (such as clothes, shoes, household goods)	22.0%	44	18.2%	14	24.4%	30	25.0%	14	29.0%	18	14.6%	12	26.1%	18	19.8%	26	32.0%	32	12.0%	12	34.0%	17
Food & grocery shopping (i.e. not restaurants, take-aways etc)	26.0%	52	18.2%	14	30.9%	38	14.3%	8	22.6%	14	36.6%	30	24.6%	17	26.7%	35	8.0%	8	44.0%	44	6.0%	3
Window shopping	13.5%	27	23.4%	18	7.3%	9	12.5%	7	8.1%	5	18.3%	15	10.1%	7	15.3%	20	24.0%	24	3.0%	3	24.0%	12
Eating or drinking out	5.0%	10	7.8%	6	3.3%	4	5.4%	3	3.2%	2	6.1%	5	5.8%	4	4.6%	6	8.0%	8	2.0%	2	6.0%	3
Education	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Financial services (i.e. banks, building soc's, accountants)	5.5%	11	6.5%	5	4.9%	6	0.0%	0	8.1%	5	7.3%	6	4.3%	3	6.1%	8	4.0%	4	7.0%	7	4.0%	2
Health & Fitness gym	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health (doctors / dentist)	3.0%	6	1.3%	1	4.1%	5	1.8%	1	3.2%	2	3.7%	3	2.9%	2	3.1%	4	3.0%	3	3.0%	3	2.0%	1
Leisure (i.e. cinema / bingo / theatre)	1.5%	3	1.3%	1	1.6%	2	1.8%	1	1.6%	1	1.2%	1	0.0%	0	2.3%	3	2.0%	2	1.0%	1	4.0%	2
Personal services (e.g. hairdressers, beauty salon)	4.0%	8	0.0%	0	6.5%	8	3.6%	2	4.8%	3	3.7%	3	1.4%	1	5.3%	7	6.0%	6	2.0%	2	6.0%	3
Other services (i.e. travel agent, estate agents)	1.0%	2	1.3%	1	0.8%	1	1.8%	1	0.0%	0	1.2%	1	1.4%	1	0.8%	1	1.0%	1	1.0%	1	2.0%	1
Socialising	6.5%	13	2.6%	2	8.9%	11	14.3%	8	3.2%	2	3.7%	3	8.7%	6	5.3%	7	5.0%	5	8.0%	8	8.0%	4
Tourism / sight-seeing	1.0%	2	1.3%	1	0.8%	1	0.0%	0	1.6%	1	1.2%	1	0.0%	0	1.5%	2	1.0%	1	1.0%	1	2.0%	1
Work / business	9.5%	19	15.6%	12	5.7%	7	16.1%	9	12.9%	8	2.4%	2	14.5%	10	6.9%	9	6.0%	6	13.0%	13	2.0%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.5%	3	2.6%	2	0.8%	1	3.6%	2	1.6%	1	0.0%	0	0.0%	0	2.3%	3	0.0%	0	3.0%	3	0.0%	0
Base:		200		77		123		56		62		82		69		131		100		100		50

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Q02 What else, if anything, will you be doing here? [MR]																						
Non-food shopping (such as clothes, shoes, household goods)	17.0%	34	6.5%	5	23.6%	29	10.7%	6	11.3%	7	25.6%	21	17.4%	12	16.8%	22	9.0%	9	25.0%	25	8.0%	4
Food & grocery shopping (i.e. not restaurants, take-aways etc)	12.5%	25	7.8%	6	15.4%	19	8.9%	5	11.3%	7	15.9%	13	13.0%	9	12.2%	16	9.0%	9	16.0%	16	10.0%	5
Window shopping	18.5%	37	11.7%	9	22.8%	28	16.1%	9	22.6%	14	17.1%	14	18.8%	13	18.3%	24	33.0%	33	4.0%	4	40.0%	20
Eating or drinking out	15.0%	30	18.2%	14	13.0%	16	23.2%	13	16.1%	10	8.5%	7	17.4%	12	13.7%	18	12.0%	12	18.0%	18	14.0%	7
Education	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Financial services (i.e. banks, building soc's, accountants)	5.0%	10	3.9%	3	5.7%	7	3.6%	2	6.5%	4	4.9%	4	1.4%	1	6.9%	9	3.0%	3	7.0%	7	2.0%	1
Health & Fitness gym	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
Health (doctors / dentist)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure (i.e. cinema / bingo / theatre)	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
Personal services (e.g. hairdressers, beauty salon)	2.0%	4	0.0%	0	3.3%	4	5.4%	3	1.6%	1	0.0%	0	4.3%	3	0.8%	1	0.0%	0	4.0%	4	0.0%	0
Other services (i.e. travel agent, estate agents)	1.5%	3	1.3%	1	1.6%	2	3.6%	2	1.6%	1	0.0%	0	4.3%	3	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Socialising	5.5%	11	7.8%	6	4.1%	5	5.4%	3	8.1%	5	3.7%	3	1.4%	1	7.6%	10	10.0%	10	1.0%	1	12.0%	6
Tourism / sight-seeing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work / business	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	10.0%	20	18.2%	14	4.9%	6	10.7%	6	8.1%	5	11.0%	9	7.2%	5	11.5%	15	20.0%	20	0.0%	0	20.0%	10
Nothing else	30.0%	60	32.5%	25	28.5%	35	37.5%	21	25.8%	16	28.0%	23	30.4%	21	29.8%	39	22.0%	22	38.0%	38	20.0%	10
Base:		200		77		123		56		62		82		69		131		100		100		50

Medway In Centre Survey for GVA

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Chatham		Strood		Saturday in Chatham		
Q02X Any mention at Q02 [MR]																						
Non-food shopping (such as clothes, shoes, household goods)	39.0%	78	24.7%	19	48.0%	59	35.7%	20	40.3%	25	40.2%	33	43.5%	30	36.6%	48	41.0%	41	37.0%	37	42.0%	21
Food & grocery shopping (i.e. not restaurants, take-aways etc)	38.5%	77	26.0%	20	46.3%	57	23.2%	13	33.9%	21	52.4%	43	37.7%	26	38.9%	51	17.0%	17	60.0%	60	16.0%	8
Window shopping	32.0%	64	35.1%	27	30.1%	37	28.6%	16	30.6%	19	35.4%	29	29.0%	20	33.6%	44	57.0%	57	7.0%	7	64.0%	32
Eating or drinking out	20.0%	40	26.0%	20	16.3%	20	28.6%	16	19.4%	12	14.6%	12	23.2%	16	18.3%	24	20.0%	20	20.0%	20	20.0%	10
Education	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Financial services (i.e. banks, building soc's, accountants)	10.5%	21	10.4%	8	10.6%	13	3.6%	2	14.5%	9	12.2%	10	5.8%	4	13.0%	17	7.0%	7	14.0%	14	6.0%	3
Health & Fitness gym	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
Health (doctors / dentist)	3.0%	6	1.3%	1	4.1%	5	1.8%	1	3.2%	2	3.7%	3	2.9%	2	3.1%	4	3.0%	3	3.0%	3	2.0%	1
Leisure (i.e. cinema / bingo / theatre)	2.0%	4	2.6%	2	1.6%	2	1.8%	1	1.6%	1	2.4%	2	0.0%	0	3.1%	4	3.0%	3	1.0%	1	4.0%	2
Personal services (e.g. hairdressers, beauty salon)	6.0%	12	0.0%	0	9.8%	12	8.9%	5	6.5%	4	3.7%	3	5.8%	4	6.1%	8	6.0%	6	6.0%	6	6.0%	3
Other services (i.e. travel agent, estate agents)	2.5%	5	2.6%	2	2.4%	3	5.4%	3	1.6%	1	1.2%	1	5.8%	4	0.8%	1	2.0%	2	3.0%	3	2.0%	1
Socialising	12.0%	24	10.4%	8	13.0%	16	19.6%	11	11.3%	7	7.3%	6	10.1%	7	13.0%	17	15.0%	15	9.0%	9	20.0%	10
Tourism / sight-seeing	1.0%	2	1.3%	1	0.8%	1	0.0%	0	1.6%	1	1.2%	1	0.0%	0	1.5%	2	1.0%	1	1.0%	1	2.0%	1
Work / business	10.0%	20	16.9%	13	5.7%	7	16.1%	9	14.5%	9	2.4%	2	14.5%	10	7.6%	10	6.0%	6	14.0%	14	2.0%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		200		77		123		56		62		82		69		131		100		100		50

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Mean score[Nothing=0, £5 Or Less=2.5, £5.01 To £10=7.5, £10.01 To £15=12.5, £15.01 To £20=17.5, £20.01 To £30=25, £30.01 To £40=35, £40.01 To £50=45, £50.01 To £75=62.5, £75.01 To £100=87.5, £100.01 To £200=150, £200.01 +=250, Don't know=-99]																						
Q03 How much have you spent or expect to spend in the shops today in [STUDY CENTRE] on each of the following?																						
Food, groceries & off licence																						
Nothing	59.0%	118	71.4%	55	51.2%	63	73.2%	41	64.5%	40	45.1%	37	60.9%	42	58.0%	76	80.0%	80	38.0%	38	78.0%	39
£5 Or Less	2.0%	4	2.6%	2	1.6%	2	0.0%	0	1.6%	1	3.7%	3	0.0%	0	3.1%	4	1.0%	1	3.0%	3	2.0%	1
£5.01 To £10	3.0%	6	5.2%	4	1.6%	2	3.6%	2	1.6%	1	3.7%	3	0.0%	0	4.6%	6	1.0%	1	5.0%	5	2.0%	1
£10.01 To £15	3.0%	6	2.6%	2	3.3%	4	5.4%	3	0.0%	0	3.7%	3	4.3%	3	2.3%	3	0.0%	0	6.0%	6	0.0%	0
£15.01 To £20	6.0%	12	3.9%	3	7.3%	9	1.8%	1	8.1%	5	7.3%	6	2.9%	2	7.6%	10	4.0%	4	8.0%	8	4.0%	2
£20.01 To £30	7.0%	14	5.2%	4	8.1%	10	5.4%	3	6.5%	4	8.5%	7	7.2%	5	6.9%	9	4.0%	4	10.0%	10	2.0%	1
£30.01 To £40	5.0%	10	2.6%	2	6.5%	8	1.8%	1	3.2%	2	8.5%	7	5.8%	4	4.6%	6	2.0%	2	8.0%	8	4.0%	2
£40.01 To £50	4.5%	9	2.6%	2	5.7%	7	0.0%	0	3.2%	2	8.5%	7	2.9%	2	5.3%	7	4.0%	4	5.0%	5	4.0%	2
£50.01 To £75	4.0%	8	1.3%	1	5.7%	7	3.6%	2	1.6%	1	6.1%	5	7.2%	5	2.3%	3	1.0%	1	7.0%	7	2.0%	1
£75.01 To £100	2.0%	4	0.0%	0	3.3%	4	0.0%	0	3.2%	2	2.4%	2	1.4%	1	2.3%	3	0.0%	0	4.0%	4	0.0%	0
£100.01 To £200	2.5%	5	2.6%	2	2.4%	3	1.8%	1	4.8%	3	1.2%	1	4.3%	3	1.5%	2	0.0%	0	5.0%	5	0.0%	0
£200.01 +	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
(Don't know	1.5%	3	0.0%	0	2.4%	3	1.8%	1	1.6%	1	1.2%	1	2.9%	2	0.8%	1	3.0%	3	0.0%	0	2.0%	1
<i>Mean:</i>	<i>16.73</i>		<i>9.55</i>		<i>21.33</i>		<i>12.82</i>		<i>17.13</i>		<i>19.07</i>		<i>19.07</i>		<i>15.52</i>		<i>5.08</i>		<i>28.03</i>		<i>5.97</i>	
<i>Base:</i>	<i>200</i>		<i>77</i>		<i>123</i>		<i>56</i>		<i>62</i>		<i>82</i>		<i>69</i>		<i>131</i>		<i>100</i>		<i>100</i>		<i>50</i>	
Clothing, fashion goods & footwear																						
Nothing	67.5%	135	75.3%	58	62.6%	77	60.7%	34	62.9%	39	75.6%	62	66.7%	46	67.9%	89	52.0%	52	83.0%	83	42.0%	21
£5 Or Less	1.0%	2	1.3%	1	0.8%	1	0.0%	0	1.6%	1	1.2%	1	0.0%	0	1.5%	2	1.0%	1	1.0%	1	2.0%	1
£5.01 To £10	3.5%	7	2.6%	2	4.1%	5	1.8%	1	0.0%	0	7.3%	6	2.9%	2	3.8%	5	6.0%	6	1.0%	1	8.0%	4
£10.01 To £15	3.5%	7	2.6%	2	4.1%	5	1.8%	1	3.2%	2	4.9%	4	7.2%	5	1.5%	2	5.0%	5	2.0%	2	4.0%	2
£15.01 To £20	1.5%	3	1.3%	1	1.6%	2	3.6%	2	0.0%	0	1.2%	1	1.4%	1	1.5%	2	2.0%	2	1.0%	1	2.0%	1
£20.01 To £30	3.0%	6	0.0%	0	4.9%	6	5.4%	3	4.8%	3	0.0%	0	4.3%	3	2.3%	3	3.0%	3	3.0%	3	2.0%	1
£30.01 To £40	5.0%	10	0.0%	0	8.1%	10	5.4%	3	9.7%	6	1.2%	1	2.9%	2	6.1%	8	6.0%	6	4.0%	4	8.0%	4
£40.01 To £50	3.0%	6	2.6%	2	3.3%	4	7.1%	4	1.6%	1	1.2%	1	2.9%	2	3.1%	4	3.0%	3	3.0%	3	2.0%	1
£50.01 To £75	2.0%	4	2.6%	2	1.6%	2	1.8%	1	4.8%	3	0.0%	0	2.9%	2	1.5%	2	4.0%	4	0.0%	0	4.0%	2
£75.01 To £100	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
£100.01 To £200	1.5%	3	2.6%	2	0.8%	1	0.0%	0	3.2%	2	1.2%	1	1.4%	1	1.5%	2	3.0%	3	0.0%	0	6.0%	3
£200.01 +	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know	8.0%	16	9.1%	7	7.3%	9	10.7%	6	8.1%	5	6.1%	5	7.2%	5	8.4%	11	14.0%	14	2.0%	2	20.0%	10
<i>Mean:</i>	<i>9.54</i>		<i>8.21</i>		<i>10.35</i>		<i>11.30</i>		<i>14.82</i>		<i>4.48</i>		<i>9.45</i>		<i>9.58</i>		<i>15.73</i>		<i>4.11</i>		<i>21.50</i>	
<i>Base:</i>	<i>200</i>		<i>77</i>		<i>123</i>		<i>56</i>		<i>62</i>		<i>82</i>		<i>69</i>		<i>131</i>		<i>100</i>		<i>100</i>		<i>50</i>	

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
CDs, books, DVDs																						
Nothing	92.5%	185	92.2%	71	92.7%	114	89.3%	50	90.3%	56	96.3%	79	92.8%	64	92.4%	121	87.0%	87	98.0%	98	78.0%	39
£5 Or Less	1.0%	2	1.3%	1	0.8%	1	1.8%	1	0.0%	0	1.2%	1	0.0%	0	1.5%	2	2.0%	2	0.0%	0	2.0%	1
£5.01 To £10	1.0%	2	0.0%	0	1.6%	2	1.8%	1	1.6%	1	0.0%	0	1.4%	1	0.8%	1	2.0%	2	0.0%	0	4.0%	2
£10.01 To £15	1.0%	2	0.0%	0	1.6%	2	1.8%	1	0.0%	0	1.2%	1	1.4%	1	0.8%	1	1.0%	1	1.0%	1	2.0%	1
£15.01 To £20	1.0%	2	0.0%	0	1.6%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	1.5%	2	1.0%	1	1.0%	1	2.0%	1
£20.01 To £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£30.01 To £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£40.01 To £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01 To £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01 To £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01 To £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 +	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know	3.5%	7	6.5%	5	1.6%	2	5.4%	3	4.8%	3	1.2%	1	4.3%	3	3.1%	4	7.0%	7	0.0%	0	12.0%	6
<i>Mean:</i>		<i>0.41</i>		<i>0.03</i>		<i>0.64</i>		<i>0.42</i>		<i>0.72</i>		<i>0.19</i>		<i>0.30</i>		<i>0.47</i>		<i>0.54</i>		<i>0.30</i>		<i>1.08</i>
Base:		200		77		123		56		62		82		69		131		100		100		50

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Electrical goods (e.g. TVs, PCs, tablets/ Domestic appliances, etc)																						
Nothing	96.5%	193	96.1%	74	96.7%	119	98.2%	55	91.9%	57	98.8%	81	98.6%	68	95.4%	125	95.0%	95	98.0%	98	90.0%	45
£5 Or Less	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
£5.01 To £10	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
£10.01 To £15	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
£15.01 To £20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£20.01 To £30	1.0%	2	1.3%	1	0.8%	1	1.8%	1	0.0%	0	1.2%	1	0.0%	0	1.5%	2	2.0%	2	0.0%	0	4.0%	2
£30.01 To £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£40.01 To £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01 To £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01 To £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01 To £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 +	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know	1.0%	2	1.3%	1	0.8%	1	0.0%	0	3.2%	2	0.0%	0	1.4%	1	0.8%	1	2.0%	2	0.0%	0	4.0%	2
<i>Mean:</i>		<i>0.37</i>		<i>0.36</i>		<i>0.37</i>		<i>0.45</i>		<i>0.38</i>		<i>0.30</i>		<i>0.00</i>		<i>0.56</i>		<i>0.59</i>		<i>0.15</i>		<i>1.20</i>
Base:		200		77		123		56		62		82		69		131		100		100		50

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham												
Recreational / leisure goods / sports goods																							
Nothing	92.0%	184	92.2%	71	91.9%	113	91.1%	51	85.5%	53	97.6%	80	91.3%	63	92.4%	121	87.0%	87	97.0%	97	76.0%	38	
£5 Or Less	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0	
£5.01 To £10	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	1	
£10.01 To £15	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	1	
£15.01 To £20	1.5%	3	1.3%	1	1.6%	2	0.0%	0	4.8%	3	0.0%	0	1.4%	1	1.5%	2	2.0%	2	1.0%	1	4.0%	2	
£20.01 To £30	1.0%	2	1.3%	1	0.8%	1	0.0%	0	1.6%	1	1.2%	1	0.0%	0	1.5%	2	2.0%	2	0.0%	0	4.0%	2	
£30.01 To £40	1.0%	2	2.6%	2	0.0%	0	1.8%	1	0.0%	0	1.2%	1	2.9%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	
£40.01 To £50	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1	
£50.01 To £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
£75.01 To £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
£100.01 To £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
£200.01 +	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know	2.5%	5	2.6%	2	2.4%	3	3.6%	2	4.8%	3	0.0%	0	1.4%	1	3.1%	4	5.0%	5	0.0%	0	10.0%	5	
<i>Mean:</i>	<i>1.23</i>		<i>1.50</i>		<i>1.06</i>		<i>0.83</i>		<i>2.29</i>		<i>0.73</i>		<i>1.58</i>		<i>1.04</i>		<i>1.61</i>		<i>0.88</i>		<i>3.33</i>		
Base:	200		77		123		56		62		82		69		131		100		100		100		50
Chemist goods / personal care products																							
Nothing	84.5%	169	90.9%	70	80.5%	99	85.7%	48	83.9%	52	84.1%	69	87.0%	60	83.2%	109	73.0%	73	96.0%	96	62.0%	31	
£5 Or Less	4.0%	8	2.6%	2	4.9%	6	5.4%	3	1.6%	1	4.9%	4	2.9%	2	4.6%	6	8.0%	8	0.0%	0	10.0%	5	
£5.01 To £10	3.0%	6	0.0%	0	4.9%	6	1.8%	1	4.8%	3	2.4%	2	2.9%	2	3.1%	4	4.0%	4	2.0%	2	6.0%	3	
£10.01 To £15	3.0%	6	2.6%	2	3.3%	4	1.8%	1	0.0%	0	6.1%	5	4.3%	3	2.3%	3	4.0%	4	2.0%	2	4.0%	2	
£15.01 To £20	1.0%	2	0.0%	0	1.6%	2	1.8%	1	1.6%	1	0.0%	0	1.4%	1	0.8%	1	2.0%	2	0.0%	0	4.0%	2	
£20.01 To £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
£30.01 To £40	1.0%	2	0.0%	0	1.6%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	1.5%	2	2.0%	2	0.0%	0	2.0%	1	
£40.01 To £50	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1	
£50.01 To £75	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0	
£75.01 To £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
£100.01 To £200	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1	
£200.01 +	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know	2.0%	4	2.6%	2	1.6%	2	1.8%	1	4.8%	3	0.0%	0	1.4%	1	2.3%	3	4.0%	4	0.0%	0	8.0%	4	
<i>Mean:</i>	<i>2.56</i>		<i>1.00</i>		<i>3.53</i>		<i>3.55</i>		<i>1.91</i>		<i>2.38</i>		<i>1.10</i>		<i>3.34</i>		<i>4.82</i>		<i>0.40</i>		<i>7.07</i>		
Base:	200		77		123		56		62		82		69		131		100		100		100		50

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Furniture, carpets, floor coverings, soft furnishings, home decor																						
Nothing	98.5%	197	98.7%	76	98.4%	121	100.0%	56	98.4%	61	97.6%	80	97.1%	67	99.2%	130	99.0%	99	98.0%	98	98.0%	49
£5 Or Less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£5.01 To £10	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
£10.01 To £15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£15.01 To £20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£20.01 To £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£30.01 To £40	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
£40.01 To £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01 To £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01 To £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01 To £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 +	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
<i>Mean:</i>	<i>0.21</i>		<i>0.45</i>		<i>0.06</i>		<i>0.00</i>		<i>0.00</i>		<i>0.52</i>		<i>0.11</i>		<i>0.27</i>		<i>0.35</i>		<i>0.08</i>		<i>0.70</i>	
Base:	200		77		123		56		62		82		69		131		100		100		50	
DIY / Gardening goods																						
Nothing	99.5%	199	98.7%	76	100.0%	123	100.0%	56	100.0%	62	98.8%	81	100.0%	69	99.2%	130	99.0%	99	100.0%	100	98.0%	49
£5 Or Less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£5.01 To £10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£10.01 To £15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£15.01 To £20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£20.01 To £30	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
£30.01 To £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£40.01 To £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01 To £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01 To £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01 To £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 +	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>	<i>0.13</i>		<i>0.32</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.30</i>		<i>0.00</i>		<i>0.19</i>		<i>0.25</i>		<i>0.00</i>		<i>0.50</i>	
Base:	200		77		123		56		62		82		69		131		100		100		50	

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Gifts, jewellery, accessories, watches etc																						
Nothing	95.5%	191	97.4%	75	94.3%	116	94.6%	53	91.9%	57	98.8%	81	94.2%	65	96.2%	126	91.0%	91	100.0%	100	88.0%	44
£5 Or Less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£5.01 To £10	1.5%	3	1.3%	1	1.6%	2	1.8%	1	1.6%	1	1.2%	1	4.3%	3	0.0%	0	3.0%	3	0.0%	0	2.0%	1
£10.01 To £15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£15.01 To £20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£20.01 To £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£30.01 To £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£40.01 To £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01 To £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01 To £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01 To £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 +	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know	3.0%	6	1.3%	1	4.1%	5	3.6%	2	6.5%	4	0.0%	0	1.4%	1	3.8%	5	6.0%	6	0.0%	0	10.0%	5
<i>Mean:</i>		<i>0.12</i>		<i>0.10</i>		<i>0.13</i>		<i>0.14</i>		<i>0.13</i>		<i>0.09</i>		<i>0.33</i>		<i>0.00</i>		<i>0.24</i>		<i>0.00</i>		<i>0.17</i>
Base:		200		77		123		56		62		82		69		131		100		100		50
Newspapers / magazines																						
Nothing	92.0%	184	92.2%	71	91.9%	113	92.9%	52	88.7%	55	93.9%	77	92.8%	64	91.6%	120	88.0%	88	96.0%	96	84.0%	42
£5 Or Less	6.0%	12	6.5%	5	5.7%	7	7.1%	4	6.5%	4	4.9%	4	5.8%	4	6.1%	8	8.0%	8	4.0%	4	12.0%	6
£5.01 To £10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£10.01 To £15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£15.01 To £20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£20.01 To £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£30.01 To £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£40.01 To £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01 To £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01 To £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01 To £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 +	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know	2.0%	4	1.3%	1	2.4%	3	0.0%	0	4.8%	3	1.2%	1	1.4%	1	2.3%	3	4.0%	4	0.0%	0	4.0%	2
<i>Mean:</i>		<i>0.15</i>		<i>0.16</i>		<i>0.15</i>		<i>0.18</i>		<i>0.17</i>		<i>0.12</i>		<i>0.15</i>		<i>0.16</i>		<i>0.21</i>		<i>0.10</i>		<i>0.31</i>
Base:		200		77		123		56		62		82		69		131		100		100		50

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Other non-food items																						
Nothing	84.0%	168	88.3%	68	81.3%	100	91.1%	51	82.3%	51	80.5%	66	87.0%	60	82.4%	108	80.0%	80	88.0%	88	78.0%	39
£5 Or Less	3.0%	6	1.3%	1	4.1%	5	0.0%	0	1.6%	1	6.1%	5	0.0%	0	4.6%	6	2.0%	2	4.0%	4	2.0%	1
£5.01 To £10	1.5%	3	2.6%	2	0.8%	1	3.6%	2	0.0%	0	1.2%	1	2.9%	2	0.8%	1	3.0%	3	0.0%	0	2.0%	1
£10.01 To £15	2.0%	4	0.0%	0	3.3%	4	1.8%	1	0.0%	0	3.7%	3	1.4%	1	2.3%	3	3.0%	3	1.0%	1	4.0%	2
£15.01 To £20	2.0%	4	1.3%	1	2.4%	3	1.8%	1	1.6%	1	2.4%	2	1.4%	1	2.3%	3	2.0%	2	2.0%	2	2.0%	1
£20.01 To £30	1.5%	3	0.0%	0	2.4%	3	0.0%	0	1.6%	1	2.4%	2	2.9%	2	0.8%	1	0.0%	0	3.0%	3	0.0%	0
£30.01 To £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£40.01 To £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01 To £75	1.0%	2	1.3%	1	0.8%	1	1.8%	1	0.0%	0	1.2%	1	1.4%	1	0.8%	1	0.0%	0	2.0%	2	0.0%	0
£75.01 To £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01 To £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 +	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.0%	10	5.2%	4	4.9%	6	0.0%	0	12.9%	8	2.4%	2	2.9%	2	6.1%	8	10.0%	10	0.0%	0	12.0%	6
<i>Mean:</i>		<i>1.88</i>		<i>1.34</i>		<i>2.22</i>		<i>1.92</i>		<i>0.83</i>		<i>2.56</i>		<i>2.35</i>		<i>1.63</i>		<i>1.11</i>		<i>2.58</i>		<i>1.19</i>
Base:		200		77		123		56		62		82		69		131		100		100		50
Food / drink at restaurants																						
Nothing	68.5%	137	58.4%	45	74.8%	92	60.7%	34	59.7%	37	80.5%	66	71.0%	49	67.2%	88	58.0%	58	79.0%	79	56.0%	28
£5 Or Less	6.0%	12	6.5%	5	5.7%	7	3.6%	2	9.7%	6	4.9%	4	1.4%	1	8.4%	11	10.0%	10	2.0%	2	8.0%	4
£5.01 To £10	8.0%	16	9.1%	7	7.3%	9	12.5%	7	6.5%	4	6.1%	5	8.7%	6	7.6%	10	10.0%	10	6.0%	6	10.0%	5
£10.01 To £15	7.5%	15	6.5%	5	8.1%	10	14.3%	8	6.5%	4	3.7%	3	7.2%	5	7.6%	10	7.0%	7	8.0%	8	4.0%	2
£15.01 To £20	3.5%	7	6.5%	5	1.6%	2	3.6%	2	4.8%	3	2.4%	2	5.8%	4	2.3%	3	4.0%	4	3.0%	3	2.0%	1
£20.01 To £30	1.5%	3	2.6%	2	0.8%	1	0.0%	0	4.8%	3	0.0%	0	1.4%	1	1.5%	2	2.0%	2	1.0%	1	4.0%	2
£30.01 To £40	1.0%	2	1.3%	1	0.8%	1	0.0%	0	1.6%	1	1.2%	1	1.4%	1	0.8%	1	1.0%	1	1.0%	1	2.0%	1
£40.01 To £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01 To £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01 To £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01 To £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 +	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.0%	8	9.1%	7	0.8%	1	5.4%	3	6.5%	4	1.2%	1	2.9%	2	4.6%	6	8.0%	8	0.0%	0	14.0%	7
<i>Mean:</i>		<i>3.15</i>		<i>4.29</i>		<i>2.50</i>		<i>3.63</i>		<i>4.44</i>		<i>1.91</i>		<i>3.58</i>		<i>2.92</i>		<i>3.72</i>		<i>2.63</i>		<i>4.07</i>
Base:		200		77		123		56		62		82		69		131		100		100		50

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Services (hairdressers, dry cleaners etc)																						
Nothing	94.0%	188	100.0%	77	90.2%	111	91.1%	51	93.5%	58	96.3%	79	91.3%	63	95.4%	125	95.0%	95	93.0%	93	96.0%	48
£5 Or Less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£5.01 To £10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£10.01 To £15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£15.01 To £20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£20.01 To £30	1.0%	2	0.0%	0	1.6%	2	0.0%	0	1.6%	1	1.2%	1	0.0%	0	1.5%	2	0.0%	0	2.0%	2	0.0%	0
£30.01 To £40	2.0%	4	0.0%	0	3.3%	4	3.6%	2	1.6%	1	1.2%	1	2.9%	2	1.5%	2	1.0%	1	3.0%	3	0.0%	0
£40.01 To £50	1.5%	3	0.0%	0	2.4%	3	1.8%	1	3.2%	2	0.0%	0	2.9%	2	0.8%	1	1.0%	1	2.0%	2	2.0%	1
£50.01 To £75	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
£75.01 To £100	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
£100.01 To £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 +	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	1
<i>Mean:</i>		2.39		0.00		3.89		3.23		2.42		1.80		3.64		1.74		2.32		2.45		0.92
Base:		200		77		123		56		62		82		69		131		100		100		50

Q04 How did you travel to [STUDY CENTRE] today?

Car	50.0%	100	54.5%	42	47.2%	58	51.8%	29	59.7%	37	41.5%	34	58.0%	40	45.8%	60	50.0%	50	50.0%	50	60.0%	30
Bus	26.5%	53	14.3%	11	34.1%	42	19.6%	11	14.5%	9	40.2%	33	21.7%	15	29.0%	38	33.0%	33	20.0%	20	20.0%	10
Train	1.5%	3	2.6%	2	0.8%	1	1.8%	1	1.6%	1	1.2%	1	1.4%	1	1.5%	2	1.0%	1	2.0%	2	2.0%	1
Taxi	1.5%	3	2.6%	2	0.8%	1	1.8%	1	3.2%	2	0.0%	0	0.0%	0	2.3%	3	0.0%	0	3.0%	3	0.0%	0
Walk	17.0%	34	18.2%	14	16.3%	20	19.6%	11	19.4%	12	13.4%	11	17.4%	12	16.8%	22	14.0%	14	20.0%	20	16.0%	8
Cycle	2.0%	4	5.2%	4	0.0%	0	5.4%	3	0.0%	0	1.2%	1	0.0%	0	3.1%	4	1.0%	1	3.0%	3	0.0%	0
Motorcycle	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	1.0%	2	1.3%	1	0.8%	1	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.5%	2	1.0%	1	1.0%	1	2.0%	1
Base:		200		77		123		56		62		82		69		131		100		100		50

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Mean score[Minutes]																						
Q05 How long did your journey take?																						
5 mins or less	15.5%	31	18.2%	14	13.8%	17	19.6%	11	17.7%	11	11.0%	9	15.9%	11	15.3%	20	10.0%	10	21.0%	21	12.0%	6
6 - 10 mins	30.0%	60	26.0%	20	32.5%	40	14.3%	8	33.9%	21	37.8%	31	31.9%	22	29.0%	38	32.0%	32	28.0%	28	38.0%	19
11 - 15 mins	21.0%	42	15.6%	12	24.4%	30	30.4%	17	17.7%	11	17.1%	14	20.3%	14	21.4%	28	24.0%	24	18.0%	18	26.0%	13
16 - 20 mins	13.0%	26	13.0%	10	13.0%	16	17.9%	10	6.5%	4	14.6%	12	10.1%	7	14.5%	19	10.0%	10	16.0%	16	4.0%	2
21 - 30 mins	9.5%	19	11.7%	9	8.1%	10	8.9%	5	4.8%	3	13.4%	11	8.7%	6	9.9%	13	12.0%	12	7.0%	7	10.0%	5
31 - 45 mins	7.0%	14	9.1%	7	5.7%	7	5.4%	3	11.3%	7	4.9%	4	8.7%	6	6.1%	8	6.0%	6	8.0%	8	2.0%	1
46 mins - 59 mins	1.0%	2	1.3%	1	0.8%	1	3.6%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	1.0%	1	1.0%	1	2.0%	1
1hr - 1hr 30mins	2.0%	4	2.6%	2	1.6%	2	0.0%	0	6.5%	4	0.0%	0	0.0%	0	3.1%	4	4.0%	4	0.0%	0	6.0%	3
1hr 31 mins - 2 hrs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 hrs +	1.0%	2	2.6%	2	0.0%	0	0.0%	0	1.6%	1	1.2%	1	1.4%	1	0.8%	1	1.0%	1	1.0%	1	0.0%	0
<i>Mean:</i>	<i>16.05</i>		<i>19.23</i>		<i>14.07</i>		<i>14.79</i>		<i>18.92</i>		<i>14.75</i>		<i>16.16</i>		<i>16.00</i>		<i>17.66</i>		<i>14.45</i>		<i>16.01</i>	
<i>Base:</i>	<i>200</i>		<i>77</i>		<i>123</i>		<i>56</i>		<i>62</i>		<i>82</i>		<i>69</i>		<i>131</i>		<i>100</i>		<i>100</i>		<i>50</i>	

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Mean score[Minutes]																						
Q06 Approximately how much time will you spend in the [STUDY CENTRE] today?																						
Less than 30 minutes	5.0%	10	9.1%	7	2.4%	3	5.4%	3	9.7%	6	1.2%	1	5.8%	4	4.6%	6	2.0%	2	8.0%	8	2.0%	1
30- 59 minutes	17.5%	35	23.4%	18	13.8%	17	19.6%	11	16.1%	10	17.1%	14	8.7%	6	22.1%	29	7.0%	7	28.0%	28	12.0%	6
1hr -1 hr 29 min	20.5%	41	18.2%	14	22.0%	27	25.0%	14	19.4%	12	18.3%	15	18.8%	13	21.4%	28	18.0%	18	23.0%	23	28.0%	14
1hr 30 mins - 1 hr 59 min	17.5%	35	9.1%	7	22.8%	28	14.3%	8	14.5%	9	22.0%	18	27.5%	19	12.2%	16	15.0%	15	20.0%	20	14.0%	7
2hrs - 2hrs 29 mins	14.5%	29	14.3%	11	14.6%	18	10.7%	6	14.5%	9	17.1%	14	15.9%	11	13.7%	18	21.0%	21	8.0%	8	16.0%	8
2hrs 30 mins - 2hrs 59 mins	11.5%	23	11.7%	9	11.4%	14	8.9%	5	14.5%	9	11.0%	9	11.6%	8	11.5%	15	19.0%	19	4.0%	4	10.0%	5
3hrs - 3hrs 59 mins	7.5%	15	10.4%	8	5.7%	7	5.4%	3	4.8%	3	11.0%	9	4.3%	3	9.2%	12	13.0%	13	2.0%	2	14.0%	7
4hrs or more	5.0%	10	3.9%	3	5.7%	7	8.9%	5	4.8%	3	2.4%	2	5.8%	4	4.6%	6	4.0%	4	6.0%	6	4.0%	2
(Don't know)	1.0%	2	0.0%	0	1.6%	2	1.8%	1	1.6%	1	0.0%	0	1.4%	1	0.8%	1	1.0%	1	1.0%	1	0.0%	0
<i>Mean:</i>	<i>110.78</i>		<i>105.58</i>		<i>114.09</i>		<i>109.00</i>		<i>106.48</i>		<i>115.18</i>		<i>114.34</i>		<i>108.92</i>		<i>131.41</i>		<i>90.15</i>		<i>119.30</i>	
<i>Base:</i>	<i>200</i>		<i>77</i>		<i>123</i>		<i>56</i>		<i>62</i>		<i>82</i>		<i>69</i>		<i>131</i>		<i>100</i>		<i>100</i>		<i>50</i>	

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Q07 What types of shops, businesses or services in [STUDY CENTRE] have you visited, or do you intend to visit today? [MR]																						
Bakers	4.0%	8	3.9%	3	4.1%	5	1.8%	1	6.5%	4	3.7%	3	4.3%	3	3.8%	5	1.0%	1	7.0%	7	2.0%	1
Banks / building societies	10.0%	20	7.8%	6	11.4%	14	1.8%	1	11.3%	7	14.6%	12	8.7%	6	10.7%	14	9.0%	9	11.0%	11	8.0%	4
Bathroom / kitchen shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betting shops	1.0%	2	2.6%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	2.0%	2	0.0%	0
Book shops	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
Butchers	2.0%	4	3.9%	3	0.8%	1	1.8%	1	3.2%	2	1.2%	1	1.4%	1	2.3%	3	1.0%	1	3.0%	3	2.0%	1
Carpet / floorcovering shops	2.0%	4	2.6%	2	1.6%	2	0.0%	0	3.2%	2	2.4%	2	2.9%	2	1.5%	2	2.0%	2	2.0%	2	4.0%	2
Charity shops	7.5%	15	9.1%	7	6.5%	8	1.8%	1	8.1%	5	11.0%	9	5.8%	4	8.4%	11	12.0%	12	3.0%	3	16.0%	8
Chemists	6.0%	12	2.6%	2	8.1%	10	1.8%	1	4.8%	3	9.8%	8	4.3%	3	6.9%	9	8.0%	8	4.0%	4	10.0%	5
Cobblers	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
Clothing / fashion store	28.5%	57	19.5%	15	34.1%	42	32.1%	18	32.3%	20	23.2%	19	30.4%	21	27.5%	36	44.0%	44	13.0%	13	48.0%	24
DIY / hardware stores	3.5%	7	5.2%	4	2.4%	3	0.0%	0	4.8%	3	4.9%	4	1.4%	1	4.6%	6	4.0%	4	3.0%	3	6.0%	3
Double glazing / window shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Estate agents	1.5%	3	2.6%	2	0.8%	1	3.6%	2	1.6%	1	0.0%	0	1.4%	1	1.5%	2	0.0%	0	3.0%	3	0.0%	0
Ethnic / foreign food shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foodstore / supermarket	36.5%	73	26.0%	20	43.1%	53	26.8%	15	27.4%	17	50.0%	41	37.7%	26	35.9%	47	11.0%	11	62.0%	62	4.0%	2
General stores / corner shops / newsagents	8.5%	17	9.1%	7	8.1%	10	3.6%	2	9.7%	6	11.0%	9	5.8%	4	9.9%	13	5.0%	5	12.0%	12	8.0%	4
Greengrocers / fruit & veg shops	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
Hairdressers / barbers / beauty shops	5.5%	11	0.0%	0	8.9%	11	8.9%	5	4.8%	3	3.7%	3	5.8%	4	5.3%	7	7.0%	7	4.0%	4	6.0%	3
Health and beauty shops	6.0%	12	2.6%	2	8.1%	10	5.4%	3	3.2%	2	8.5%	7	8.7%	6	4.6%	6	8.0%	8	4.0%	4	8.0%	4
Health food shops	2.5%	5	3.9%	3	1.6%	2	0.0%	0	3.2%	2	3.7%	3	1.4%	1	3.1%	4	5.0%	5	0.0%	0	6.0%	3
Home furnishing / textile shops	2.5%	5	1.3%	1	3.3%	4	1.8%	1	1.6%	1	3.7%	3	5.8%	4	0.8%	1	2.0%	2	3.0%	3	2.0%	1
Household goods shops	8.5%	17	3.9%	3	11.4%	14	8.9%	5	6.5%	4	9.8%	8	8.7%	6	8.4%	11	9.0%	9	8.0%	8	10.0%	5
Jewellers	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	1
Opticians	1.5%	3	1.3%	1	1.6%	2	0.0%	0	3.2%	2	1.2%	1	1.4%	1	1.5%	2	3.0%	3	0.0%	0	2.0%	1
Post Office	1.0%	2	1.3%	1	0.8%	1	3.6%	2	0.0%	0	0.0%	0	1.4%	1	0.8%	1	2.0%	2	0.0%	0	2.0%	1
Pubs / bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafes	18.0%	36	24.7%	19	13.8%	17	19.6%	11	21.0%	13	14.6%	12	21.7%	15	16.0%	21	19.0%	19	17.0%	17	16.0%	8
Shoe shop	2.0%	4	0.0%	0	3.3%	4	0.0%	0	4.8%	3	1.2%	1	4.3%	3	0.8%	1	4.0%	4	0.0%	0	4.0%	2
Sports good shops	5.5%	11	10.4%	8	2.4%	3	5.4%	3	9.7%	6	2.4%	2	5.8%	4	5.3%	7	7.0%	7	4.0%	4	14.0%	7
Takeaways	6.5%	13	9.1%	7	4.9%	6	8.9%	5	12.9%	8	0.0%	0	2.9%	2	8.4%	11	10.0%	10	3.0%	3	10.0%	5
Toy shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card shop	3.0%	6	1.3%	1	4.1%	5	5.4%	3	0.0%	0	3.7%	3	4.3%	3	2.3%	3	2.0%	2	4.0%	4	2.0%	1
Florist	1.0%	2	2.6%	2	0.0%	0	1.8%	1	0.0%	0	1.2%	1	1.4%	1	0.8%	1	2.0%	2	0.0%	0	0.0%	0
Library	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
Market	2.5%	5	1.3%	1	3.3%	4	7.1%	4	0.0%	0	1.2%	1	1.4%	1	3.1%	4	0.0%	0	5.0%	5	0.0%	0
Medical services	1.0%	2	0.0%	0	1.6%	2	0.0%	0	1.6%	1	1.2%	1	1.4%	1	0.8%	1	0.0%	0	2.0%	2	0.0%	0
None	3.0%	6	5.2%	4	1.6%	2	3.6%	2	1.6%	1	3.7%	3	1.4%	1	3.8%	5	5.0%	5	1.0%	1	6.0%	3

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham	
Travel agents	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0
(Don't know)	2.0%	4	2.6%	2	1.6%	2	3.6%	2	0.0%	0	2.4%	2
Base:	200	77	123	56	62	82	69	131	100	100	50	

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham	
Q08 What are the specific names of the shops, businesses or services in [STUDY CENTRE] you have visited, or intend to visit today? [MR]												
Chatham												
A K Mobile	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
All Star Mobiles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
American Nails	1.0%	2	0.0%	0	1.6%	2	1.8%	1	1.6%	1	0.0%	2
Argos	1.5%	3	2.6%	2	0.8%	1	1.8%	1	3.2%	2	0.0%	0
Barclays	1.0%	2	1.3%	1	0.8%	1	0.0%	0	3.2%	2	0.0%	0
Best Nails	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bling Bling Shoes	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	1.4%	1
Blue Inc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bon Marche	1.5%	3	1.3%	1	1.6%	2	1.8%	1	1.6%	1	1.2%	1
Boots Opticians	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Boots	5.0%	10	2.6%	2	6.5%	8	3.6%	2	4.8%	3	6.1%	5
Brides & Baby Wear	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighthouse	1.0%	2	0.0%	0	1.6%	2	1.8%	1	0.0%	0	1.2%	1
British Heart Foundation	1.0%	2	0.0%	0	1.6%	2	0.0%	0	1.6%	1	1.2%	1
Burger King	1.5%	3	2.6%	2	0.8%	1	1.8%	1	1.2%	1	0.0%	0
Burton	1.0%	2	1.3%	1	0.8%	1	0.0%	0	3.2%	2	0.0%	0
Cafe Friends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cafe Milano Restaurant	1.0%	2	1.3%	1	0.8%	1	0.0%	0	3.2%	2	0.0%	0
Card Factory	1.0%	2	1.3%	1	0.8%	1	1.8%	1	1.6%	1	0.0%	0
Cards Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cash Converters	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cash Gadget	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Celly's Hairstyle	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1
International												
CEX Entertainment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham Food & Wine	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.2%	1	0.0%	0
Chatham Grill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham Vapes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea Building Society	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cherubs Cleaners	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chockers	1.5%	3	1.3%	1	1.6%	2	1.8%	1	0.0%	0	2.4%	2
Clintons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coffee House	0.5%	1	1.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Coffee Republic	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Operative Bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Operative	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costa	5.0%	10	6.5%	5	4.1%	5	3.6%	2	8.1%	5	3.7%	3
Cycle King	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	1.4%	1
D S News	2.5%	5	2.6%	2	2.4%	3	1.8%	1	3.2%	2	2.4%	2
Deanswood Interiors	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams	11.5%	23	11.7%	9	11.4%	14	8.9%	5	14.5%	9	11.0%	9
Derin's Kitchen	1.0%	2	1.3%	1	0.8%	1	0.0%	0	1.6%	1	1.2%	1
Dorothy Perkins	2.0%	4	2.6%	2	1.6%	2	1.8%	1	1.6%	1	2.4%	2
DW Sports	2.0%	4	2.6%	2	1.6%	2	1.8%	1	4.8%	3	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham									
El Toba	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Etiquette Dry Cleaners	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
Euro Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
First Choice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flowers	1.0%	2	2.6%	2	0.0%	0	1.8%	1	0.0%	0	1.2%	1	1.4%	1	0.8%	1	2.0%	2	0.0%	0
Foot Locker	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
Foundation Furniture &Electrical	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0
Game	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0
Great Treat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greggs	2.5%	5	2.6%	2	2.4%	3	1.8%	1	6.5%	4	0.0%	0	1.4%	1	3.1%	4	5.0%	5	0.0%	0
H Samuel	1.0%	2	1.3%	1	0.8%	1	0.0%	0	1.6%	1	1.2%	1	0.0%	0	1.5%	2	2.0%	2	0.0%	0
Halfords	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	1.0%	2	0.0%	0	1.6%	2	0.0%	0	1.6%	1	1.2%	1	0.0%	0	1.5%	2	2.0%	2	0.0%	0
Hanns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harem Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatham Newsagents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland & Barrett	4.0%	8	6.5%	5	2.4%	3	1.8%	1	4.8%	3	4.9%	4	2.9%	2	4.6%	6	8.0%	8	0.0%	0
HSBC	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0
Iceland	1.0%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.5%	2	2.0%	2	0.0%	0
JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD's Home Style	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellers	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
Kent Butchers	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0
KFC	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kubus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Latinos	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	1.0%	1	0.0%	0
Latom 'O' Store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Learn Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Life Is Sweet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lloyds Bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martin & Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McDonalds	3.5%	7	3.9%	3	3.3%	4	5.4%	3	3.2%	2	2.4%	2	2.9%	2	3.8%	5	7.0%	7	0.0%	0
Medway Tattoo & Piercing Centre	0.5%	1	1.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0
Mighty Pound	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
Mobile Conexions	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0
Mobile Music	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modern Newsagents	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0
Monks Home Store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nails	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0
Nationwide	1.5%	3	0.0%	0	2.4%	3	0.0%	0	3.2%	2	1.2%	1	1.4%	1	1.5%	2	3.0%	3	0.0%	0
Natwest	0.5%	1	1.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0
New Look	2.0%	4	0.0%	0	3.3%	4	3.6%	2	3.2%	2	0.0%	0	1.4%	1	2.3%	3	4.0%	4	0.0%	0
New York Nails	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	1.0%	1	0.0%	0
Oakley's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Oxfam	3.0%	6	3.9%	3	2.4%	3	3.6%	2	1.6%	1	3.7%	3	2.9%	2	3.1%	4	6.0%	6	0.0%	0	10.0%	5
P & A Hair Fashions	1.5%	3	0.0%	0	2.4%	3	3.6%	2	0.0%	0	1.2%	1	0.0%	0	2.3%	3	3.0%	3	0.0%	0	2.0%	1
P.J. Steel Family	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavs Express	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC Fix	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PDSA	1.5%	3	1.3%	1	1.6%	2	0.0%	0	1.6%	1	2.4%	2	1.4%	1	1.5%	2	3.0%	3	0.0%	0	6.0%	3
Pep & Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet Aqua	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Piggy's of Chatham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office	1.0%	2	1.3%	1	0.8%	1	3.6%	2	0.0%	0	0.0%	0	1.4%	1	0.8%	1	2.0%	2	0.0%	0	2.0%	1
Poundland	2.0%	4	2.6%	2	1.6%	2	0.0%	0	1.6%	1	3.7%	3	1.4%	1	2.3%	3	4.0%	4	0.0%	0	2.0%	1
Poundworld	2.5%	5	3.9%	3	1.6%	2	0.0%	0	3.2%	2	3.7%	3	0.0%	0	3.8%	5	5.0%	5	0.0%	0	6.0%	3
Primark	13.0%	26	5.2%	4	17.9%	22	10.7%	6	12.9%	8	14.6%	12	11.6%	8	13.7%	18	26.0%	26	0.0%	0	24.0%	12
Quicksilver	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham Meats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
React Recruitment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Red Menswear	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
Reload Menswear	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Right Cash	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Originals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roosters Piri Piri	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryans Diner	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryman	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	1
S & N Convenience Store	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	1
S Coffee & Muffins	1.0%	2	1.3%	1	0.8%	1	0.0%	0	1.6%	1	1.2%	1	2.9%	2	0.0%	0	2.0%	2	0.0%	0	2.0%	1
Sainsbury's	5.0%	10	0.0%	0	8.1%	10	1.8%	1	3.2%	2	8.5%	7	4.3%	3	5.3%	7	10.0%	10	0.0%	0	2.0%	1
Santander	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
Savers	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
Select	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoe Zone	2.0%	4	1.3%	1	2.4%	3	0.0%	0	4.8%	3	1.2%	1	2.9%	2	1.5%	2	4.0%	4	0.0%	0	4.0%	2
Silver Spoon Kitchen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sky	0.5%	1	1.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	1
Specsavers	1.5%	3	1.3%	1	1.6%	2	1.8%	1	1.6%	1	1.2%	1	1.4%	1	1.5%	2	3.0%	3	0.0%	0	4.0%	2
Sports Direct.Com	1.0%	2	2.6%	2	0.0%	0	1.8%	1	1.6%	1	0.0%	0	0.0%	0	1.5%	2	2.0%	2	0.0%	0	4.0%	2
Staples	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Store Twenty One	1.5%	3	2.6%	2	0.8%	1	3.6%	2	0.0%	0	1.2%	1	1.4%	1	1.5%	2	3.0%	3	0.0%	0	2.0%	1
Subway	1.5%	3	2.6%	2	0.8%	1	1.8%	1	3.2%	2	0.0%	0	1.4%	1	1.5%	2	3.0%	3	0.0%	0	4.0%	2
Superdrug	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
T K Maxx	6.5%	13	6.5%	5	6.5%	8	8.9%	5	9.7%	6	2.4%	2	5.8%	4	6.9%	9	13.0%	13	0.0%	0	20.0%	10
The Carphone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Carshop Medway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fragrance Shop	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	1
The Printers Chatham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Right Kard	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
The Works	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thomas Cook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thomson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Three	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Timpson	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1		
Tulip Food Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tv World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Us News Agent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Virgin Media	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Vision Express	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Vodafone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Warehouse	1.5%	3	2.6%	2	0.8%	1	3.6%	2	0.0%	0	1.2%	1	0.0%	0	2.3%	3	3.0%	3	0.0%	0	2.0%	1
Warren James	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterstones	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Wendy's Wardrobe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko	5.5%	11	5.2%	4	5.7%	7	3.6%	2	8.1%	5	4.9%	4	1.4%	1	7.6%	10	11.0%	11	0.0%	0	10.0%	5
Woods Designer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strood																						
Aldi	18.5%	37	11.7%	9	22.8%	28	17.9%	10	11.3%	7	24.4%	20	18.8%	13	18.3%	24	0.0%	0	37.0%	37	0.0%	0
Argos	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda	7.5%	15	7.8%	6	7.3%	9	1.8%	1	6.5%	4	12.2%	10	7.2%	5	7.6%	10	0.0%	0	15.0%	15	0.0%	0
Barclays	3.0%	6	3.9%	3	2.4%	3	0.0%	0	1.6%	1	6.1%	5	2.9%	2	3.1%	4	0.0%	0	6.0%	6	0.0%	0
Beauty Tips of Rochester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	1.0%	2	1.3%	1	0.8%	1	0.0%	0	0.0%	0	2.4%	2	1.4%	1	0.8%	1	0.0%	0	2.0%	2	0.0%	0
Boots Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brantano	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cake Box	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card Factory	2.0%	4	0.0%	0	3.3%	4	1.8%	1	0.0%	0	3.7%	3	2.9%	2	1.5%	2	0.0%	0	4.0%	4	0.0%	0
Carpetright	2.0%	4	0.0%	0	3.3%	4	0.0%	0	4.8%	3	1.2%	1	2.9%	2	1.5%	2	0.0%	0	4.0%	4	0.0%	0
Co-Operative	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Operative Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coral	1.0%	2	2.6%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	2.0%	2	0.0%	0
Crazy Nails	1.5%	3	0.0%	0	2.4%	3	1.8%	1	1.6%	1	1.2%	1	1.4%	1	1.5%	2	0.0%	0	3.0%	3	0.0%	0
Cut Thru Studios	1.0%	2	0.0%	0	1.6%	2	0.0%	0	1.6%	1	1.2%	1	1.4%	1	0.8%	1	0.0%	0	2.0%	2	0.0%	0
GORJ	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Greengrocer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greggs	3.5%	7	5.2%	4	2.4%	3	1.8%	1	8.1%	5	1.2%	1	5.8%	4	2.3%	3	0.0%	0	7.0%	7	0.0%	0
Halifax	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
Hallmark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helen's Nail Spa	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
House	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hsbc	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
Iceland	6.5%	13	5.2%	4	7.3%	9	8.9%	5	4.8%	3	6.1%	5	8.7%	6	5.3%	7	0.0%	0	13.0%	13	0.0%	0
KFC	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lazee Carpets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lily Nails	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
Lloyds Bank	2.5%	5	1.3%	1	3.3%	4	0.0%	0	1.6%	1	4.9%	4	2.9%	2	2.3%	3	0.0%	0	5.0%	5	0.0%	0
Market	1.0%	2	0.0%	0	1.6%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	2.0%	2	0.0%	0
Matalan	5.0%	10	1.3%	1	7.3%	9	7.1%	4	8.1%	5	1.2%	1	5.8%	4	4.6%	6	0.0%	0	10.0%	10	0.0%	0
Max Spielmann	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Mcdonalds	4.0%	8	5.2%	4	3.3%	4	8.9%	5	1.6%	1	2.4%	2	4.3%	3	3.8%	5	0.0%	0	8.0%	8	0.0%	0
Mobile Conxtions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	4.0%	8	2.6%	2	4.9%	6	1.8%	1	3.2%	2	6.1%	5	5.8%	4	3.1%	4	0.0%	0	8.0%	8	0.0%	0
Mrs G's Coffee Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nationwide	2.0%	4	2.6%	2	1.6%	2	0.0%	0	1.6%	1	3.7%	3	0.0%	0	3.1%	4	0.0%	0	4.0%	4	0.0%	0
Natwest	1.0%	2	1.3%	1	0.8%	1	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.5%	2	0.0%	0	2.0%	2	0.0%	0
Newsflash Express	7.0%	14	7.8%	6	6.5%	8	3.6%	2	6.5%	4	9.8%	8	7.2%	5	6.9%	9	0.0%	0	14.0%	14	0.0%	0
Next	1.5%	3	2.6%	2	0.8%	1	3.6%	2	0.0%	0	1.2%	1	2.9%	2	0.8%	1	0.0%	0	3.0%	3	0.0%	0
Niall O' Kane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pampered Pooch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parana Caffè	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parma Designs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pay-A-Pound	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland	1.0%	2	0.0%	0	1.6%	2	1.8%	1	0.0%	0	1.2%	1	0.0%	0	1.5%	2	0.0%	0	2.0%	2	0.0%	0
Rainham Meats	0.5%	1	1.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
Ramo's	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Reena Food Store	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
Rest A While	2.0%	4	2.6%	2	1.6%	2	5.4%	3	1.6%	1	0.0%	0	0.0%	0	3.1%	4	0.0%	0	4.0%	4	0.0%	0
Savers	1.5%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	3.7%	3	0.0%	0	2.3%	3	0.0%	0	3.0%	3	0.0%	0
Shelter	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
Shiers Newsagent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shu-Time	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Sofas & Beds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skye Rose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct.Com	3.5%	7	3.9%	3	3.3%	4	3.6%	2	4.8%	3	2.4%	2	4.3%	3	3.1%	4	0.0%	0	7.0%	7	0.0%	0
Streets Estate Agents	1.5%	3	2.6%	2	0.8%	1	3.6%	2	1.6%	1	0.0%	0	1.4%	1	1.5%	2	0.0%	0	3.0%	3	0.0%	0
Strood Emporium	1.0%	2	0.0%	0	1.6%	2	0.0%	0	3.2%	2	0.0%	0	1.4%	1	0.8%	1	0.0%	0	2.0%	2	0.0%	0
Subway	2.5%	5	3.9%	3	1.6%	2	3.6%	2	4.8%	3	0.0%	0	7.2%	5	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Sue's Jewels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	1.0%	2	1.3%	1	0.8%	1	0.0%	0	1.6%	1	1.2%	1	1.4%	1	0.8%	1	0.0%	0	2.0%	2	0.0%	0
The Furniture Factory	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Linen Warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Shrood Cobbler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thomas Cook	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
TJ's Meats	1.0%	2	1.3%	1	0.8%	1	0.0%	0	1.6%	1	1.2%	1	0.0%	0	1.5%	2	0.0%	0	2.0%	2	0.0%	0
Top Munch Cafe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Topps Tiles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko	4.5%	9	1.3%	1	6.5%	8	3.6%	2	3.2%	2	6.1%	5	5.8%	4	3.8%	5	0.0%	0	9.0%	9	0.0%	0
Young Guns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 Move Estate Agents	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.0%	10	6.5%	5	4.1%	5	5.4%	3	1.6%	1	7.3%	6	2.9%	2	6.1%	8	7.0%	7	3.0%	3	6.0%	3
None	0.5%	1	1.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	1
Base:	200	77	123	56	62	82	69	131	100	100	50											

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Meanscore: [Visits per week]																						
Q09 How often do you visit the food shops in [STUDY CENTRE]?																						
Every day / most days	1.5%	3	1.3%	1	1.6%	2	1.8%	1	1.6%	1	1.2%	1	0.0%	0	2.3%	3	1.0%	1	2.0%	2	2.0%	1
2-3 times a week	14.0%	28	14.3%	11	13.8%	17	12.5%	7	8.1%	5	19.5%	16	10.1%	7	16.0%	21	7.0%	7	21.0%	21	2.0%	1
Once a week	27.0%	54	16.9%	13	33.3%	41	12.5%	7	25.8%	16	37.8%	31	39.1%	27	20.6%	27	20.0%	20	34.0%	34	14.0%	7
Once a fortnight	7.0%	14	6.5%	5	7.3%	9	7.1%	4	8.1%	5	6.1%	5	4.3%	3	8.4%	11	8.0%	8	6.0%	6	8.0%	4
Monthly	5.0%	10	6.5%	5	4.1%	5	3.6%	2	9.7%	6	2.4%	2	7.2%	5	3.8%	5	2.0%	2	8.0%	8	4.0%	2
Once every 2-3 months	4.0%	8	0.0%	0	6.5%	8	7.1%	4	3.2%	2	2.4%	2	1.4%	1	5.3%	7	0.0%	0	8.0%	8	0.0%	0
Once every 4-6 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	2.0%	4	2.6%	2	1.6%	2	5.4%	3	0.0%	0	1.2%	1	1.4%	1	2.3%	3	0.0%	0	4.0%	4	0.0%	0
Varies	5.5%	11	7.8%	6	4.1%	5	7.1%	4	4.8%	3	4.9%	4	2.9%	2	6.9%	9	6.0%	6	5.0%	5	12.0%	6
Never visit	34.0%	68	44.2%	34	27.6%	34	42.9%	24	38.7%	24	24.4%	20	33.3%	23	34.4%	45	56.0%	56	12.0%	12	58.0%	29
Mean:	1.18		1.20		1.17		1.08		1.05		1.31		1.03		1.26		1.12		1.21		0.91	
Base:	200		77		123		56		62		82		69		131		100		100		50	
Q10 When you visit food shops, do you normally visit any other shops or facilities in [STUDY CENTRE] on the same visit?																						
Yes	50.0%	66	44.2%	19	52.8%	47	56.3%	18	42.1%	16	51.6%	32	41.3%	19	54.7%	47	50.0%	22	50.0%	44	52.4%	11
No	39.4%	52	48.8%	21	34.8%	31	34.4%	11	47.4%	18	37.1%	23	41.3%	19	38.4%	33	40.9%	18	38.6%	34	33.3%	7
(Don't know / varies)	10.6%	14	7.0%	3	12.4%	11	9.4%	3	10.5%	4	11.3%	7	17.4%	8	7.0%	6	9.1%	4	11.4%	10	14.3%	3
Base:	132		43		89		32		38		62		46		86		44		88		21	

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Q11 Which specific shops, businesses or services do you normally visit? [MR]																						
<i>Yes or Don't know / varies at Q10</i>																						
Bakers	7.5%	6	13.6%	3	5.2%	3	0.0%	0	10.0%	2	10.3%	4	0.0%	0	11.3%	6	19.2%	5	1.9%	1	21.4%	3
Banks / building societies	22.5%	18	31.8%	7	19.0%	11	19.0%	4	20.0%	4	25.6%	10	14.8%	4	26.4%	14	11.5%	3	27.8%	15	14.3%	2
Bathroom / kitchen shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betting shops	2.5%	2	9.1%	2	0.0%	0	9.5%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	3.7%	2	0.0%	0
Book shops	3.8%	3	0.0%	0	5.2%	3	0.0%	0	5.0%	1	5.1%	2	11.1%	3	0.0%	0	7.7%	2	1.9%	1	0.0%	0
Butchers	6.3%	5	9.1%	2	5.2%	3	9.5%	2	15.0%	3	0.0%	0	0.0%	0	9.4%	5	15.4%	4	1.9%	1	14.3%	2
Carpet / floorcovering shops	2.5%	2	0.0%	0	3.4%	2	0.0%	0	5.0%	1	2.6%	1	7.4%	2	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Charity shops	16.3%	13	4.5%	1	20.7%	12	19.0%	4	10.0%	2	17.9%	7	22.2%	6	13.2%	7	23.1%	6	13.0%	7	21.4%	3
Chemists	10.0%	8	4.5%	1	12.1%	7	19.0%	4	0.0%	0	10.3%	4	7.4%	2	11.3%	6	0.0%	0	14.8%	8	0.0%	0
Cobblers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothing / fashion store	22.5%	18	13.6%	3	25.9%	15	9.5%	2	15.0%	3	33.3%	13	22.2%	6	22.6%	12	30.8%	8	18.5%	10	21.4%	3
DIY / hardware stores	10.0%	8	0.0%	0	13.8%	8	0.0%	0	25.0%	5	7.7%	3	14.8%	4	7.5%	4	7.7%	2	11.1%	6	14.3%	2
Double glazing / window shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Estate agents	1.3%	1	4.5%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.9%	1	0.0%	0
Ethnic / foreign food shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foodstore / supermarket	18.8%	15	18.2%	4	19.0%	11	14.3%	3	15.0%	3	23.1%	9	22.2%	6	17.0%	9	15.4%	4	20.4%	11	21.4%	3
General stores / corner shops / newsagents	20.0%	16	18.2%	4	20.7%	12	19.0%	4	20.0%	4	20.5%	8	29.6%	8	15.1%	8	7.7%	2	25.9%	14	7.1%	1
Greengrocers / fruit & veg shops	6.3%	5	0.0%	0	8.6%	5	0.0%	0	10.0%	2	7.7%	3	7.4%	2	5.7%	3	11.5%	3	3.7%	2	7.1%	1
Hairdressers / barbers / beauty shops	2.5%	2	0.0%	0	3.4%	2	0.0%	0	5.0%	1	2.6%	1	7.4%	2	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Health and beauty shops	6.3%	5	0.0%	0	8.6%	5	0.0%	0	0.0%	0	12.8%	5	11.1%	3	3.8%	2	0.0%	0	9.3%	5	0.0%	0
Health food shops	5.0%	4	4.5%	1	5.2%	3	0.0%	0	5.0%	1	7.7%	3	3.7%	1	5.7%	3	7.7%	2	3.7%	2	7.1%	1
Home furnishing / textile shops	5.0%	4	0.0%	0	6.9%	4	4.8%	1	0.0%	0	7.7%	3	11.1%	3	1.9%	1	0.0%	0	7.4%	4	0.0%	0
Household goods shops	15.0%	12	4.5%	1	19.0%	11	4.8%	1	25.0%	5	15.4%	6	25.9%	7	9.4%	5	11.5%	3	16.7%	9	14.3%	2
Jewellers	1.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.6%	1	3.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Opticians	1.3%	1	0.0%	0	1.7%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.9%	1	0.0%	0
Post Office	3.8%	3	0.0%	0	5.2%	3	0.0%	0	0.0%	0	7.7%	3	3.7%	1	3.8%	2	3.8%	1	3.7%	2	0.0%	0
Pubs / bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafes	21.3%	17	22.7%	5	20.7%	12	14.3%	3	20.0%	4	25.6%	10	14.8%	4	24.5%	13	23.1%	6	20.4%	11	21.4%	3
Shoe shop	2.5%	2	0.0%	0	3.4%	2	0.0%	0	5.0%	1	2.6%	1	7.4%	2	0.0%	0	3.8%	1	1.9%	1	0.0%	0
Sports good shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Takeaways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toy shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo	1.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.9%	1	3.8%	1	0.0%	0	7.1%	1
Market	1.3%	1	0.0%	0	1.7%	1	4.8%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
(Don't know)	3.8%	3	4.5%	1	3.4%	2	9.5%	2	0.0%	0	2.6%	1	11.1%	3	0.0%	0	3.8%	1	3.7%	2	7.1%	1
Base:		80		22		58		21		20		39		27		53		26		54		14

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham	
Q12 What are the specific names of the shops, businesses or services you normally visit? [MR]												
<i>Yes or Don't know / varies at Q10</i>												
Chatham												
A K Mobile	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
All Star Mobiles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
American Nails	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barclays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Best Nails	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bling Bling Shoes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blue Inc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bon Marche	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brides & Baby Wear	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BrightHouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burger King	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cafe Friends	1.3%	1	0.0%	0	1.7%	1	0.0%	0	2.6%	1	0.0%	0
Cafe Milano Restaurant	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card Factory	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cards Direct	1.3%	1	0.0%	0	1.7%	1	0.0%	0	2.6%	1	3.7%	1
Cash Converters	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cash Gadget	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CEX Entertainment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham Food & Wine	2.5%	2	4.5%	1	1.7%	1	4.8%	1	5.0%	1	0.0%	0
Chatham Grill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham Vapes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea Building Society	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cherubs Cleaners	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chockers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clintons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coffee House	2.5%	2	4.5%	1	1.7%	1	0.0%	0	0.0%	0	5.1%	2
Coffee Republic	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Operative Bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Operative	1.3%	1	0.0%	0	1.7%	1	0.0%	0	5.0%	1	0.0%	0
Costa	1.3%	1	0.0%	0	1.7%	1	0.0%	0	2.6%	1	0.0%	0
Cycle King	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
D S News	1.3%	1	4.5%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Deanswood Interiors	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams	3.8%	3	4.5%	1	3.4%	2	9.5%	2	0.0%	0	2.6%	1
Demelza	2.5%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	5.1%	2
Derin's Kitchen	1.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.6%	1
Dorothy Perkins	1.3%	1	0.0%	0	1.7%	1	0.0%	0	5.0%	1	0.0%	0
DW Sports	1.3%	1	0.0%	0	1.7%	1	0.0%	0	5.0%	1	0.0%	0
El Toba	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Etiquette Dry Cleaners	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Euro Foods	1.3%	1	0.0%	0	1.7%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	1	3.8%	1	0.0%	0	0.0%	0		
First Choice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Flowers	1.3%	1	0.0%	0	1.7%	1	4.8%	1	0.0%	0	0.0%	0	1.9%	1	3.8%	1	0.0%	0	0.0%	0		
Foot Locker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Foundation Furniture &Electrical	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Game	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Go Outdoors	1.3%	1	0.0%	0	1.7%	1	0.0%	0	5.0%	1	0.0%	0	1.9%	1	3.8%	1	0.0%	0	7.1%	1		
Great Treat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Greggs	8.8%	7	9.1%	2	8.6%	5	0.0%	0	15.0%	3	10.3%	4	3.7%	1	11.3%	6	26.9%	7	0.0%	0	35.7%	5
H Samuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Halfords	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Halifax	1.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.9%	1	3.8%	1	0.0%	0	0.0%	0
Hanns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Harem Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Hatham Newsagents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Holland & Barrett	1.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.9%	1	3.8%	1	0.0%	0	7.1%	1
HSBC	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	6.3%	5	0.0%	0	8.6%	5	9.5%	2	5.0%	1	5.1%	2	0.0%	0	9.4%	5	19.2%	5	0.0%	0	21.4%	3
JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD's Home Style	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kent Butchers	1.3%	1	0.0%	0	1.7%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	1.9%	1	3.8%	1	0.0%	0	0.0%	0
KFC	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kubus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Latinos	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Latom 'O' Store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Learn Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Life Is Sweet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lloyds Bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martin & Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mcdonalds	1.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.9%	1	3.8%	1	0.0%	0	7.1%	1
Medway Tattoo & Piercing Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mighty Pound	1.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.6%	1	3.7%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Mobile Conexions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobile Music	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modern Newsagents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monks Home Store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nails	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nationwide	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Natwest	2.5%	2	4.5%	1	1.7%	1	0.0%	0	10.0%	2	0.0%	0	0.0%	0	3.8%	2	7.7%	2	0.0%	0	14.3%	2
New York Nails	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakley's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxfam	5.0%	4	4.5%	1	5.2%	3	9.5%	2	0.0%	0	5.1%	2	3.7%	1	5.7%	3	15.4%	4	0.0%	0	14.3%	2
P & A Hair Fashions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
P.J. Steel Family	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Pavs Express	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
PC Fix	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
PDSA	2.5%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	5.1%	2	0.0%	0	3.8%	2	7.7%	2	0.0%	0	7.1%	1
Pep & Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet Aqua	1.3%	1	0.0%	0	1.7%	1	4.8%	1	0.0%	0	0.0%	0	1.9%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Piggy' S of Chatham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office	2.5%	2	4.5%	1	1.7%	1	0.0%	0	0.0%	0	5.1%	2	0.0%	0	3.8%	2	7.7%	2	0.0%	0	0.0%	0
Poundland	1.3%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.9%	1	3.8%	1	0.0%	0	0.0%	0
Poundworld	2.5%	2	0.0%	0	3.4%	2	0.0%	0	5.0%	1	2.6%	1	3.7%	1	1.9%	1	7.7%	2	0.0%	0	7.1%	1
Primark	7.5%	6	4.5%	1	8.6%	5	0.0%	0	10.0%	2	10.3%	4	7.4%	2	7.5%	4	23.1%	6	0.0%	0	14.3%	2
Quicksilver	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham Meats	1.3%	1	4.5%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	1.9%	1	3.8%	1	0.0%	0	7.1%	1
React Recruitment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Red Menswear	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reload Menswear	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Right Cash	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Originals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roosters Piri Piri	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryans Diner	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryman	1.3%	1	0.0%	0	1.7%	1	0.0%	0	5.0%	1	0.0%	0	3.7%	1	0.0%	0	3.8%	1	0.0%	0	7.1%	1
S & N Convenience Store	1.3%	1	0.0%	0	1.7%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	1.9%	1	3.8%	1	0.0%	0	7.1%	1
S Coffee & Muffins	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury' S	3.8%	3	4.5%	1	3.4%	2	0.0%	0	5.0%	1	5.1%	2	0.0%	0	5.7%	3	11.5%	3	0.0%	0	14.3%	2
Santander	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoe Zone	1.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.6%	1	3.7%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Silver Spoon Kitchen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sky	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specsavers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct.Com	1.3%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.9%	1	3.8%	1	0.0%	0	0.0%	0
Staples	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Store Twenty One	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Subway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
T K Maxx	5.0%	4	9.1%	2	3.4%	2	4.8%	1	10.0%	2	2.6%	1	3.7%	1	5.7%	3	15.4%	4	0.0%	0	7.1%	1
The Carphone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Carshop Medway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fragrance Shop	1.3%	1	0.0%	0	1.7%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.8%	1	0.0%	0	7.1%	1
The Printers Chatham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Right Kard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Works	3.8%	3	0.0%	0	5.2%	3	0.0%	0	10.0%	2	2.6%	1	7.4%	2	1.9%	1	11.5%	3	0.0%	0	7.1%	1
Thomas Cook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thomson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three.	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Timpson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Tulip Food Centre	1.3%	1	0.0%	0	1.7%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	1.9%	1	3.8%	1	0.0%	0	7.1%	1
Tv World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Us News Agent	1.3%	1	0.0%	0	1.7%	1	0.0%	0	5.0%	1	0.0%	0	3.7%	1	0.0%	0	3.8%	1	0.0%	0	7.1%	1
Virgin Media	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vision Express	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vodafone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warren James	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterstones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wendy's Wardrobe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko	1.3%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.9%	1	3.8%	1	0.0%	0	0.0%	0
Woods Designer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strood																						
Aldi	21.3%	17	13.6%	3	24.1%	14	19.0%	4	10.0%	2	28.2%	11	29.6%	8	17.0%	9	0.0%	0	31.5%	17	0.0%	0
Argos	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	8.8%	7	4.5%	1	10.3%	6	4.8%	1	10.0%	2	10.3%	4	11.1%	3	7.5%	4	0.0%	0	13.0%	7	0.0%	0
Barclays	6.3%	5	9.1%	2	5.2%	3	4.8%	1	5.0%	1	7.7%	3	3.7%	1	7.5%	4	0.0%	0	9.3%	5	0.0%	0
Beauty Tips of Rochester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	8.8%	7	4.5%	1	10.3%	6	19.0%	4	5.0%	1	5.1%	2	11.1%	3	7.5%	4	0.0%	0	13.0%	7	0.0%	0
Boots Opticians	1.3%	1	0.0%	0	1.7%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.9%	1	0.0%	0
Brantano	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cake Box	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card Factory	2.5%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	5.1%	2	3.7%	1	1.9%	1	0.0%	0	3.7%	2	0.0%	0
Carpetright	3.8%	3	4.5%	1	3.4%	2	4.8%	1	10.0%	2	0.0%	0	11.1%	3	0.0%	0	0.0%	0	5.6%	3	0.0%	0
Co-Operative	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Operative Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coral	3.8%	3	13.6%	3	0.0%	0	9.5%	2	5.0%	1	0.0%	0	3.7%	1	3.8%	2	0.0%	0	5.6%	3	0.0%	0
Crazy Nails	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cut Thru Studios	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Demelza	1.3%	1	0.0%	0	1.7%	1	4.8%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Greengrocer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greggs	7.5%	6	13.6%	3	5.2%	3	14.3%	3	10.0%	2	2.6%	1	3.7%	1	9.4%	5	0.0%	0	11.1%	6	0.0%	0
Halifax	1.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.9%	1	0.0%	0	1.9%	1	0.0%	0
Hallmark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helen' S Nail Spa	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
House	1.3%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.9%	1	0.0%	0	1.9%	1	0.0%	0
Hsbc	2.5%	2	4.5%	1	1.7%	1	4.8%	1	0.0%	0	2.6%	1	3.7%	1	1.9%	1	0.0%	0	3.7%	2	0.0%	0
Iceland	6.3%	5	0.0%	0	8.6%	5	0.0%	0	5.0%	1	10.3%	4	7.4%	2	5.7%	3	0.0%	0	9.3%	5	0.0%	0
KFC	2.5%	2	9.1%	2	0.0%	0	0.0%	0	10.0%	2	0.0%	0	3.7%	1	1.9%	1	0.0%	0	3.7%	2	0.0%	0
Lazee Carpets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lily Nails	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lloyds Bank	5.0%	4	0.0%	0	6.9%	4	4.8%	1	5.0%	1	5.1%	2	7.4%	2	3.8%	2	0.0%	0	7.4%	4	0.0%	0
Matalan	11.3%	9	0.0%	0	15.5%	9	0.0%	0	10.0%	2	17.9%	7	11.1%	3	11.3%	6	0.0%	0	16.7%	9	0.0%	0
Max Spielmann	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mcdonalds	5.0%	4	9.1%	2	3.4%	2	4.8%	1	5.0%	1	5.1%	2	3.7%	1	5.7%	3	0.0%	0	7.4%	4	0.0%	0
Mobile Conexions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	6.3%	5	4.5%	1	6.9%	4	0.0%	0	5.0%	1	10.3%	4	7.4%	2	5.7%	3	0.0%	0	9.3%	5	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Mrs G's Coffee Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Nationwide	8.8%	7	13.6%	3	6.9%	4	9.5%	2	5.0%	1	10.3%	4	7.4%	2	9.4%	5	0.0%	0	13.0%	7	0.0%	0
Natwest	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsflash Express	10.0%	8	13.6%	3	8.6%	5	14.3%	3	0.0%	0	12.8%	5	11.1%	3	9.4%	5	0.0%	0	14.8%	8	0.0%	0
Next	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Niall O 'Kane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pampered Pooch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parana Caffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parma Designs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pay-A-Pound	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office	2.5%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	5.1%	2	3.7%	1	1.9%	1	0.0%	0	3.7%	2	0.0%	0
Poundland	6.3%	5	0.0%	0	8.6%	5	0.0%	0	5.0%	1	10.3%	4	11.1%	3	3.8%	2	0.0%	0	9.3%	5	0.0%	0
Rainham Meats	1.3%	1	0.0%	0	1.7%	1	0.0%	0	5.0%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Ramo's	2.5%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	5.1%	2	3.7%	1	1.9%	1	0.0%	0	3.7%	2	0.0%	0
Reena Food Store	1.3%	1	4.5%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.9%	1	0.0%	0
Rest A While	3.8%	3	4.5%	1	3.4%	2	9.5%	2	0.0%	0	2.6%	1	0.0%	0	5.7%	3	0.0%	0	5.6%	3	0.0%	0
Savers	3.8%	3	0.0%	0	5.2%	3	4.8%	1	0.0%	0	5.1%	2	0.0%	0	5.7%	3	0.0%	0	5.6%	3	0.0%	0
Shiers Newsagent	5.0%	4	0.0%	0	6.9%	4	0.0%	0	5.0%	1	7.7%	3	14.8%	4	0.0%	0	0.0%	0	7.4%	4	0.0%	0
Shu-Time	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Sofas & Beds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skye Rose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct.Com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strood Emporium	2.5%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	5.1%	2	3.7%	1	1.9%	1	0.0%	0	3.7%	2	0.0%	0
Subway	1.3%	1	0.0%	0	1.7%	1	4.8%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Sue's Jewels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	3.8%	3	4.5%	1	3.4%	2	0.0%	0	0.0%	0	7.7%	3	3.7%	1	3.8%	2	0.0%	0	5.6%	3	0.0%	0
The Furniture Factory	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Linen Warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Shrood Cobbler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Top Munch Cafe	1.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.6%	1	3.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Topps Tiles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko	18.8%	15	4.5%	1	24.1%	14	9.5%	2	20.0%	4	23.1%	9	22.2%	6	17.0%	9	0.0%	0	27.8%	15	0.0%	0
Young Guns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.5%	2	4.5%	1	1.7%	1	4.8%	1	0.0%	0	2.6%	1	7.4%	2	0.0%	0	3.8%	1	1.9%	1	7.1%	1
Base:	80		22		58		21		20		39		27		53		26		54		14	

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Mean score[£]																						
Q13 How much do you spend in these other shops, businesses or services?																						
<i>Yes or Don't know / varies at Q10</i>																						
Nothing	2.5%	2	9.1%	2	0.0%	0	4.8%	1	0.0%	0	2.6%	1	3.7%	1	1.9%	1	0.0%	0	3.7%	2	0.0%	0
£5 or less	7.5%	6	18.2%	4	3.4%	2	14.3%	3	0.0%	0	7.7%	3	0.0%	0	11.3%	6	0.0%	0	11.1%	6	0.0%	0
£5.01-£10	21.3%	17	4.5%	1	27.6%	16	14.3%	3	5.0%	1	33.3%	13	22.2%	6	20.8%	11	23.1%	6	20.4%	11	21.4%	3
£10.01 - £15	12.5%	10	9.1%	2	13.8%	8	28.6%	6	10.0%	2	5.1%	2	11.1%	3	13.2%	7	0.0%	0	18.5%	10	0.0%	0
£15.01 - £20	16.3%	13	18.2%	4	15.5%	9	9.5%	2	20.0%	4	17.9%	7	18.5%	5	15.1%	8	19.2%	5	14.8%	8	14.3%	2
£20.01 - £30	17.5%	14	13.6%	3	19.0%	11	19.0%	4	20.0%	4	15.4%	6	22.2%	6	15.1%	8	19.2%	5	16.7%	9	35.7%	5
£30.01 - £40	3.8%	3	4.5%	1	3.4%	2	0.0%	0	10.0%	2	2.6%	1	3.7%	1	3.8%	2	0.0%	0	5.6%	3	0.0%	0
£40.01 - £50	2.5%	2	4.5%	1	1.7%	1	4.8%	1	5.0%	1	0.0%	0	3.7%	1	1.9%	1	3.8%	1	1.9%	1	0.0%	0
£50.01 - £75	1.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.9%	1	3.8%	1	0.0%	0	7.1%	1
£75.01 - £100	2.5%	2	0.0%	0	3.4%	2	0.0%	0	10.0%	2	0.0%	0	0.0%	0	3.8%	2	7.7%	2	0.0%	0	7.1%	1
£100.01 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	12.5%	10	18.2%	4	10.3%	6	4.8%	1	20.0%	4	12.8%	5	14.8%	4	11.3%	6	23.1%	6	7.4%	4	14.3%	2
<i>Mean:</i>	<i>18.11</i>	<i>14.75</i>	<i>19.27</i>	<i>13.95</i>	<i>30.66</i>	<i>14.65</i>	<i>17.26</i>	<i>18.52</i>	<i>27.00</i>	<i>14.55</i>	<i>27.71</i>											
Base:	80	22	58	21	20	39	27	53	26	54	14											
Meanscore: [Visits per week]																						
Q14 How often do you visit the non-food shops in [STUDY CENTRE]?																						
Every day / most days	2.0%	4	5.2%	4	0.0%	0	5.4%	3	1.6%	1	0.0%	0	0.0%	0	3.1%	4	2.0%	2	2.0%	2	4.0%	2
2-3 times a week	8.0%	16	3.9%	3	10.6%	13	7.1%	4	3.2%	2	12.2%	10	4.3%	3	9.9%	13	5.0%	5	11.0%	11	2.0%	1
Once a week	31.0%	62	24.7%	19	35.0%	43	14.3%	8	35.5%	22	39.0%	32	37.7%	26	27.5%	36	28.0%	28	34.0%	34	30.0%	15
Once a fortnight	18.5%	37	14.3%	11	21.1%	26	17.9%	10	19.4%	12	18.3%	15	23.2%	16	16.0%	21	31.0%	31	6.0%	6	36.0%	18
Monthly	11.0%	22	7.8%	6	13.0%	16	16.1%	9	4.8%	3	12.2%	10	7.2%	5	13.0%	17	15.0%	15	7.0%	7	14.0%	7
Once every 2-3 months	7.0%	14	3.9%	3	8.9%	11	10.7%	6	8.1%	5	3.7%	3	0.0%	0	10.7%	14	5.0%	5	9.0%	9	4.0%	2
Once every 4-6 months	3.0%	6	3.9%	3	2.4%	3	3.6%	2	3.2%	2	2.4%	2	2.9%	2	3.1%	4	3.0%	3	3.0%	3	6.0%	3
Less often	5.5%	11	10.4%	8	2.4%	3	10.7%	6	4.8%	3	2.4%	2	4.3%	3	6.1%	8	6.0%	6	5.0%	5	0.0%	0
Varies	7.5%	15	13.0%	10	4.1%	5	8.9%	5	11.3%	7	3.7%	3	10.1%	7	6.1%	8	3.0%	3	12.0%	12	4.0%	2
Never visit	6.5%	13	13.0%	10	2.4%	3	5.4%	3	8.1%	5	6.1%	5	10.1%	7	4.6%	6	2.0%	2	11.0%	11	0.0%	0
<i>Mean:</i>	<i>0.84</i>	<i>0.93</i>	<i>0.79</i>	<i>0.90</i>	<i>0.73</i>	<i>0.88</i>	<i>0.70</i>	<i>0.91</i>	<i>0.77</i>	<i>0.92</i>	<i>0.86</i>											
Base:	200	77	123	56	62	82	69	131	100	100	50											

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Q15 What are the specific names of the non-food shops you normally visit? [MR]																						
<i>If ever visit non food shops at Q14</i>																						
Chatham																						
A K Mobile	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
All Star Mobiles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
American Nails	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0		
Argos	2.1%	4	3.0%	2	1.7%	2	3.8%	2	1.8%	1	1.3%	1	1.6%	1	2.4%	3	4.1%	4	0.0%	0	6.0%	3
Barclays	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1		
Best Nails	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bling Bling Shoes	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Blue Inc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bon Marche	4.3%	8	1.5%	1	5.8%	7	3.8%	2	1.8%	1	6.5%	5	1.6%	1	5.6%	7	8.2%	8	0.0%	0	10.0%	5
Boots Opticians	1.1%	2	1.5%	1	0.8%	1	0.0%	0	1.8%	1	1.3%	1	1.6%	1	0.8%	1	2.0%	2	0.0%	0	0.0%	0
Boots	1.6%	3	0.0%	0	2.5%	3	0.0%	0	1.8%	1	2.6%	2	3.2%	2	0.8%	1	3.1%	3	0.0%	0	4.0%	2
Brides & Baby Wear	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighthouse	1.1%	2	0.0%	0	1.7%	2	1.9%	1	1.8%	1	0.0%	0	0.0%	0	1.6%	2	2.0%	2	0.0%	0	2.0%	1
Burger King	0.5%	1	1.5%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Burton	1.6%	3	1.5%	1	1.7%	2	1.9%	1	1.8%	1	1.3%	1	3.2%	2	0.8%	1	3.1%	3	0.0%	0	0.0%	0
Cafe Friends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cafe Milano Restaurant	2.7%	5	4.5%	3	1.7%	2	3.8%	2	5.3%	3	0.0%	0	1.6%	1	3.2%	4	5.1%	5	0.0%	0	8.0%	4
Card Factory	2.1%	4	1.5%	1	2.5%	3	1.9%	1	0.0%	0	3.9%	3	1.6%	1	2.4%	3	4.1%	4	0.0%	0	4.0%	2
Cards Direct	1.1%	2	0.0%	0	1.7%	2	0.0%	0	1.8%	1	1.3%	1	1.6%	1	0.8%	1	2.0%	2	0.0%	0	4.0%	2
Cash Converters	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cash Gadget	0.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
Cex Entertainment	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Chatham Food & Wine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham Grill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham Vapes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea Building Society	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cherubs Cleaners	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chockers	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.8%	1	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	1
Clintons	1.1%	2	1.5%	1	0.8%	1	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.6%	2	2.0%	2	0.0%	0	2.0%	1
Coffee House	0.5%	1	1.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
Coffee Republic	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-Operative Bank	1.1%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.6%	2	2.0%	2	0.0%	0	4.0%	2
Co-Operative	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costa	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
Cycle King	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.8%	1	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	1
D S News	0.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
Deanswood Interiors	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams	17.6%	33	14.9%	10	19.2%	23	18.9%	10	17.5%	10	16.9%	13	19.4%	12	16.8%	21	33.7%	33	0.0%	0	36.0%	18
Demelza	1.1%	2	0.0%	0	1.7%	2	3.8%	2	0.0%	0	0.0%	0	1.6%	1	0.8%	1	2.0%	2	0.0%	0	2.0%	1
Derin' S Kitchen	0.5%	1	1.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Dorothy Perkins	3.7%	7	6.0%	4	2.5%	3	5.7%	3	1.8%	1	3.9%	3	6.5%	4	2.4%	3	7.1%	7	0.0%	0	10.0%	5
DW Sports	1.1%	2	0.0%	0	1.7%	2	1.9%	1	1.8%	1	0.0%	0	1.6%	1	0.8%	1	2.0%	2	0.0%	0	4.0%	2
El Toba	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Emmaus Medway	0.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
Etiquette Dry Cleaners	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euro Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
First Choice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flowers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foot Locker	1.1%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.6%	2	2.0%	2	0.0%	0	4.0%	2
Foundation Furniture &Electrical	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.8%	1	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	1
Game	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors	2.1%	4	1.5%	1	2.5%	3	5.7%	3	1.8%	1	0.0%	0	0.0%	0	3.2%	4	4.1%	4	0.0%	0	6.0%	3
Great Treat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greggs	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
H Samuel	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Halfords	1.6%	3	1.5%	1	1.7%	2	1.9%	1	0.0%	0	2.6%	2	1.6%	1	1.6%	2	3.1%	3	0.0%	0	4.0%	2
Halifax	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
Hanns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harem Shop	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.8%	1	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	1
Hatham Newsagents	1.6%	3	0.0%	0	2.5%	3	0.0%	0	5.3%	3	0.0%	0	3.2%	2	0.8%	1	3.1%	3	0.0%	0	4.0%	2
Holland & Barrett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HSBC	1.1%	2	1.5%	1	0.8%	1	0.0%	0	1.8%	1	1.3%	1	3.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD	1.1%	2	3.0%	2	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	1.6%	2	2.0%	2	0.0%	0	0.0%	0
JD's Home Style	1.1%	2	1.5%	1	0.8%	1	0.0%	0	0.0%	0	2.6%	2	1.6%	1	0.8%	1	2.0%	2	0.0%	0	2.0%	1
Jewellers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kent Butchers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KFC	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kubus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Latinos	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Latom 'O' Store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Learn Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Life Is Sweet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lloyds Bank	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
Martin & Co	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
Mcdonalds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medway Tattoo & Piercing Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mighty Pound	1.1%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	2.6%	2	1.6%	1	0.8%	1	2.0%	2	0.0%	0	0.0%	0
Mobile Conexions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobile Music	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modern Newsagents	1.6%	3	1.5%	1	1.7%	2	1.9%	1	1.8%	1	1.3%	1	0.0%	0	2.4%	3	3.1%	3	0.0%	0	6.0%	3
Monks Home Store	1.1%	2	3.0%	2	0.0%	0	0.0%	0	1.8%	1	1.3%	1	0.0%	0	1.6%	2	2.0%	2	0.0%	0	2.0%	1
Nails	0.5%	1	1.5%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	1
Nationwide	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.8%	1	0.0%	0	0.8%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Natwest	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.8%	1	0.0%	0	0.8%	1	1.0%	1	1.0%	1	0.0%	0	2.0%	1
New Look	1.6%	3	0.0%	0	2.5%	3	1.9%	1	1.8%	1	1.3%	1	0.0%	0	2.4%	3	3.1%	3	0.0%	0	2.0%	1
New York Nails	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakley' S	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Oxfam	7.5%	14	10.4%	7	5.8%	7	5.7%	3	7.0%	4	9.1%	7	8.1%	5	7.2%	9	14.3%	14	0.0%	0	20.0%	10
P & A Hair Fashions	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
P.J. Steel Family	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavs Express	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC Fix	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PDSA	2.1%	4	1.5%	1	2.5%	3	1.9%	1	0.0%	0	3.9%	3	1.6%	1	2.4%	3	4.1%	4	0.0%	0	4.0%	2
Pep & Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet Aqua	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Piggy' S of Chatham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office	0.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
Poundland	4.3%	8	3.0%	2	5.0%	6	0.0%	0	0.0%	0	10.4%	8	1.6%	1	5.6%	7	8.2%	8	0.0%	0	2.0%	1
Poundworld	2.7%	5	0.0%	0	4.2%	5	0.0%	0	1.8%	1	5.2%	4	3.2%	2	2.4%	3	5.1%	5	0.0%	0	4.0%	2
Primark	15.0%	28	9.0%	6	18.3%	22	11.3%	6	14.0%	8	18.2%	14	11.3%	7	16.8%	21	28.6%	28	0.0%	0	24.0%	12
Quicksilver	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham Meats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
React Recruitment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Red Menswear	1.1%	2	3.0%	2	0.0%	0	1.9%	1	1.8%	1	0.0%	0	1.6%	1	0.8%	1	2.0%	2	0.0%	0	2.0%	1
Reload Menswear	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Right Cash	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Originals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roosters Piri Piri	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryans Diner	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryman	1.1%	2	1.5%	1	0.8%	1	1.9%	1	0.0%	0	1.3%	1	1.6%	1	0.8%	1	2.0%	2	0.0%	0	2.0%	1
S & N Convenience Store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S Coffee & Muffins	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury' S	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Santander	0.5%	1	1.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
Savers	0.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Select	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoe Zone	2.7%	5	4.5%	3	1.7%	2	5.7%	3	0.0%	0	2.6%	2	6.5%	4	0.8%	1	5.1%	5	0.0%	0	6.0%	3
Silver Spoon Kitchen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sky	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specsavers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct.Com	3.2%	6	6.0%	4	1.7%	2	7.5%	4	3.5%	2	0.0%	0	0.0%	0	4.8%	6	6.1%	6	0.0%	0	8.0%	4
Staples	1.1%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	2.6%	2	1.6%	1	0.8%	1	2.0%	2	0.0%	0	0.0%	0
Store Twenty One	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
Subway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug	1.1%	2	1.5%	1	0.8%	1	1.9%	1	0.0%	0	1.3%	1	0.0%	0	1.6%	2	2.0%	2	0.0%	0	0.0%	0
T K Maxx	14.4%	27	16.4%	11	13.3%	16	18.9%	10	17.5%	10	9.1%	7	16.1%	10	13.6%	17	27.6%	27	0.0%	0	32.0%	16
The Carphone	0.5%	1	1.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
The Carshop Medway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fragrance Shop	1.6%	3	3.0%	2	0.8%	1	3.8%	2	0.0%	0	1.3%	1	3.2%	2	0.8%	1	3.1%	3	0.0%	0	6.0%	3
The Printers Chatham	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.8%	1	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	1
The Right Kard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Works	1.1%	2	1.5%	1	0.8%	1	0.0%	0	3.5%	2	0.0%	0	0.0%	0	1.6%	2	2.0%	2	0.0%	0	4.0%	2
Thomas Cook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thomson	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Three.	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Timpson	0.5%	1	1.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.0%	1								
Tulip Food Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Tv World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Us News Agent	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.8%	1	0.0%	0	1.0%	1								
Virgin Media	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Vision Express	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Vodafone	1.1%	2	3.0%	2	0.0%	0	0.0%	0	3.5%	2	0.0%	0	1.6%	2	2.0%	2	0.0%	0	2.0%	1		
Warehouse	2.7%	5	0.0%	0	4.2%	5	5.7%	3	3.5%	2	0.0%	0	3.2%	2	2.4%	3	5.1%	5	0.0%	0	10.0%	5
Warren James	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.8%	1	0.0%	0	0.8%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
Waterstones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wendy's Wardrobe	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	1
Wilko	4.3%	8	6.0%	4	3.3%	4	1.9%	1	7.0%	4	3.9%	3	3.2%	2	4.8%	6	8.2%	8	0.0%	0	10.0%	5
Woods Designer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strood																						
Aldi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos	2.7%	5	0.0%	0	4.2%	5	5.7%	3	1.8%	1	1.3%	1	1.6%	1	3.2%	4	0.0%	0	5.6%	5	0.0%	0
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barclays	3.7%	7	3.0%	2	4.2%	5	0.0%	0	3.5%	2	6.5%	5	4.8%	3	3.2%	4	0.0%	0	7.9%	7	0.0%	0
Beauty Tips of Rochester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	7.5%	14	6.0%	4	8.3%	10	7.5%	4	8.8%	5	6.5%	5	8.1%	5	7.2%	9	0.0%	0	15.7%	14	0.0%	0
Boots Opticians	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.8%	0	0.8%	1	0.0%	0	1.1%	1	0.0%	0
Brantano	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cake Box	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card Factory	2.1%	4	1.5%	1	2.5%	3	0.0%	0	3.5%	2	2.6%	2	3.2%	2	1.6%	2	0.0%	0	4.5%	4	0.0%	0
Carpetright	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	1.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Co-Operative	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Operative Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coral	2.1%	4	6.0%	4	0.0%	0	5.7%	3	1.8%	1	0.0%	0	1.6%	1	2.4%	3	0.0%	0	4.5%	4	0.0%	0
Crazy Nails	1.6%	3	0.0%	0	2.5%	3	0.0%	0	3.5%	2	1.3%	1	0.0%	0	2.4%	3	0.0%	0	3.4%	3	0.0%	0
Cut Thru Studios	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gem Cards	1.6%	3	0.0%	0	2.5%	3	1.9%	1	1.8%	1	1.3%	1	3.2%	2	0.8%	1	0.0%	0	3.4%	3	0.0%	0
Greengrocer	0.5%	1	1.5%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.8%	0	0.8%	1	0.0%	0	1.1%	1	0.0%	0
Greggs	2.1%	4	3.0%	2	1.7%	2	3.8%	2	1.8%	1	1.3%	1	3.2%	2	1.6%	2	0.0%	0	4.5%	4	0.0%	0
Halifax	2.1%	4	0.0%	0	3.3%	4	0.0%	0	1.8%	1	3.9%	3	0.0%	0	3.2%	4	0.0%	0	4.5%	4	0.0%	0
Hallmark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helen' S Nail Spa	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.8%	0	0.8%	1	0.0%	0	1.1%	1	0.0%	0
House	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hsbc	1.1%	2	3.0%	2	0.0%	0	1.9%	1	0.0%	0	1.3%	1	1.6%	1	0.8%	1	0.0%	0	2.2%	2	0.0%	0
Iceland	1.1%	2	1.5%	1	0.8%	1	0.0%	0	3.5%	2	0.0%	0	1.6%	1	0.8%	1	0.0%	0	2.2%	2	0.0%	0
KFC	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lazee Carpets	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	1.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Library	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	1.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Lily Nails	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lloyds Bank	3.2%	6	0.0%	0	5.0%	6	3.8%	2	3.5%	2	2.6%	2	3.2%	2	3.2%	4	0.0%	0	6.7%	6	0.0%	0
Market	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.8%	0	0.8%	1	0.0%	0	1.1%	1	0.0%	0
Matalan	12.8%	24	3.0%	2	18.3%	22	11.3%	6	17.5%	10	10.4%	8	17.7%	11	10.4%	13	0.0%	0	27.0%	24	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham	
Max Spielmann	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mcdonalds	1.1%	2	0.0%	0	1.7%	2	3.8%	2	0.0%	0	0.0%	0
Mobile Conxtions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mrs G's Coffee Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nationwide	4.3%	8	6.0%	4	3.3%	4	3.8%	2	5.3%	3	3.9%	3
Natwest	0.5%	1	1.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Newsflash Express	8.0%	15	10.4%	7	6.7%	8	5.7%	3	5.3%	3	11.7%	9
Next	3.2%	6	3.0%	2	3.3%	4	7.5%	4	1.8%	1	1.3%	1
Niall O'Kane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pampered Pooch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parana Caffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parma Designs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pay-A-Pound	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.8%	1	0.0%	0
Post Office	2.7%	5	1.5%	1	3.3%	4	0.0%	0	3.5%	2	3.9%	3
Poundland	6.4%	12	1.5%	1	9.2%	11	3.8%	2	7.0%	4	7.8%	6
Rainham Meats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ramo's	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1
Reena Food Store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rest A While	1.1%	2	0.0%	0	1.7%	2	3.8%	2	0.0%	0	0.0%	0
Savers	3.7%	7	0.0%	0	5.8%	7	3.8%	2	1.8%	1	5.2%	4
Shiers Newsagent	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1
Shu-Time	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Sofas & Beds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skye Rose	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0
Sports Direct.Com	4.3%	8	4.5%	3	4.2%	5	11.3%	6	3.5%	2	0.0%	0
Strood Emporium	1.6%	3	0.0%	0	2.5%	3	1.9%	1	0.0%	0	2.6%	2
Subway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sue's Jewels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tara Baker	0.5%	1	1.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Furniture Factory	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Linen Warehouse	1.1%	2	0.0%	0	1.7%	2	0.0%	0	1.8%	1	1.3%	1
The Shrood Cobbler	0.5%	1	1.5%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Gem Cards	1.6%	3	0.0%	0	2.5%	3	1.9%	1	1.8%	1	1.3%	1
Top Munch Cafe	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.8%	1	0.0%	0
Topps Tiles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko	16.0%	30	7.5%	5	20.8%	25	13.2%	7	14.0%	8	19.5%	15
Young Guns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.6%	3	1.5%	1	1.7%	2	5.7%	3	0.0%	0	0.0%	0
Base:	187	67	120	53	57	77	62	125	98	89	50	

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham	
Q16 When you visit non-food shops, do you normally visit any other shops or facilities in [STUDY CENTRE] on the same visit?												
<i>If ever visit non food shops at Q14</i>												
Yes	31.0%	58 19.4%	13 37.5%	45 20.8%	11 31.6%	18 37.7%	29 30.6%	19 31.2%	39 30.6%	30 31.5%	28 30.0%	15
No	44.9%	84 55.2%	37 39.2%	47 50.9%	27 40.4%	23 44.2%	34 48.4%	30 43.2%	54 30.6%	30 60.7%	54 18.0%	9
(Don't know / varies)	24.1%	45 25.4%	17 23.3%	28 28.3%	15 28.1%	16 18.2%	14 21.0%	13 25.6%	32 38.8%	38 7.9%	7 52.0%	26
Base:		187	67	120	53	57	77	62	125	98	89	50

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Q17 Which specific shops, businesses or services do you normally visit? [MR]																						
<i>Yes or Don't know / varies at Q16</i>																						
Bakers	2.9%	3	0.0%	0	4.1%	3	0.0%	0	5.9%	2	2.3%	1	0.0%	0	4.2%	3	0.0%	0	8.6%	3	0.0%	0
Banks / building societies	25.2%	26	13.3%	4	30.1%	22	15.4%	4	20.6%	7	34.9%	15	25.0%	8	25.4%	18	16.2%	11	42.9%	15	14.6%	6
Bathroom / kitchen shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betting shops	2.9%	3	6.7%	2	1.4%	1	3.8%	1	2.9%	1	2.3%	1	0.0%	0	4.2%	3	2.9%	2	2.9%	1	2.4%	1
Book shops	6.8%	7	3.3%	1	8.2%	6	3.8%	1	8.8%	3	7.0%	3	12.5%	4	4.2%	3	5.9%	4	8.6%	3	0.0%	0
Butchers	1.9%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	4.7%	2	0.0%	0	2.8%	2	1.5%	1	2.9%	1	2.4%	1
Carpet / floorcovering shops	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0
Charity shops	14.6%	15	3.3%	1	19.2%	14	3.8%	1	14.7%	5	20.9%	9	12.5%	4	15.5%	11	14.7%	10	14.3%	5	12.2%	5
Chemists	13.6%	14	3.3%	1	17.8%	13	3.8%	1	14.7%	5	18.6%	8	12.5%	4	14.1%	10	7.4%	5	25.7%	9	2.4%	1
Cobblers	1.0%	1	3.3%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	1.5%	1	0.0%	0	2.4%	1
Clothing / fashion store	27.2%	28	33.3%	10	24.7%	18	26.9%	7	20.6%	7	32.6%	14	40.6%	13	21.1%	15	29.4%	20	22.9%	8	26.8%	11
DIY / hardware stores	8.7%	9	3.3%	1	11.0%	8	3.8%	1	8.8%	3	11.6%	5	9.4%	3	8.5%	6	5.9%	4	14.3%	5	4.9%	2
Double glazing / window shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ethnic / foreign food shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foodstore / supermarket	16.5%	17	6.7%	2	20.5%	15	11.5%	3	5.9%	2	27.9%	12	12.5%	4	18.3%	13	2.9%	2	42.9%	15	2.4%	1
General stores / corner shops / newsagents	11.7%	12	6.7%	2	13.7%	10	11.5%	3	5.9%	2	16.3%	7	15.6%	5	9.9%	7	11.8%	8	11.4%	4	7.3%	3
Greengrocers / fruit & veg shops	2.9%	3	0.0%	0	4.1%	3	0.0%	0	2.9%	1	4.7%	2	0.0%	0	4.2%	3	1.5%	1	5.7%	2	2.4%	1
Hairdressers / barbers / beauty shops	5.8%	6	3.3%	1	6.8%	5	0.0%	0	11.8%	4	4.7%	2	6.3%	2	5.6%	4	4.4%	3	8.6%	3	4.9%	2
Health and beauty shops	7.8%	8	3.3%	1	9.6%	7	7.7%	2	5.9%	2	9.3%	4	6.3%	2	8.5%	6	5.9%	4	11.4%	4	2.4%	1
Health food shops	4.9%	5	0.0%	0	6.8%	5	3.8%	1	8.8%	3	2.3%	1	6.3%	2	4.2%	3	5.9%	4	2.9%	1	2.4%	1
Home furnishing / textile shops	2.9%	3	0.0%	0	4.1%	3	0.0%	0	5.9%	2	2.3%	1	3.1%	1	2.8%	2	2.9%	2	2.9%	1	0.0%	0
Household goods shops	7.8%	8	0.0%	0	11.0%	8	11.5%	3	5.9%	2	7.0%	3	6.3%	2	8.5%	6	10.3%	7	2.9%	1	7.3%	3
Jewellers	1.9%	2	0.0%	0	2.7%	2	7.7%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	2.9%	2	0.0%	0	2.4%	1
Opticians	3.9%	4	0.0%	0	5.5%	4	0.0%	0	0.0%	0	9.3%	4	0.0%	0	5.6%	4	1.5%	1	8.6%	3	2.4%	1
Post Office	8.7%	9	10.0%	3	8.2%	6	15.4%	4	2.9%	1	9.3%	4	9.4%	3	8.5%	6	8.8%	6	8.6%	3	12.2%	5
Pubs / bars	1.0%	1	3.3%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0	2.4%	1
Restaurants / cafes	15.5%	16	10.0%	3	17.8%	13	7.7%	2	26.5%	9	11.6%	5	21.9%	7	12.7%	9	11.8%	8	22.9%	8	7.3%	3
Shoe shop	5.8%	6	6.7%	2	5.5%	4	3.8%	1	0.0%	0	11.6%	5	12.5%	4	2.8%	2	5.9%	4	5.7%	2	4.9%	2
Sports good shops	4.9%	5	13.3%	4	1.4%	1	7.7%	2	2.9%	1	4.7%	2	6.3%	2	4.2%	3	7.4%	5	0.0%	0	7.3%	3
Takeaways	6.8%	7	3.3%	1	8.2%	6	11.5%	3	2.9%	1	7.0%	3	3.1%	1	8.5%	6	8.8%	6	2.9%	1	9.8%	4
Toy shops	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0
Vets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet shop	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0	2.4%	1
(Don't know)	1.9%	2	6.7%	2	0.0%	0	3.8%	1	2.9%	1	0.0%	0	3.1%	1	1.4%	1	2.9%	2	0.0%	0	4.9%	2
Base:		103		30		73		26		34		43		32		71		68		35		41

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Q18 What are the specific names of the shops, businesses or services you normally visit? [MR]																						
<i>Yes or Don't know / varies at Q16</i>																						
Chatham																						
A K Mobile	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
All Star Mobiles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
American Nails	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Argos	2.9%	3	3.3%	1	2.7%	2	3.8%	1	2.9%	1	2.3%	1	0.0%	0	4.2%	3	4.4%	3	0.0%	0	7.3%	3
Barclays	1.0%	1	3.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0	2.4%	1
Best Nails	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0	0.0%	0
Bling Bling Shoes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blue Inc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bon Marche	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots Opticians	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.4%	1	1.5%	1	0.0%	0	2.4%	1
Boots	7.8%	8	10.0%	3	6.8%	5	7.7%	2	8.8%	3	7.0%	3	3.1%	1	9.9%	7	10.3%	7	2.9%	1	7.3%	3
Brides & Baby Wear	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighthouse	1.9%	2	3.3%	1	1.4%	1	0.0%	0	0.0%	0	4.7%	2	3.1%	1	1.4%	1	2.9%	2	0.0%	0	2.4%	1
Burger King	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.4%	1	1.5%	1	0.0%	0	2.4%	1
Burton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cafe Friends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cafe Milano Restaurant	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card Factory	1.0%	1	3.3%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0	2.4%	1
Cards Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cash Converters	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cash Gadget	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CEX Entertainment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham Food & Wine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham Grill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham Vapes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea Building Society	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cherubs Cleaners	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chockers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clintons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coffee House	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coffee Republic	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Operative Bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Operative	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.4%	1	1.5%	1	0.0%	0	2.4%	1
Costa	8.7%	9	6.7%	2	9.6%	7	7.7%	2	17.6%	6	2.3%	1	6.3%	2	9.9%	7	13.2%	9	0.0%	0	12.2%	5
Cycle King	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
D S News	3.9%	4	6.7%	2	2.7%	2	7.7%	2	2.9%	1	2.3%	1	6.3%	2	2.8%	2	5.9%	4	0.0%	0	4.9%	2
Deanswood Interiors	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams	9.7%	10	16.7%	5	6.8%	5	7.7%	2	20.6%	7	2.3%	1	9.4%	3	9.9%	7	14.7%	10	0.0%	0	12.2%	5
Demelza	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0	2.4%	1
Derin' S Kitchen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorothy Perkins	3.9%	4	10.0%	3	1.4%	1	0.0%	0	5.9%	2	4.7%	2	0.0%	0	5.6%	4	5.9%	4	0.0%	0	9.8%	4
DW Sports	1.0%	1	3.3%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	1.5%	1	0.0%	0	2.4%	1
El Toba	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Emmaus Medway	1.9%	2	0.0%	0	2.7%	2	3.8%	1	2.9%	1	0.0%	0	0.0%	0	2.8%	2	2.9%	2	0.0%	0	2.4%	1
Etiquette Dry Cleaners	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euro Foods	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0	2.4%	1
First Choice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flowers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foot Locker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foundation Furniture &Electrical	1.0%	1	0.0%	0	1.4%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0	0.0%	0
Game	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors	1.9%	2	6.7%	2	0.0%	0	3.8%	1	2.9%	1	0.0%	0	3.1%	1	1.4%	1	2.9%	2	0.0%	0	2.4%	1
Great Treat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greggs	1.9%	2	0.0%	0	2.7%	2	3.8%	1	2.9%	1	0.0%	0	0.0%	0	2.8%	2	2.9%	2	0.0%	0	0.0%	0
H Samuel	1.9%	2	0.0%	0	2.7%	2	7.7%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	2.9%	2	0.0%	0	2.4%	1
Halfords	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	1.9%	2	0.0%	0	2.7%	2	3.8%	1	0.0%	0	2.3%	1	3.1%	1	1.4%	1	2.9%	2	0.0%	0	0.0%	0
Hanns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harem Shop	1.0%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.4%	1	1.5%	1	0.0%	0	2.4%	1
Hatham Newsagents	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	3.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Holland & Barrett	2.9%	3	0.0%	0	4.1%	3	0.0%	0	8.8%	3	0.0%	0	3.1%	1	2.8%	2	4.4%	3	0.0%	0	2.4%	1
HSBC	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.4%	1	1.5%	1	0.0%	0	2.4%	1
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD's Home Style	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kent Butchers	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.4%	1	1.5%	1	0.0%	0	2.4%	1
KFC	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kubus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Latinos	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Latom 'O' Store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Learn Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Life Is Sweet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lloyds Bank	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.4%	1	1.5%	1	0.0%	0	0.0%	0
Martin & Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mcdonalds	3.9%	4	0.0%	0	5.5%	4	3.8%	1	2.9%	1	4.7%	2	0.0%	0	5.6%	4	5.9%	4	0.0%	0	4.9%	2
Medway Tattoo & Piercing Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mighty Pound	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobile Conexions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobile Music	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modern Newsagents	1.0%	1	0.0%	0	1.4%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0	0.0%	0
Monks Home Store	1.0%	1	0.0%	0	1.4%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0	0.0%	0
Nails	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nationwide	1.0%	1	0.0%	0	1.4%	1	3.8%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	1.5%	1	0.0%	0	2.4%	1
Natwest	3.9%	4	3.3%	1	4.1%	3	7.7%	2	5.9%	2	0.0%	0	3.1%	1	4.2%	3	5.9%	4	0.0%	0	7.3%	3
New York Nails	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakley's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxfam	4.9%	5	3.3%	1	5.5%	4	3.8%	1	8.8%	3	2.3%	1	6.3%	2	4.2%	3	7.4%	5	0.0%	0	9.8%	4

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
P & A Hair Fashions	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0	2.4%	1
P.J. Steel Family	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavs Express	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC Fix	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PDSA	2.9%	3	0.0%	0	4.1%	3	0.0%	0	8.8%	3	0.0%	0	6.3%	2	1.4%	1	4.4%	3	0.0%	0	7.3%	3
Pep & Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet Aqua	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0	2.4%	1
Piggy' S of Chatham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office	6.8%	7	10.0%	3	5.5%	4	15.4%	4	2.9%	1	4.7%	2	6.3%	2	7.0%	5	10.3%	7	0.0%	0	14.6%	6
Poundland	4.9%	5	0.0%	0	6.8%	5	3.8%	1	0.0%	0	9.3%	4	3.1%	1	5.6%	4	7.4%	5	0.0%	0	2.4%	1
Poundworld	5.8%	6	6.7%	2	5.5%	4	7.7%	2	2.9%	1	7.0%	3	6.3%	2	5.6%	4	8.8%	6	0.0%	0	4.9%	2
Primark	10.7%	11	16.7%	5	8.2%	6	7.7%	2	5.9%	2	16.3%	7	9.4%	3	11.3%	8	16.2%	11	0.0%	0	12.2%	5
Quicksilver	1.0%	1	3.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0	2.4%	1
Rainham Meats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
React Recruitment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Red Menswear	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reload Menswear	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Right Cash	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Originals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roosters Piri Piri	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryans Diner	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryman	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.4%	1	1.5%	1	0.0%	0	0.0%	0
S & N Convenience Store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S Coffee & Muffins	1.9%	2	3.3%	1	1.4%	1	3.8%	1	0.0%	0	2.3%	1	3.1%	1	1.4%	1	2.9%	2	0.0%	0	2.4%	1
Sainsbury' S	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0	0.0%	0
Santander	1.0%	1	3.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0	2.4%	1
Savers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoe Zone	1.9%	2	6.7%	2	0.0%	0	0.0%	0	2.9%	1	2.3%	1	3.1%	1	1.4%	1	2.9%	2	0.0%	0	4.9%	2
Silver Spoon Kitchen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sky	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specsavers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct.Com	5.8%	6	13.3%	4	2.7%	2	11.5%	3	2.9%	1	4.7%	2	6.3%	2	5.6%	4	8.8%	6	0.0%	0	7.3%	3
Staples	1.9%	2	0.0%	0	2.7%	2	3.8%	1	2.9%	1	0.0%	0	6.3%	2	0.0%	0	2.9%	2	0.0%	0	2.4%	1
Store Twenty One	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Subway	1.0%	1	3.3%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0	2.4%	1
Superdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
T K Maxx	6.8%	7	6.7%	2	6.8%	5	11.5%	3	8.8%	3	2.3%	1	12.5%	4	4.2%	3	10.3%	7	0.0%	0	12.2%	5
The Carphone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Carshop Medway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fragrance Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Printers Chatham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Right Kard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Works	2.9%	3	0.0%	0	4.1%	3	3.8%	1	5.9%	2	0.0%	0	6.3%	2	1.4%	1	4.4%	3	0.0%	0	2.4%	1
Thomas Cook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thomson	1.9%	2	3.3%	1	1.4%	1	7.7%	2	0.0%	0	0.0%	0	6.3%	2	0.0%	0	2.9%	2	0.0%	0	2.4%	1
Three	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Timpson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Tulip Food Centre	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	2.4%	1								
Tv World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Us News Agent	1.9%	2	0.0%	0	2.7%	2	0.0%	0	2.9%	1	2.3%	1	3.1%	1	1.4%	1	2.9%	2	0.0%	0	2.4%	1
Virgin Media	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vision Express	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vodafone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warren James	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterstones	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	3.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Wendy' S Wardrobe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko	7.8%	8	3.3%	1	9.6%	7	3.8%	1	11.8%	4	7.0%	3	6.3%	2	8.5%	6	11.8%	8	0.0%	0	9.8%	4
Woods Designer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strood																						
Aldi	12.6%	13	3.3%	1	16.4%	12	7.7%	2	5.9%	2	20.9%	9	9.4%	3	14.1%	10	0.0%	0	37.1%	13	0.0%	0
Argos	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.3%	1	3.1%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Asda	5.8%	6	3.3%	1	6.8%	5	3.8%	1	2.9%	1	9.3%	4	6.3%	2	5.6%	4	0.0%	0	17.1%	6	0.0%	0
Barclays	7.8%	8	3.3%	1	9.6%	7	0.0%	0	2.9%	1	16.3%	7	9.4%	3	7.0%	5	0.0%	0	22.9%	8	0.0%	0
Beauty Tips of Rochester	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0
Boots	10.7%	11	3.3%	1	13.7%	10	3.8%	1	5.9%	2	18.6%	8	15.6%	5	8.5%	6	0.0%	0	31.4%	11	0.0%	0
Boots Opticians	1.9%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	4.7%	2	0.0%	0	2.8%	2	0.0%	0	5.7%	2	0.0%	0
Brantano	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cake Box	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card Factory	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.3%	1	3.1%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Carpetright	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Operative	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Operative Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coral	1.0%	1	3.3%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0
Crazy Nails	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cut Thru Studios	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greengrocer	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0
Greggs	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0
Halifax	1.9%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	4.7%	2	0.0%	0	2.8%	2	0.0%	0	5.7%	2	0.0%	0
Hallmark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helen' S Nail Spa	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
House	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HSBC	3.9%	4	10.0%	3	1.4%	1	3.8%	1	2.9%	1	4.7%	2	3.1%	1	4.2%	3	0.0%	0	11.4%	4	0.0%	0
Iceland	1.9%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	4.7%	2	0.0%	0	2.8%	2	0.0%	0	5.7%	2	0.0%	0
KFC	1.0%	1	0.0%	0	1.4%	1	3.8%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Lazee Carpets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lily Nails	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lloyds Bank	1.9%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	4.7%	2	3.1%	1	1.4%	1	0.0%	0	5.7%	2	0.0%	0
Matalan	8.7%	9	0.0%	0	12.3%	9	3.8%	1	0.0%	0	18.6%	8	15.6%	5	5.6%	4	0.0%	0	25.7%	9	0.0%	0
Max Spielmann	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mcdonalds	1.0%	1	0.0%	0	1.4%	1	3.8%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Mobile Conexions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	2.9%	3	0.0%	0	4.1%	3	0.0%	0	0.0%	0	7.0%	3	3.1%	1	2.8%	2	0.0%	0	8.6%	3	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Mrs G' S Coffee Shop	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0								
Nationwide	2.9%	3	0.0%	0	4.1%	3	0.0%	0	2.9%	1	4.7%	2	3.1%	1	2.8%	2	0.0%	0	8.6%	3	0.0%	0
Natwest	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0
Newsflash Express	1.9%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	4.7%	2	6.3%	2	0.0%	0	0.0%	0	5.7%	2	0.0%	0
Next	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Niall O ' Kane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pampered Pooch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parana Caffè	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parma Designs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pay-A-Pound	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office	2.9%	3	0.0%	0	4.1%	3	0.0%	0	0.0%	0	7.0%	3	3.1%	1	2.8%	2	0.0%	0	8.6%	3	0.0%	0
Poundland	4.9%	5	3.3%	1	5.5%	4	3.8%	1	0.0%	0	9.3%	4	3.1%	1	5.6%	4	0.0%	0	14.3%	5	0.0%	0
Rainham Meats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ramo' S	2.9%	3	0.0%	0	4.1%	3	0.0%	0	2.9%	1	4.7%	2	3.1%	1	2.8%	2	0.0%	0	8.6%	3	0.0%	0
Reena Food Store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rest A While	1.0%	1	3.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0
Shiers Newsagent	1.9%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	4.7%	2	3.1%	1	1.4%	1	0.0%	0	5.7%	2	0.0%	0
Shu-Time	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Sofas & Beds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skye Rose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct.Com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strood Emporium	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Subway	1.9%	2	3.3%	1	1.4%	1	3.8%	1	2.9%	1	0.0%	0	6.3%	2	0.0%	0	0.0%	0	5.7%	2	0.0%	0
Sue's Jewels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Furniture Factory	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Linen Warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Shrood Cobbler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Top Munch Cafe	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0
Topps Tiles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko	8.7%	9	3.3%	1	11.0%	8	3.8%	1	5.9%	2	14.0%	6	6.3%	2	9.9%	7	0.0%	0	25.7%	9	0.0%	0
Young Guns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zara Baker	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.3%	1	3.1%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	103	30	73	26	34	43	32	71	68	35	41											

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Mean score[£]																						
Q19 How much do you spend in these other shops, businesses or services?																						
<i>Yes or Don't know / varies at Q16</i>																						
Nothing	3.9%	4	6.7%	2	2.7%	2	3.8%	1	2.9%	1	4.7%	2	0.0%	0	5.6%	4	1.5%	1	8.6%	3	0.0%	0
£5 or less	5.8%	6	10.0%	3	4.1%	3	15.4%	4	2.9%	1	2.3%	1	9.4%	3	4.2%	3	4.4%	3	8.6%	3	7.3%	3
£5.01-£10	16.5%	17	10.0%	3	19.2%	14	3.8%	1	17.6%	6	23.3%	10	12.5%	4	18.3%	13	13.2%	9	22.9%	8	12.2%	5
£10.01 - £15	14.6%	15	3.3%	1	19.2%	14	19.2%	5	11.8%	4	14.0%	6	21.9%	7	11.3%	8	10.3%	7	22.9%	8	4.9%	2
£15.01 - £20	8.7%	9	16.7%	5	5.5%	4	7.7%	2	8.8%	3	9.3%	4	9.4%	3	8.5%	6	13.2%	9	0.0%	0	12.2%	5
£20.01 - £30	11.7%	12	6.7%	2	13.7%	10	11.5%	3	8.8%	3	14.0%	6	15.6%	5	9.9%	7	11.8%	8	11.4%	4	12.2%	5
£30.01 - £40	8.7%	9	10.0%	3	8.2%	6	11.5%	3	2.9%	1	11.6%	5	12.5%	4	7.0%	5	7.4%	5	11.4%	4	9.8%	4
£40.01 - £50	1.0%	1	3.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0	0.0%	0
£50.01 - £75	1.9%	2	3.3%	1	1.4%	1	0.0%	0	5.9%	2	0.0%	0	0.0%	0	2.8%	2	2.9%	2	0.0%	0	4.9%	2
£75.01 - £100	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0	2.4%	1
£100.01 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	26.2%	27	30.0%	9	24.7%	18	26.9%	7	32.4%	11	20.9%	9	18.8%	6	29.6%	21	32.4%	22	14.3%	5	34.1%	14
<i>Mean:</i>	<i>17.70</i>	<i>18.64</i>	<i>17.34</i>	<i>15.26</i>	<i>22.33</i>	<i>15.93</i>	<i>16.75</i>	<i>18.19</i>	<i>20.55</i>	<i>13.32</i>	<i>23.44</i>											
<i>Base:</i>	<i>103</i>	<i>30</i>	<i>73</i>	<i>26</i>	<i>34</i>	<i>43</i>	<i>32</i>	<i>71</i>	<i>68</i>	<i>35</i>	<i>41</i>											

Meanscore: [Visits per week]**Q20 How often do you visit [STUDY CENTRE] for any reason?**

Every day / most days	8.0%	16	10.4%	8	6.5%	8	14.3%	8	8.1%	5	3.7%	3	8.7%	6	7.6%	10	5.0%	5	11.0%	11	6.0%	3
2-3 times a week	25.0%	50	28.6%	22	22.8%	28	17.9%	10	22.6%	14	31.7%	26	23.2%	16	26.0%	34	19.0%	19	31.0%	31	22.0%	11
Once a week	30.0%	60	19.5%	15	36.6%	45	17.9%	10	29.0%	18	39.0%	32	30.4%	21	29.8%	39	40.0%	40	20.0%	20	40.0%	20
Once a fortnight	11.0%	22	11.7%	9	10.6%	13	14.3%	8	9.7%	6	9.8%	8	14.5%	10	9.2%	12	15.0%	15	7.0%	7	16.0%	8
Monthly	9.5%	19	6.5%	5	11.4%	14	7.1%	4	14.5%	9	7.3%	6	7.2%	5	10.7%	14	10.0%	10	9.0%	9	10.0%	5
Once every 2-3 months	5.0%	10	3.9%	3	5.7%	7	10.7%	6	4.8%	3	1.2%	1	7.2%	5	3.8%	5	0.0%	0	10.0%	10	0.0%	0
Once every 4-6 months	3.0%	6	3.9%	3	2.4%	3	3.6%	2	3.2%	2	2.4%	2	2.9%	2	3.1%	4	3.0%	3	3.0%	3	4.0%	2
Less often	7.5%	15	13.0%	10	4.1%	5	12.5%	7	6.5%	4	4.9%	4	4.3%	3	9.2%	12	8.0%	8	7.0%	7	2.0%	1
First visit	1.0%	2	2.6%	2	0.0%	0	1.8%	1	1.6%	1	0.0%	0	1.4%	1	0.8%	1	0.0%	0	2.0%	2	0.0%	0
<i>Mean:</i>	<i>1.58</i>	<i>1.72</i>	<i>1.49</i>	<i>1.73</i>	<i>1.52</i>	<i>1.51</i>	<i>1.60</i>	<i>1.57</i>	<i>1.33</i>	<i>1.82</i>	<i>1.48</i>											
<i>Base:</i>	<i>200</i>	<i>77</i>	<i>123</i>	<i>56</i>	<i>62</i>	<i>82</i>	<i>69</i>	<i>131</i>	<i>100</i>	<i>100</i>	<i>50</i>											

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Q21 What do you like about [STUDY CENTRE]? [MR]																						
Attractive environment / nice place	10.5%	21	6.5%	5	13.0%	16	5.4%	3	9.7%	6	14.6%	12	11.6%	8	9.9%	13	10.0%	10	11.0%	11	4.0%	2
Close to friends / relatives	7.5%	15	5.2%	4	8.9%	11	14.3%	8	1.6%	1	7.3%	6	4.3%	3	9.2%	12	6.0%	6	9.0%	9	6.0%	3
Close to home	27.5%	55	22.1%	17	30.9%	38	19.6%	11	25.8%	16	34.1%	28	39.1%	27	21.4%	28	19.0%	19	36.0%	36	24.0%	12
Close to work / business meeting	3.5%	7	5.2%	4	2.4%	3	7.1%	4	3.2%	2	1.2%	1	5.8%	4	2.3%	3	1.0%	1	6.0%	6	0.0%	0
Easy parking	1.5%	3	0.0%	0	2.4%	3	1.8%	1	1.6%	1	1.2%	1	1.4%	1	1.5%	2	2.0%	2	1.0%	1	2.0%	1
Free parking	3.0%	6	5.2%	4	1.6%	2	5.4%	3	1.6%	1	2.4%	2	2.9%	2	3.1%	4	0.0%	0	6.0%	6	0.0%	0
Friendly people	5.0%	10	5.2%	4	4.9%	6	3.6%	2	6.5%	4	4.9%	4	4.3%	3	5.3%	7	6.0%	6	4.0%	4	8.0%	4
Good layout / shops all close together	14.5%	29	13.0%	10	15.4%	19	8.9%	5	19.4%	12	14.6%	12	13.0%	9	15.3%	20	25.0%	25	4.0%	4	30.0%	15
Good public transport	2.5%	5	0.0%	0	4.1%	5	1.8%	1	0.0%	0	4.9%	4	1.4%	1	3.1%	4	4.0%	4	1.0%	1	2.0%	1
Good quality of shops	8.5%	17	5.2%	4	10.6%	13	5.4%	3	8.1%	5	11.0%	9	7.2%	5	9.2%	12	14.0%	14	3.0%	3	14.0%	7
Good range of food / drink outlets	4.0%	8	5.2%	4	3.3%	4	1.8%	1	9.7%	6	1.2%	1	1.4%	1	5.3%	7	7.0%	7	1.0%	1	10.0%	5
Good range of services	5.5%	11	5.2%	4	5.7%	7	7.1%	4	8.1%	5	2.4%	2	7.2%	5	4.6%	6	9.0%	9	2.0%	2	12.0%	6
Good range of shops	12.0%	24	11.7%	9	12.2%	15	7.1%	4	17.7%	11	11.0%	9	8.7%	6	13.7%	18	16.0%	16	8.0%	8	18.0%	9
Goods at discounted rates / cheaper goods	4.5%	9	5.2%	4	4.1%	5	5.4%	3	4.8%	3	3.7%	3	1.4%	1	6.1%	8	8.0%	8	1.0%	1	14.0%	7
Habit / always used it	5.0%	10	5.2%	4	4.9%	6	8.9%	5	6.5%	4	1.2%	1	5.8%	4	4.6%	6	6.0%	6	4.0%	4	10.0%	5
I like supporting local businesses	2.0%	4	1.3%	1	2.4%	3	0.0%	0	0.0%	0	4.9%	4	4.3%	3	0.8%	1	2.0%	2	2.0%	2	0.0%	0
Nice atmosphere	2.5%	5	3.9%	3	1.6%	2	0.0%	0	4.8%	3	2.4%	2	1.4%	1	3.1%	4	5.0%	5	0.0%	0	4.0%	2
Not too busy	2.5%	5	1.3%	1	3.3%	4	3.6%	2	3.2%	2	1.2%	1	1.4%	1	3.1%	4	0.0%	0	5.0%	5	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing in particular	27.0%	54	31.2%	24	24.4%	30	21.4%	12	32.3%	20	26.8%	22	23.2%	16	29.0%	38	27.0%	27	27.0%	27	18.0%	9
Feel safe	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
(Don't know)	1.0%	2	2.6%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	1.4%	1	0.8%	1	1.0%	1	1.0%	1	2.0%	1
Base:		200		77		123		56		62		82		69		131		100		100		50

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham	
Q22 What do you dislike about [STUDY CENTRE]? [MR]												
Nothing/very little	18.0%	36 18.2%	14 17.9%	22 16.1%	9 14.5%	9 22.0%	18 11.6%	8 21.4%	28 19.0%	19 17.0%	17 22.0%	11
Everything	6.0%	12 10.4%	8 3.3%	4 7.1%	4 8.1%	5 3.7%	3 8.7%	6 4.6%	6 0.0%	0 12.0%	12 0.0%	0
Centre very windy	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Cost of parking	1.0%	2 0.0%	0 1.6%	2 1.8%	1 1.6%	1 0.0%	0 1.4%	1 0.8%	1 1.0%	1 1.0%	1 2.0%	1
Difficult to cross streets	0.5%	1 0.0%	0 0.8%	1 0.0%	0 0.0%	0 1.2%	1 0.0%	0 0.8%	1 1.0%	1 0.0%	0 2.0%	1
Few traffic free areas	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Traffic congestion	5.0%	10 5.2%	4 4.9%	6 3.6%	2 3.2%	2 7.3%	6 1.4%	1 6.9%	9 2.0%	2 8.0%	8 4.0%	2
Lack of cinema	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Lack of other leisure sports / cultural facilities	0.5%	1 0.0%	0 0.8%	1 0.0%	0 1.6%	1 0.0%	0 0.0%	0 0.8%	1 0.0%	0 1.0%	1 0.0%	0
Lack of parking	4.5%	9 5.2%	4 4.1%	5 7.1%	4 1.6%	1 4.9%	4 4.3%	3 4.6%	6 2.0%	2 7.0%	7 2.0%	1
Litter / dirty / dogs	15.5%	31 14.3%	11 16.3%	20 14.3%	8 19.4%	12 13.4%	11 18.8%	13 13.7%	18 26.0%	26 5.0%	5 34.0%	17
Multi-storey awkward / difficult	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
No department store	3.0%	6 0.0%	0 4.9%	6 3.6%	2 3.2%	2 2.4%	2 2.9%	2 3.1%	4 0.0%	0 6.0%	6 0.0%	0
Not enough choice of shops	9.5%	19 3.9%	3 13.0%	16 14.3%	8 8.1%	5 7.3%	6 14.5%	10 6.9%	9 5.0%	5 14.0%	14 0.0%	0
Not enough clothes shops	5.0%	10 1.3%	1 7.3%	9 8.9%	5 6.5%	4 1.2%	1 5.8%	4 4.6%	6 2.0%	2 8.0%	8 0.0%	0
Not enough supermarket / food shops	1.5%	3 2.6%	2 0.8%	1 0.0%	0 1.6%	1 2.4%	2 0.0%	0 2.3%	3 3.0%	3 0.0%	0 2.0%	1
Poor bus service to centre	0.5%	1 0.0%	0 0.8%	1 0.0%	0 0.0%	0 1.2%	1 1.4%	1 0.0%	0 0.0%	0 1.0%	1 0.0%	0
Poor facilities (e.g. seating, toilets)	2.5%	5 1.3%	1 3.3%	4 8.9%	5 0.0%	0 0.0%	0 2.9%	2 2.3%	3 5.0%	5 0.0%	0 4.0%	2
Poor quality shop	3.5%	7 1.3%	1 4.9%	6 5.4%	3 3.2%	2 2.4%	2 4.3%	3 3.1%	4 1.0%	1 6.0%	6 2.0%	1
Poor signposting in centre	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Prices too high	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Short opening hours / no facilities in the evening	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Too few cafes, pubs or eating places	4.0%	8 3.9%	3 4.1%	5 5.4%	3 4.8%	3 2.4%	2 7.2%	5 2.3%	3 0.0%	0 8.0%	8 0.0%	0
Too few service businesses (e.g. banks / building societies)	0.5%	1 0.0%	0 0.8%	1 0.0%	0 0.0%	0 1.2%	1 0.0%	0 0.8%	1 0.0%	0 1.0%	1 0.0%	0
Too many shops of one type	2.5%	5 2.6%	2 2.4%	3 0.0%	0 3.2%	2 3.7%	3 4.3%	3 1.5%	2 4.0%	4 1.0%	1 4.0%	2
Unsafe / poor security / dangerous	4.5%	9 2.6%	2 5.7%	7 0.0%	0 6.5%	4 6.1%	5 2.9%	2 5.3%	7 8.0%	8 1.0%	1 12.0%	6
Vandals / hooligans	11.5%	23 13.0%	10 10.6%	13 10.7%	6 17.7%	11 7.3%	6 11.6%	8 11.5%	15 21.0%	21 2.0%	2 28.0%	14
Lack of a specific retailer (PLEASE WRITE IN)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Aldi	0.5%	1 0.0%	0 0.8%	1 0.0%	0 0.0%	0 1.2%	1 0.0%	0 0.8%	1 1.0%	1 0.0%	0 0.0%	0
B&Q	0.5%	1 0.0%	0 0.8%	1 0.0%	0 0.0%	0 1.2%	1 0.0%	0 0.8%	1 0.0%	0 1.0%	1 0.0%	0
Childrens clothes shop	0.5%	1 0.0%	0 0.8%	1 0.0%	0 1.6%	1 0.0%	0 0.0%	0 0.8%	1 0.0%	0 1.0%	1 0.0%	0
Dorothy Perkins	0.5%	1 0.0%	0 0.8%	1 0.0%	0 0.0%	0 1.2%	1 1.4%	1 0.0%	0 0.0%	0 1.0%	1 0.0%	0
Game	0.5%	1 1.3%	1 0.0%	0 1.8%	1 0.0%	0 0.0%	0 0.0%	0 0.8%	1 0.0%	0 1.0%	1 0.0%	0
Greengrocers / fruit & veg shops	0.5%	1 1.3%	1 0.0%	0 0.0%	0 0.0%	0 1.2%	1 0.0%	0 0.8%	1 1.0%	1 0.0%	0 0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Lidl	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0				
Marks & Spencer	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
New Look	1.0%	2	0.0%	0	1.6%	2	3.6%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Primark	1.5%	3	0.0%	0	2.4%	3	3.6%	2	0.0%	0	1.2%	1	4.3%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Shoe shop	1.0%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	2.4%	2	2.9%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
TESCO	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
The Range	1.0%	2	0.0%	0	1.6%	2	1.8%	1	1.6%	1	0.0%	0	0.0%	0	1.5%	2	1.0%	1	1.0%	1	2.0%	1
Top Shop	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycles being ridden in the town	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
It's rundown	1.0%	2	1.3%	1	0.8%	1	0.0%	0	1.6%	1	1.2%	1	1.4%	1	0.8%	1	1.0%	1	1.0%	1	0.0%	0
Lack of public toilets	1.5%	3	1.3%	1	1.6%	2	0.0%	0	0.0%	0	3.7%	3	1.4%	1	1.5%	2	1.0%	1	2.0%	2	0.0%	0
Market is poor	2.0%	4	0.0%	0	3.3%	4	0.0%	0	1.6%	1	3.7%	3	2.9%	2	1.5%	2	0.0%	0	4.0%	4	0.0%	0
No seating	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
The type of people	1.5%	3	1.3%	1	1.6%	2	1.8%	1	0.0%	0	2.4%	2	1.4%	1	1.5%	2	3.0%	3	0.0%	0	2.0%	1
Too busy	1.0%	2	0.0%	0	1.6%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	2.0%	2	0.0%	0	2.0%	1
Too many drunks	1.0%	2	0.0%	0	1.6%	2	0.0%	0	1.6%	1	1.2%	1	0.0%	0	1.5%	2	0.0%	0	2.0%	2	0.0%	0
Too many empty shops	2.0%	4	1.3%	1	2.4%	3	0.0%	0	4.8%	3	1.2%	1	1.4%	1	2.3%	3	4.0%	4	0.0%	0	2.0%	1
Too small	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
(Don't know)	17.5%	35	23.4%	18	13.8%	17	21.4%	12	21.0%	13	12.2%	10	17.4%	12	17.6%	23	14.0%	14	21.0%	21	16.0%	8
Base:		200		77		123		56		62		82		69		131		100		100		50

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Q23 What improvements to [STUDY CENTRE] would make you visit the centre more often? [MR]																						
Better choice of shops	13.0%	26	15.6%	12	11.4%	14	21.4%	12	14.5%	9	6.1%	5	15.9%	11	11.5%	15	9.0%	9	17.0%	17	8.0%	4
Better facilities for pedestrian (including pedestrian crossing)	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
Better facilities for youth	2.5%	5	1.3%	1	3.3%	4	3.6%	2	4.8%	3	0.0%	0	1.4%	1	3.1%	4	2.0%	2	3.0%	3	2.0%	1
Better facilities for older people	4.0%	8	2.6%	2	4.9%	6	5.4%	3	6.5%	4	1.2%	1	4.3%	3	3.8%	5	3.0%	3	5.0%	5	2.0%	1
Better maintenance / cleanliness	21.0%	42	20.8%	16	21.1%	26	17.9%	10	24.2%	15	20.7%	17	23.2%	16	19.8%	26	26.0%	26	16.0%	16	26.0%	13
Better quality shops	11.5%	23	6.5%	5	14.6%	18	14.3%	8	8.1%	5	12.2%	10	13.0%	9	10.7%	14	6.0%	6	17.0%	17	4.0%	2
Improve appearance / environment	15.0%	30	14.3%	11	15.4%	19	17.9%	10	17.7%	11	11.0%	9	18.8%	13	13.0%	17	12.0%	12	18.0%	18	8.0%	4
Improve bus services / access	2.0%	4	1.3%	1	2.4%	3	3.6%	2	0.0%	0	2.4%	2	1.4%	1	2.3%	3	1.0%	1	3.0%	3	2.0%	1
Improve rail services / access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve security, including CCTV	6.0%	12	3.9%	3	7.3%	9	3.6%	2	9.7%	6	4.9%	4	8.7%	6	4.6%	6	12.0%	12	0.0%	0	12.0%	6
Improve signposting in centre	1.0%	2	1.3%	1	0.8%	1	1.8%	1	0.0%	0	1.2%	1	0.0%	0	1.5%	2	2.0%	2	0.0%	0	2.0%	1
Longer opening hours / more evening activities	4.5%	9	3.9%	3	4.9%	6	7.1%	4	8.1%	5	0.0%	0	8.7%	6	2.3%	3	1.0%	1	8.0%	8	2.0%	1
More banks / building societies	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
More car parking	8.0%	16	7.8%	6	8.1%	10	8.9%	5	6.5%	4	8.5%	7	8.7%	6	7.6%	10	1.0%	1	15.0%	15	2.0%	1
More large shops/department stores	8.0%	16	9.1%	7	7.3%	9	8.9%	5	6.5%	4	8.5%	7	11.6%	8	6.1%	8	4.0%	4	12.0%	12	4.0%	2
More specialist / independent stores	8.0%	16	9.1%	7	7.3%	9	8.9%	5	6.5%	4	8.5%	7	8.7%	6	7.6%	10	6.0%	6	10.0%	10	10.0%	5
Better cinema facilities	3.0%	6	3.9%	3	2.4%	3	5.4%	3	3.2%	2	1.2%	1	4.3%	3	2.3%	3	5.0%	5	1.0%	1	6.0%	3
Better other leisure sports / cultural facilities	2.0%	4	3.9%	3	0.8%	1	3.6%	2	1.6%	1	1.2%	1	2.9%	2	1.5%	2	2.0%	2	2.0%	2	4.0%	2
More pubs, restaurants, cafés	8.0%	16	9.1%	7	7.3%	9	14.3%	8	8.1%	5	3.7%	3	14.5%	10	4.6%	6	1.0%	1	15.0%	15	2.0%	1
More supermarkets/food shops	3.5%	7	3.9%	3	3.3%	4	1.8%	1	0.0%	0	7.3%	6	2.9%	2	3.8%	5	5.0%	5	2.0%	2	4.0%	2
More traffic free areas / Pedestrianisation	1.0%	2	0.0%	0	1.6%	2	1.8%	1	1.6%	1	0.0%	0	2.9%	2	0.0%	0	1.0%	1	1.0%	1	2.0%	1
More / better seating, toilets	12.0%	24	14.3%	11	10.6%	13	7.1%	4	12.9%	8	14.6%	12	7.2%	5	14.5%	19	13.0%	13	11.0%	11	18.0%	9
No need to improve	1.5%	3	3.9%	3	0.0%	0	0.0%	0	3.2%	2	1.2%	1	0.0%	0	2.3%	3	2.0%	2	1.0%	1	4.0%	2
Introduce a named retailer (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bon Marche	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Café Nero	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Costa	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
DIY Store	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
Harvester	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
John Lewis	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham	
Lidl	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	1
Marks & Spencer	2.0%	4	1.3%	1	2.4%	3	0.0%	0	3.2%	2	2.4%	0
Nandos	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0
New Look	1.0%	2	0.0%	0	1.6%	2	3.6%	2	0.0%	0	0.0%	0
Pep & Co	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1
Primark	3.5%	7	0.0%	0	5.7%	7	3.6%	2	3.2%	2	3.7%	3
Shoe Zone	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1
Store 21	1.0%	2	0.0%	0	1.6%	2	1.8%	1	1.6%	1	0.0%	0
TESCO	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0
The Range	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0
Toy shop	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0
Wetherspoons	0.5%	1	1.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
WHSmith	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0
Woolworths	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill the empty shops	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1
Help the homeless	10.5%	21	15.6%	12	7.3%	9	16.1%	9	8.1%	5	8.5%	7
Improve traffic congestion	23.0%	46	23.4%	18	22.8%	28	14.3%	8	25.8%	16	26.8%	22
Update the market	1.5%	3	0.0%	0	2.4%	3	0.0%	0	1.6%	1	2.4%	2
Improve traffic congestion	23.0%	46	23.4%	18	22.8%	28	14.3%	8	25.8%	16	26.8%	22
Help the homeless	10.5%	21	15.6%	12	7.3%	9	16.1%	9	8.1%	5	8.5%	7
Base:	200	77	123	56	62	82	69	131	100	100	50	

Q24 When you visit Strood High Street, do you also visit shops at Strood Retail Park on the same trip??

Those in Strood only

Always	14.0%	14	5.7%	2	18.5%	12	13.3%	4	17.9%	5	11.9%	5	12.8%	5	14.8%	9	0.0%	0	14.0%	14	0.0%	0
Normally	14.0%	14	2.9%	1	20.0%	13	16.7%	5	10.7%	3	14.3%	6	28.2%	11	4.9%	3	0.0%	0	14.0%	14	0.0%	0
Sometimes	30.0%	30	22.9%	8	33.8%	22	16.7%	5	21.4%	6	45.2%	19	20.5%	8	36.1%	22	0.0%	0	30.0%	30	0.0%	0
Rarely	22.0%	22	28.6%	10	18.5%	12	33.3%	10	25.0%	7	11.9%	5	20.5%	8	23.0%	14	0.0%	0	22.0%	22	0.0%	0
Never	20.0%	20	40.0%	14	9.2%	6	20.0%	6	25.0%	7	16.7%	7	17.9%	7	21.3%	13	0.0%	0	20.0%	20	0.0%	0
Base:	100	35	65	30	28	42	39	61	0	100	0											

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Q25 What are the specific names of the shops and services at Strood Retail Park that you visit? [MR]																						
<i>Those who ever visit Strood Retail Park at Q24</i>																						
Argos	37.5%	30	38.1%	8	37.3%	22	25.0%	6	33.3%	7	48.6%	17	40.6%	13	35.4%	17	0.0%	0	37.5%	30	0.0%	0
B&M	1.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.1%	1	0.0%	0	1.3%	1	0.0%	0
Poundworld	30.0%	24	28.6%	6	30.5%	18	29.2%	7	14.3%	3	40.0%	14	37.5%	12	25.0%	12	0.0%	0	30.0%	24	0.0%	0
Carpetright	5.0%	4	0.0%	0	6.8%	4	0.0%	0	0.0%	0	11.4%	4	12.5%	4	0.0%	0	0.0%	0	5.0%	4	0.0%	0
KFC	11.3%	9	14.3%	3	10.2%	6	20.8%	5	14.3%	3	2.9%	1	12.5%	4	10.4%	5	0.0%	0	11.3%	9	0.0%	0
Matalan	66.3%	53	28.6%	6	79.7%	47	62.5%	15	76.2%	16	62.9%	22	75.0%	24	60.4%	29	0.0%	0	66.3%	53	0.0%	0
Next	22.5%	18	19.0%	4	23.7%	14	33.3%	8	19.0%	4	17.1%	6	28.1%	9	18.8%	9	0.0%	0	22.5%	18	0.0%	0
Poundland	58.8%	47	47.6%	10	62.7%	37	66.7%	16	52.4%	11	57.1%	20	53.1%	17	62.5%	30	0.0%	0	58.8%	47	0.0%	0
Pure Gym	1.3%	1	0.0%	0	1.7%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.3%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	6.3%	5	0.0%	0	8.5%	5	0.0%	0	0.0%	0	14.3%	5	12.5%	4	2.1%	1	0.0%	0	6.3%	5	0.0%	0
Base:		80		21		59		24		21		35		32		48		0		80		0

Q26 Do you ever visit Chatham Docks Outlet Centre for shopping and leisure purposes?

Those on Chatham

Yes	70.0%	70	57.1%	24	79.3%	46	57.7%	15	76.5%	26	72.5%	29	73.3%	22	68.6%	48	70.0%	70	0.0%	0	66.0%	33
No	30.0%	30	42.9%	18	20.7%	12	42.3%	11	23.5%	8	27.5%	11	26.7%	8	31.4%	22	30.0%	30	0.0%	0	34.0%	17
Base:		100		42		58		26		34		40		30		70		100		0		50

Meanscore: [Visits per week]

Q27 How often do you visit Chatham Docks Outlet Centre?

Those who visit Chatham Docks Outlet Centre at Q26

Every day / most days	1.4%	1	0.0%	0	2.2%	1	0.0%	0	3.8%	1	0.0%	0	4.5%	1	0.0%	0	1.4%	1	0.0%	0	3.0%	1
2-3 times a week	4.3%	3	8.3%	2	2.2%	1	0.0%	0	7.7%	2	3.4%	1	4.5%	1	4.2%	2	4.3%	3	0.0%	0	0.0%	0
Once a week	10.0%	7	16.7%	4	6.5%	3	6.7%	1	7.7%	2	13.8%	4	4.5%	1	12.5%	6	10.0%	7	0.0%	0	15.2%	5
Once a fortnight	18.6%	13	20.8%	5	17.4%	8	13.3%	2	7.7%	2	31.0%	9	18.2%	4	18.8%	9	18.6%	13	0.0%	0	18.2%	6
Monthly	37.1%	26	29.2%	7	41.3%	19	40.0%	6	50.0%	13	24.1%	7	40.9%	9	35.4%	17	37.1%	26	0.0%	0	39.4%	13
Once every 2-3 months	12.9%	9	8.3%	2	15.2%	7	13.3%	2	11.5%	3	13.8%	4	4.5%	1	16.7%	8	12.9%	9	0.0%	0	15.2%	5
Once every 4-6 months	4.3%	3	4.2%	1	4.3%	2	6.7%	1	3.8%	1	3.4%	1	9.1%	2	2.1%	1	4.3%	3	0.0%	0	0.0%	0
Less often	10.0%	7	12.5%	3	8.7%	4	20.0%	3	7.7%	2	6.9%	2	13.6%	3	8.3%	4	10.0%	7	0.0%	0	9.1%	3
Varies	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	2.1%	1	1.4%	1	0.0%	0	0.0%	0
Mean:		0.54		0.58		0.51		0.27		0.74		0.49		0.70		0.46		0.54		0.00		0.59
Base:		70		24		46		15		26		29		22		48		70		0		33

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
Q28 What are the specific names of the shops, businesses or services at Chatham Docks Outlet Centre that you normally visit? [MR]																						
<i>Those who visit Chatham Docks Outlet Centre at Q26</i>																						
Baggage Factory	2.9%	2	4.2%	1	2.2%	1	0.0%	0	3.8%	1	3.4%	1	4.5%	1	2.1%	1	2.9%	2	0.0%	0	6.1%	2
Bags etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barönjon	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.4%	1	4.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Betty Boo	4.3%	3	4.2%	1	4.3%	2	6.7%	1	3.8%	1	3.4%	1	4.5%	1	4.2%	2	4.3%	3	0.0%	0	9.1%	3
Bijoux	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boomers	7.1%	5	4.2%	1	8.7%	4	13.3%	2	7.7%	2	3.4%	1	4.5%	1	8.3%	4	7.1%	5	0.0%	0	3.0%	1
Boomers Bakery	7.1%	5	8.3%	2	6.5%	3	6.7%	1	7.7%	2	6.9%	2	4.5%	1	8.3%	4	7.1%	5	0.0%	0	6.1%	2
Cadbury	27.1%	19	16.7%	4	32.6%	15	33.3%	5	30.8%	8	20.7%	6	27.3%	6	27.1%	13	27.1%	19	0.0%	0	36.4%	12
Card Factory	12.9%	9	12.5%	3	13.0%	6	20.0%	3	15.4%	4	6.9%	2	9.1%	2	14.6%	7	12.9%	9	0.0%	0	15.2%	5
Choice	8.6%	6	4.2%	1	10.9%	5	13.3%	2	11.5%	3	3.4%	1	13.6%	3	6.3%	3	8.6%	6	0.0%	0	12.1%	4
Choice Home Store	17.1%	12	8.3%	2	21.7%	10	20.0%	3	11.5%	3	20.7%	6	22.7%	5	14.6%	7	17.1%	12	0.0%	0	18.2%	6
Claires	7.1%	5	0.0%	0	10.9%	5	13.3%	2	7.7%	2	3.4%	1	4.5%	1	8.3%	4	7.1%	5	0.0%	0	6.1%	2
Clarks	21.4%	15	8.3%	2	28.3%	13	20.0%	3	15.4%	4	27.6%	8	18.2%	4	22.9%	11	21.4%	15	0.0%	0	21.2%	7
Denby	1.4%	1	0.0%	0	2.2%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	2.1%	1	1.4%	1	0.0%	0	3.0%	1
Double TWO	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Emotions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland & Barrett	5.7%	4	4.2%	1	6.5%	3	13.3%	2	7.7%	2	0.0%	0	9.1%	2	4.2%	2	5.7%	4	0.0%	0	9.1%	3
Julian Charles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Outlet	38.6%	27	20.8%	5	47.8%	22	13.3%	2	26.9%	7	62.1%	18	31.8%	7	41.7%	20	38.6%	27	0.0%	0	24.2%	8
MODA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MOSS	1.4%	1	0.0%	0	2.2%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	2.1%	1	1.4%	1	0.0%	0	0.0%	0
Mountain Warehouse	17.1%	12	12.5%	3	19.6%	9	26.7%	4	15.4%	4	13.8%	4	18.2%	4	16.7%	8	17.1%	12	0.0%	0	18.2%	6
Pavers Outlet	2.9%	2	0.0%	0	4.3%	2	0.0%	0	0.0%	0	6.9%	2	0.0%	0	4.2%	2	2.9%	2	0.0%	0	3.0%	1
Peacocks	5.7%	4	8.3%	2	4.3%	2	20.0%	3	0.0%	0	3.4%	1	4.5%	1	6.3%	3	5.7%	4	0.0%	0	9.1%	3
Roman Originals	7.1%	5	0.0%	0	10.9%	5	0.0%	0	3.8%	1	13.8%	4	18.2%	4	2.1%	1	7.1%	5	0.0%	0	3.0%	1
Suit Direct	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.4%	1	4.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
The Beauty Store	7.1%	5	4.2%	1	8.7%	4	13.3%	2	3.8%	1	6.9%	2	9.1%	2	6.3%	3	7.1%	5	0.0%	0	3.0%	1
The Gift Company	4.3%	3	0.0%	0	6.5%	3	6.7%	1	3.8%	1	3.4%	1	9.1%	2	2.1%	1	4.3%	3	0.0%	0	0.0%	0
The Range	74.3%	52	62.5%	15	80.4%	37	66.7%	10	76.9%	20	75.9%	22	59.1%	13	81.3%	39	74.3%	52	0.0%	0	69.7%	23
The Works	14.3%	10	12.5%	3	15.2%	7	13.3%	2	19.2%	5	10.3%	3	9.1%	2	16.7%	8	14.3%	10	0.0%	0	15.2%	5
Trespass	2.9%	2	0.0%	0	4.3%	2	0.0%	0	3.8%	1	3.4%	1	4.5%	1	2.1%	1	2.9%	2	0.0%	0	3.0%	1
Wonderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofias Beauty Bar	4.3%	3	0.0%	0	6.5%	3	13.3%	2	3.8%	1	0.0%	0	9.1%	2	2.1%	1	4.3%	3	0.0%	0	9.1%	3
Top Gift	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
VIP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waffle Delight	7.1%	5	12.5%	3	4.3%	2	6.7%	1	15.4%	4	0.0%	0	13.6%	3	4.2%	2	7.1%	5	0.0%	0	12.1%	4
Burger King	10.0%	7	16.7%	4	6.5%	3	26.7%	4	3.8%	1	6.9%	2	18.2%	4	6.3%	3	10.0%	7	0.0%	0	12.1%	4
HomePlus Furniture	1.4%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	2.1%	1	1.4%	1	0.0%	0	3.0%	1
Poundstretcher	38.6%	27	25.0%	6	45.7%	21	46.7%	7	30.8%	8	41.4%	12	31.8%	7	41.7%	20	38.6%	27	0.0%	0	48.5%	16
Sports Direct	10.0%	7	12.5%	3	8.7%	4	0.0%	0	19.2%	5	6.9%	2	4.5%	1	12.5%	6	10.0%	7	0.0%	0	15.2%	5
The Panini Brothers	5.7%	4	8.3%	2	4.3%	2	13.3%	2	7.7%	2	0.0%	0	13.6%	3	2.1%	1	5.7%	4	0.0%	0	3.0%	1
The Pet Hut	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Things British	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		70		24		46		15		26		29		22		48		70		0		33

Medway In Centre Survey for GVA

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Chatham		Strood		Saturday in Chatham		
GEN Gender:																						
Male	38.5%	77	100.0%	77	0.0%	0	41.1%	23	45.2%	28	31.7%	26	33.3%	23	41.2%	54	42.0%	42	35.0%	35	48.0%	24
Female	61.5%	123	0.0%	0	100.0%	123	58.9%	33	54.8%	34	68.3%	56	66.7%	46	58.8%	77	58.0%	58	65.0%	65	52.0%	26
Base:		200		77		123		56		62		82		69		131		100		100		50
AGE Age Group:																						
18 - 24 years	10.5%	21	13.0%	10	8.9%	11	37.5%	21	0.0%	0	0.0%	0	15.9%	11	7.6%	10	13.0%	13	8.0%	8	18.0%	9
25 - 34 years	17.5%	35	16.9%	13	17.9%	22	62.5%	35	0.0%	0	0.0%	0	13.0%	9	19.8%	26	13.0%	13	22.0%	22	12.0%	6
35 - 44 years	13.5%	27	18.2%	14	10.6%	13	0.0%	0	43.5%	27	0.0%	0	10.1%	7	15.3%	20	16.0%	16	11.0%	11	16.0%	8
45 - 54 years	17.5%	35	18.2%	14	17.1%	21	0.0%	0	56.5%	35	0.0%	0	23.2%	16	14.5%	19	18.0%	18	17.0%	17	22.0%	11
55 - 64 years	14.0%	28	11.7%	9	15.4%	19	0.0%	0	0.0%	0	34.1%	28	21.7%	15	9.9%	13	13.0%	13	15.0%	15	14.0%	7
65+ years	27.0%	54	22.1%	17	30.1%	37	0.0%	0	0.0%	0	65.9%	54	15.9%	11	32.8%	43	27.0%	27	27.0%	27	18.0%	9
Base:		200		77		123		56		62		82		69		131		100		100		50
SEG SEG:																						
AB	8.0%	16	10.4%	8	6.5%	8	8.9%	5	12.9%	8	3.7%	3	23.2%	16	0.0%	0	4.0%	4	12.0%	12	6.0%	3
C1	26.5%	53	19.5%	15	30.9%	38	26.8%	15	24.2%	15	28.0%	23	76.8%	53	0.0%	0	26.0%	26	27.0%	27	28.0%	14
C2	30.5%	61	33.8%	26	28.5%	35	28.6%	16	43.5%	27	22.0%	18	0.0%	0	46.6%	61	30.0%	30	31.0%	31	26.0%	13
DE	35.0%	70	36.4%	28	34.1%	42	35.7%	20	19.4%	12	46.3%	38	0.0%	0	53.4%	70	40.0%	40	30.0%	30	40.0%	20
Base:		200		77		123		56		62		82		69		131		100		100		50
ADU No. of adults (incl Resp)																						
1 adult in hhold	29.0%	58	23.4%	18	32.5%	40	16.1%	9	16.1%	10	47.6%	39	23.2%	16	32.1%	42	26.0%	26	32.0%	32	12.0%	6
2 adults in hhold	48.0%	96	41.6%	32	52.0%	64	41.1%	23	62.9%	39	41.5%	34	50.7%	35	46.6%	61	46.0%	46	50.0%	50	50.0%	25
3 adults in hhold	13.5%	27	20.8%	16	8.9%	11	23.2%	13	12.9%	8	7.3%	6	11.6%	8	14.5%	19	16.0%	16	11.0%	11	18.0%	9
4 or more adults in hhold	9.5%	19	14.3%	11	6.5%	8	19.6%	11	8.1%	5	3.7%	3	14.5%	10	6.9%	9	12.0%	12	7.0%	7	20.0%	10
Base:		200		77		123		56		62		82		69		131		100		100		50
CHI No. of children (Under 16)																						
1 child in hhold	13.5%	27	7.8%	6	17.1%	21	21.4%	12	21.0%	13	2.4%	2	23.2%	16	8.4%	11	5.0%	5	22.0%	22	6.0%	3
2 children in hhold	11.5%	23	11.7%	9	11.4%	14	14.3%	8	22.6%	14	1.2%	1	5.8%	4	14.5%	19	13.0%	13	10.0%	10	18.0%	9
3 children in hhold	2.5%	5	1.3%	1	3.3%	4	7.1%	4	1.6%	1	0.0%	0	0.0%	0	3.8%	5	3.0%	3	2.0%	2	2.0%	1
4 or more children in hhold	1.0%	2	2.6%	2	0.0%	0	1.8%	1	1.6%	1	0.0%	0	0.0%	0	1.5%	2	1.0%	1	1.0%	1	2.0%	1
No children in hhold	71.5%	143	76.6%	59	68.3%	84	55.4%	31	53.2%	33	96.3%	79	71.0%	49	71.8%	94	78.0%	78	65.0%	65	72.0%	36
Base:		200		77		123		56		62		82		69		131		100		100		50

Medway In Centre Survey for GVA

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Chatham		Strood		Saturday in Chatham		
CARS No. of cars in household																						
1 car in hhold	43.0%	86	45.5%	35	41.5%	51	46.4%	26	50.0%	31	35.4%	29	39.1%	27	45.0%	59	42.0%	42	44.0%	44	40.0%	20
2 cars in hhold	18.5%	37	18.2%	14	18.7%	23	21.4%	12	21.0%	13	14.6%	12	27.5%	19	13.7%	18	23.0%	23	14.0%	14	28.0%	14
3 cars in hhold	6.5%	13	11.7%	9	3.3%	4	7.1%	4	6.5%	4	6.1%	5	11.6%	8	3.8%	5	8.0%	8	5.0%	5	14.0%	7
4 or more cars in hhold	1.5%	3	2.6%	2	0.8%	1	1.8%	1	3.2%	2	0.0%	0	4.3%	3	0.0%	0	1.0%	1	2.0%	2	2.0%	1
No cars in hhold	30.5%	61	22.1%	17	35.8%	44	23.2%	13	19.4%	12	43.9%	36	17.4%	12	37.4%	49	26.0%	26	35.0%	35	16.0%	8
Base:		200		77		123		56		62		82		69		131		100		100		50
DAY Day of interview:																						
Friday	50.0%	100	53.2%	41	48.0%	59	41.1%	23	48.4%	30	57.3%	47	42.0%	29	54.2%	71	50.0%	50	50.0%	50	0.0%	0
Saturday	50.0%	100	46.8%	36	52.0%	64	58.9%	33	51.6%	32	42.7%	35	58.0%	40	45.8%	60	50.0%	50	50.0%	50	100.0%	50
Base:		200		77		123		56		62		82		69		131		100		100		50
LOC Location :																						
Chatham (along High Street between Waterfront Way and The Brook)	50.0%	100	54.5%	42	47.2%	58	46.4%	26	54.8%	34	48.8%	40	43.5%	30	53.4%	70	100.0%	100	0.0%	0	100.0%	50
Strood (along High Street between its two junctions with Commercial Road, plus Friary Precinct)	50.0%	100	45.5%	35	52.8%	65	53.6%	30	45.2%	28	51.2%	42	56.5%	39	46.6%	61	0.0%	0	100.0%	100	0.0%	0
Base:		200		77		123		56		62		82		69		131		100		100		50

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
PC																						
BL9 9	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
CB8 7	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
CT4 7	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
DA1 4	1.0%	2	2.6%	2	0.0%	0	0.0%	0	1.6%	1	1.2%	1	0.0%	0	1.5%	2	1.0%	1	1.0%	1	0.0%	0
DA11 0	1.0%	2	2.6%	2	0.0%	0	1.8%	1	1.6%	1	0.0%	0	0.0%	0	1.5%	2	2.0%	2	0.0%	0	0.0%	0
DA11 5	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
DA11 7	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
DA11 9	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
DA13 0	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
DA16 1	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
E2 5	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
ME1 1	2.0%	4	0.0%	0	3.3%	4	1.8%	1	0.0%	0	3.7%	3	1.4%	1	2.3%	3	1.0%	1	3.0%	3	0.0%	0
ME1 2	7.0%	14	1.3%	1	10.6%	13	5.4%	3	6.5%	4	8.5%	7	2.9%	2	9.2%	12	8.0%	8	6.0%	6	10.0%	5
ME1 3	3.5%	7	3.9%	3	3.3%	4	1.8%	1	4.8%	3	3.7%	3	4.3%	3	3.1%	4	5.0%	5	2.0%	2	8.0%	4
ME10 3	0.5%	1	1.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
ME12 1	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
ME13 0	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
ME13 8	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
ME14 2	1.5%	3	3.9%	3	0.0%	0	1.8%	1	1.6%	1	1.2%	1	0.0%	0	2.3%	3	1.0%	1	2.0%	2	0.0%	0
ME15 6	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
ME15 9	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
ME16 8	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
ME17 4	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
ME2 1	3.0%	6	1.3%	1	4.1%	5	1.8%	1	1.6%	1	4.9%	4	5.8%	4	1.5%	2	3.0%	3	3.0%	3	0.0%	0
ME2 2	7.0%	14	6.5%	5	7.3%	9	5.4%	3	4.8%	3	9.8%	8	7.2%	5	6.9%	9	2.0%	2	12.0%	12	2.0%	1
ME2 3	12.5%	25	10.4%	8	13.8%	17	10.7%	6	9.7%	6	15.9%	13	13.0%	9	12.2%	16	3.0%	3	22.0%	22	4.0%	2
ME2 4	7.0%	14	10.4%	8	4.9%	6	8.9%	5	6.5%	4	6.1%	5	2.9%	2	9.2%	12	3.0%	3	11.0%	11	4.0%	2
ME3 5	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
ME3 7	1.0%	2	1.3%	1	0.8%	1	0.0%	0	0.0%	0	2.4%	2	1.4%	1	0.8%	1	1.0%	1	1.0%	1	0.0%	0
ME3 8	3.5%	7	3.9%	3	3.3%	4	1.8%	1	6.5%	4	2.4%	2	4.3%	3	3.1%	4	4.0%	4	3.0%	3	6.0%	3
ME3 9	4.0%	8	5.2%	4	3.3%	4	3.6%	2	4.8%	3	3.7%	3	4.3%	3	3.8%	5	2.0%	2	6.0%	6	4.0%	2
ME4 0	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
ME4 2	1.0%	2	2.6%	2	0.0%	0	1.8%	1	0.0%	0	1.2%	1	1.4%	1	0.8%	1	2.0%	2	0.0%	0	4.0%	2
ME4 3	2.0%	4	3.9%	3	0.8%	1	3.6%	2	3.2%	2	0.0%	0	4.3%	3	0.8%	1	3.0%	3	1.0%	1	6.0%	3
ME4 4	2.5%	5	2.6%	2	2.4%	3	1.8%	1	3.2%	2	2.4%	2	1.4%	1	3.1%	4	5.0%	5	0.0%	0	4.0%	2
ME4 5	6.0%	12	2.6%	2	8.1%	10	7.1%	4	8.1%	5	3.7%	3	4.3%	3	6.9%	9	6.0%	6	6.0%	6	8.0%	4
ME4 6	3.0%	6	3.9%	3	2.4%	3	1.8%	1	3.2%	2	3.7%	3	5.8%	4	1.5%	2	6.0%	6	0.0%	0	6.0%	3
ME5 0	3.5%	7	2.6%	2	4.1%	5	5.4%	3	0.0%	0	4.9%	4	1.4%	1	4.6%	6	5.0%	5	2.0%	2	4.0%	2
ME5 6	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
ME5 7	4.0%	8	2.6%	2	4.9%	6	3.6%	2	4.8%	3	3.7%	3	2.9%	2	4.6%	6	6.0%	6	2.0%	2	2.0%	1
ME5 8	2.0%	4	2.6%	2	1.6%	2	1.8%	1	1.6%	1	2.4%	2	4.3%	3	0.8%	1	4.0%	4	0.0%	0	6.0%	3
ME5 9	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
ME6 2	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
ME7 1	2.0%	4	3.9%	3	0.8%	1	1.8%	1	1.6%	1	2.4%	2	1.4%	1	2.3%	3	3.0%	3	1.0%	1	2.0%	1
ME7 2	1.5%	3	0.0%	0	2.4%	3	1.8%	1	3.2%	2	0.0%	0	0.0%	0	2.3%	3	2.0%	2	1.0%	1	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Chatham	Strood	Saturday in Chatham											
ME7 4	1.0%	2	1.3%	1	0.8%	1	0.0%	0	1.6%	1	1.2%	1	0.0%	0	1.5%	2	2.0%	2	0.0%	0	2.0%	1
ME7 5	1.5%	3	2.6%	2	0.8%	1	1.8%	1	1.6%	1	1.2%	1	2.9%	2	0.8%	1	3.0%	3	0.0%	0	0.0%	0
ME8 0	1.0%	2	1.3%	1	0.8%	1	1.8%	1	0.0%	0	1.2%	1	0.0%	0	1.5%	2	2.0%	2	0.0%	0	2.0%	1
ME8 1	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	1
ME8 4	0.5%	1	1.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
ME8 6	1.0%	2	0.0%	0	1.6%	2	1.8%	1	1.6%	1	0.0%	0	0.0%	0	1.5%	2	1.0%	1	1.0%	1	2.0%	1
ME8 7	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.0%	1
ME8 9	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
SE24 0	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
TN12 5	0.5%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Base:	200	77	123	56	62	82	69	131	100	100	50											



An **APLEONA** company

Appendix II
Rainham,
Rochester,
Gillingham,
Gillingham
Retail Park,
Hempstead
Valley &
Dockside
Outlet Centre
In-Street
Survey Results

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
Q01 What is the main purpose of your visit here today?																												
Non-food shopping (such as clothes, shoes, household goods)	26.4%	132	24.1%	41	27.6%	91	32.3%	40	27.7%	48	21.7%	44	23.0%	55	29.5%	77	17.0%	17	20.0%	20	32.0%	32	33.0%	33	28.0%	14	32.0%	16
Food & grocery shopping (i.e. not restaurants, take-aways etc)	36.4%	182	26.5%	45	41.5%	137	20.2%	25	35.8%	62	46.8%	95	36.0%	86	36.8%	96	4.0%	4	48.0%	48	60.0%	60	36.0%	36	66.0%	33	2.0%	1
Window shopping	4.6%	23	5.3%	9	4.2%	14	4.0%	5	4.0%	7	5.4%	11	5.0%	12	4.2%	11	3.0%	3	7.0%	7	3.0%	3	0.0%	0	0.0%	0	20.0%	10
Eating or drinking out	5.4%	27	7.6%	13	4.2%	14	8.1%	10	4.0%	7	4.9%	10	5.4%	13	5.4%	14	11.0%	11	5.0%	5	2.0%	2	2.0%	2	0.0%	0	14.0%	7
Education	0.8%	4	1.2%	2	0.6%	2	0.8%	1	0.6%	1	1.0%	2	0.8%	2	0.8%	2	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Financial services (i.e. banks, building soc's, accountants)	2.6%	13	2.9%	5	2.4%	8	0.8%	1	4.0%	7	2.5%	5	4.6%	11	0.8%	2	3.0%	3	6.0%	6	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Health & Fitness gym	0.6%	3	0.0%	0	0.9%	3	2.4%	3	0.0%	0	0.0%	0	0.4%	1	0.8%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Health (doctors / dentist)	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Leisure (i.e. cinema / bingo / theatre)	1.6%	8	0.6%	1	2.1%	7	0.8%	1	1.7%	3	2.0%	4	2.5%	6	0.8%	2	4.0%	4	1.0%	1	0.0%	0	2.0%	2	0.0%	0	2.0%	1
Personal services (e.g. hairdressers, beauty salon)	1.4%	7	0.6%	1	1.8%	6	1.6%	2	1.2%	2	1.5%	3	2.1%	5	0.8%	2	3.0%	3	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Other services (i.e. travel agent, estate agents)	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Socialising	8.4%	42	12.9%	22	6.1%	20	14.5%	18	5.2%	9	7.4%	15	8.0%	19	8.8%	23	12.0%	12	6.0%	6	3.0%	3	14.0%	14	2.0%	1	12.0%	6
Tourism / sight-seeing	2.4%	12	3.5%	6	1.8%	6	0.8%	1	2.9%	5	3.0%	6	1.7%	4	3.1%	8	8.0%	8	0.0%	0	0.0%	0	1.0%	1	4.0%	2	2.0%	1
Work / business	8.4%	42	13.5%	23	5.8%	19	12.1%	15	12.1%	21	3.0%	6	10.5%	25	6.5%	17	30.0%	30	4.0%	4	0.0%	0	3.0%	3	0.0%	0	10.0%	5
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk the dog	0.4%	2	1.2%	2	0.0%	0	0.8%	1	0.0%	0	0.5%	1	0.0%	0	0.8%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know)	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		500		170		330		124		173		203		239		261		100		100		100		100		50		50

Medway In Centre Survey for GVA

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet							
Q02 What else, if anything, will you be doing here? [MR]																												
Non-food shopping (such as clothes, shoes, household goods)	17.6%	88	11.8%	20	20.6%	68	15.3%	19	16.8%	29	19.7%	40	20.1%	48	15.3%	40	8.0%	8	15.0%	15	28.0%	28	18.0%	18	18.0%	9	20.0%	10
Food & grocery shopping (i.e. not restaurants, take-aways etc)	7.2%	36	4.1%	7	8.8%	29	6.5%	8	6.4%	11	8.4%	17	7.1%	17	7.3%	19	5.0%	5	3.0%	3	18.0%	18	5.0%	5	10.0%	5	0.0%	0
Window shopping	16.2%	81	13.5%	23	17.6%	58	16.1%	20	13.3%	23	18.7%	38	15.1%	36	17.2%	45	14.0%	14	29.0%	29	13.0%	13	10.0%	10	10.0%	5	20.0%	10
Eating or drinking out	13.4%	67	15.3%	26	12.4%	41	13.7%	17	12.7%	22	13.8%	28	16.3%	39	10.7%	28	44.0%	44	9.0%	9	6.0%	6	2.0%	2	0.0%	0	12.0%	6
Education	1.4%	7	0.6%	1	1.8%	6	1.6%	2	1.2%	2	1.5%	3	1.7%	4	1.1%	3	6.0%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Financial services (i.e. banks, building soc's, accountants)	2.4%	12	1.8%	3	2.7%	9	3.2%	4	2.9%	5	1.5%	3	1.7%	4	3.1%	8	10.0%	10	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Health & Fitness gym	1.8%	9	1.2%	2	2.1%	7	2.4%	3	1.7%	3	1.5%	3	2.1%	5	1.5%	4	6.0%	6	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	1
Health (doctors / dentist)	1.8%	9	0.6%	1	2.4%	8	1.6%	2	2.3%	4	1.5%	3	2.5%	6	1.1%	3	6.0%	6	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Leisure (i.e. cinema / bingo / theatre)	1.4%	7	1.2%	2	1.5%	5	2.4%	3	1.2%	2	1.0%	2	2.1%	5	0.8%	2	4.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Personal services (e.g. hairdressers, beauty salon)	2.0%	10	1.8%	3	2.1%	7	2.4%	3	1.7%	3	2.0%	4	2.5%	6	1.5%	4	6.0%	6	2.0%	2	0.0%	0	1.0%	1	0.0%	0	2.0%	1
Other services (i.e. travel agent, estate agents)	1.0%	5	0.6%	1	1.2%	4	1.6%	2	1.2%	2	0.5%	1	1.3%	3	0.8%	2	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Socialising	12.0%	60	12.4%	21	11.8%	39	9.7%	12	13.3%	23	12.3%	25	9.6%	23	14.2%	37	14.0%	14	18.0%	18	15.0%	15	7.0%	7	2.0%	1	10.0%	5
Tourism / sight-seeing	2.2%	11	1.8%	3	2.4%	8	2.4%	3	2.9%	5	1.5%	3	3.3%	8	1.1%	3	7.0%	7	1.0%	1	0.0%	0	1.0%	1	0.0%	0	4.0%	2
Work / business	0.4%	2	0.6%	1	0.3%	1	0.8%	1	0.6%	1	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	10.2%	51	14.7%	25	7.9%	26	14.5%	18	8.7%	15	8.9%	18	7.5%	18	12.6%	33	1.0%	1	16.0%	16	0.0%	0	17.0%	17	12.0%	6	22.0%	11
Nothing else	36.6%	183	37.6%	64	36.1%	119	34.7%	43	41.0%	71	34.0%	69	36.8%	88	36.4%	95	36.0%	36	31.0%	31	34.0%	34	44.0%	44	52.0%	26	24.0%	12
Base:		500		170		330		124		173		203		239		261		100		100		100		100		50		50

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
Q02X Any Mention at Q01, Q02																												
Non-food shopping (such as clothes, shoes, household goods)	44.0%	220	35.9%	61	48.2%	159	47.6%	59	44.5%	77	41.4%	84	43.1%	103	44.8%	117	25.0%	25	35.0%	35	60.0%	60	51.0%	51	46.0%	23	52.0%	26
Food & grocery shopping (i.e. not restaurants, take-aways etc)	43.6%	218	30.6%	52	50.3%	166	26.6%	33	42.2%	73	55.2%	112	43.1%	103	44.1%	115	9.0%	9	51.0%	51	78.0%	78	41.0%	41	76.0%	38	2.0%	1
Window shopping	20.8%	104	18.8%	32	21.8%	72	20.2%	25	17.3%	30	24.1%	49	20.1%	48	21.5%	56	17.0%	17	36.0%	36	16.0%	16	10.0%	10	10.0%	5	40.0%	20
Eating or drinking out	18.8%	94	22.9%	39	16.7%	55	21.8%	27	16.8%	29	18.7%	38	21.8%	52	16.1%	42	55.0%	55	14.0%	14	8.0%	8	4.0%	4	0.0%	0	26.0%	13
Education	2.2%	11	1.8%	3	2.4%	8	2.4%	3	1.7%	3	2.5%	5	2.5%	6	1.9%	5	9.0%	9	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Financial services (i.e. banks, building soc's, accountants)	5.0%	25	4.7%	8	5.2%	17	4.0%	5	6.9%	12	3.9%	8	6.3%	15	3.8%	10	13.0%	13	7.0%	7	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Health & Fitness gym	2.4%	12	1.2%	2	3.0%	10	4.8%	6	1.7%	3	1.5%	3	2.5%	6	2.3%	6	7.0%	7	1.0%	1	0.0%	0	1.0%	1	0.0%	0	6.0%	3
Health (doctors / dentist)	2.0%	10	0.6%	1	2.7%	9	1.6%	2	2.9%	5	1.5%	3	2.5%	6	1.5%	4	6.0%	6	1.0%	1	1.0%	1	1.0%	1	0.0%	0	2.0%	1
Leisure (i.e. cinema / bingo / theatre)	3.0%	15	1.8%	3	3.6%	12	3.2%	4	2.9%	5	3.0%	6	4.6%	11	1.5%	4	8.0%	8	2.0%	2	0.0%	0	2.0%	2	0.0%	0	6.0%	3
Personal services (e.g. hairdressers, beauty salon)	3.4%	17	2.4%	4	3.9%	13	4.0%	5	2.9%	5	3.4%	7	4.6%	11	2.3%	6	9.0%	9	3.0%	3	0.0%	0	4.0%	4	0.0%	0	2.0%	1
Other services (i.e. travel agent, estate agents)	1.2%	6	0.6%	1	1.5%	5	2.4%	3	1.2%	2	0.5%	1	1.3%	3	1.1%	3	5.0%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Socialising	20.4%	102	25.3%	43	17.9%	59	24.2%	30	18.5%	32	19.7%	40	17.6%	42	23.0%	60	26.0%	26	24.0%	24	18.0%	18	21.0%	21	4.0%	2	22.0%	11
Tourism / sight-seeing	4.4%	22	5.3%	9	3.9%	13	3.2%	4	5.2%	9	4.4%	9	5.0%	12	3.8%	10	14.0%	14	1.0%	1	0.0%	0	2.0%	2	4.0%	2	6.0%	3
Work / business	8.8%	44	14.1%	24	6.1%	20	12.9%	16	12.7%	22	3.0%	6	11.3%	27	6.5%	17	30.0%	30	4.0%	4	0.0%	0	5.0%	5	0.0%	0	10.0%	5
Other (PLEASE WRITE IN) (Don't know)	10.4%	52	14.7%	25	8.2%	27	14.5%	18	8.7%	15	9.4%	19	7.5%	18	13.0%	34	2.0%	2	16.0%	16	0.0%	0	17.0%	17	12.0%	6	22.0%	11
Nothing else	36.6%	183	37.6%	64	36.1%	119	34.7%	43	41.0%	71	34.0%	69	36.8%	88	36.4%	95	36.0%	36	31.0%	31	34.0%	34	44.0%	44	52.0%	26	24.0%	12
Walk the dog	0.4%	2	1.2%	2	0.0%	0	0.8%	1	0.0%	0	0.5%	1	0.0%	0	0.8%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Base:		500		170		330		124		173		203		239		261		100		100		100		100		50		50

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
Mean score[Nothing=0, £5 Or Less=2.5, £5.01 To £10=7.5, £10.01 To £15=12.5, £15.01 To £20=17.5, £20.01 To £30=25, £30.01 To £40=35, £40.01 To £50=45, £50.01 To £75=62.5, £75.01 To £100=87.5, £100.01 To £200=150, £200.01 +=250, Don't know=-99]																												
Q03 How much have you spent or expect to spend in the shops today in [STUDY CENTRE] on each of the following?																												
Food, groceries & off licence alcohol																												
Nothing	54.2%	271	65.3%	111	48.5%	160	68.5%	85	54.9%	95	44.8%	91	54.4%	130	54.0%	141	91.0%	91	43.0%	43	25.0%	25	52.0%	52	26.0%	13	94.0%	47
£5 or Less	2.0%	10	2.4%	4	1.8%	6	4.0%	5	1.2%	2	1.5%	3	1.3%	3	2.7%	7	2.0%	2	5.0%	5	0.0%	0	3.0%	3	0.0%	0	0.0%	0
£5.01 to £10	3.4%	17	1.2%	2	4.5%	15	4.8%	6	2.3%	4	3.4%	7	2.9%	7	3.8%	10	0.0%	0	8.0%	8	2.0%	2	5.0%	5	2.0%	1	2.0%	1
£10.01 to £15	4.6%	23	2.9%	5	5.5%	18	4.8%	6	3.5%	6	5.4%	11	3.8%	9	5.4%	14	1.0%	1	5.0%	5	7.0%	7	8.0%	8	4.0%	2	0.0%	0
£15.01 to £20	5.4%	27	4.7%	8	5.8%	19	2.4%	3	6.4%	11	6.4%	13	6.7%	16	4.2%	11	0.0%	0	6.0%	6	9.0%	9	10.0%	10	4.0%	2	0.0%	0
£20.01 to £30	5.4%	27	4.1%	7	6.1%	20	1.6%	2	5.8%	10	7.4%	15	5.9%	14	5.0%	13	1.0%	1	12.0%	12	9.0%	9	5.0%	5	0.0%	0	0.0%	0
£30.01 to £40	5.6%	28	5.3%	9	5.8%	19	2.4%	3	6.4%	11	6.9%	14	6.3%	15	5.0%	13	0.0%	0	9.0%	9	9.0%	9	5.0%	5	10.0%	5	0.0%	0
£40.01 to £50	3.8%	19	1.8%	3	4.8%	16	0.8%	1	4.0%	7	5.4%	11	2.5%	6	5.0%	13	0.0%	0	3.0%	3	8.0%	8	3.0%	3	10.0%	5	0.0%	0
£50.01 to £75	5.6%	28	3.5%	6	6.7%	22	3.2%	4	6.4%	11	6.4%	13	5.4%	13	5.7%	15	0.0%	0	4.0%	4	9.0%	9	3.0%	3	24.0%	12	0.0%	0
£75.01 to £100	3.8%	19	2.9%	5	4.2%	14	0.0%	0	4.0%	7	5.9%	12	5.0%	12	2.7%	7	0.0%	0	1.0%	1	13.0%	13	0.0%	0	10.0%	5	0.0%	0
£100.01 to £200	1.6%	8	1.8%	3	1.5%	5	0.0%	0	2.3%	4	2.0%	4	1.3%	3	1.9%	5	0.0%	0	0.0%	0	6.0%	6	0.0%	0	4.0%	2	0.0%	0
£200.01 plus	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.8%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
(Don't know)	4.2%	21	2.9%	5	4.8%	16	7.3%	9	2.3%	4	3.9%	8	3.8%	9	4.6%	12	5.0%	5	4.0%	4	2.0%	2	5.0%	5	6.0%	3	4.0%	2
Mean:	17.82		15.85		18.85		5.52		20.13		23.06		19.17		16.57		0.45		13.83		40.92		12.55		41.60		0.16	
Base:	500		170		330		124		173		203		239		261		100		100		100		100		50		50	
Clothing, fashion goods & footwear																												
Nothing	73.8%	369	77.6%	132	71.8%	237	67.7%	84	70.5%	122	80.3%	163	73.2%	175	74.3%	194	82.0%	82	78.0%	78	71.0%	71	72.0%	72	72.0%	36	60.0%	30
£5 or Less	1.4%	7	1.2%	2	1.5%	5	0.8%	1	1.2%	2	2.0%	4	0.8%	2	1.9%	5	0.0%	0	2.0%	2	0.0%	0	4.0%	4	2.0%	1	0.0%	0
£5.01 to £10	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.0%	0	0.5%	1	0.4%	1	0.4%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
£10.01 to £15	3.4%	17	2.4%	4	3.9%	13	6.5%	8	3.5%	6	1.5%	3	2.9%	7	3.8%	10	2.0%	2	4.0%	4	3.0%	3	5.0%	5	4.0%	2	2.0%	1
£15.01 to £20	2.2%	11	2.9%	5	1.8%	6	4.0%	5	0.6%	1	2.5%	5	1.7%	4	2.7%	7	3.0%	3	1.0%	1	4.0%	4	2.0%	2	0.0%	0	2.0%	1
£20.01 to £30	3.8%	19	1.8%	3	4.8%	16	2.4%	3	5.2%	9	3.4%	7	5.4%	13	2.3%	6	2.0%	2	3.0%	3	8.0%	8	2.0%	2	2.0%	1	6.0%	3
£30.01 to £40	3.0%	15	0.6%	1	4.2%	14	4.0%	5	3.5%	6	2.0%	4	3.8%	9	2.3%	6	0.0%	0	1.0%	1	8.0%	8	2.0%	2	0.0%	0	8.0%	4
£40.01 to £50	1.0%	5	2.4%	4	0.3%	1	0.0%	0	1.7%	3	1.0%	2	1.3%	3	0.8%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	1	4.0%	2
£50.01 to £75	1.6%	8	0.6%	1	2.1%	7	0.8%	1	2.9%	5	1.0%	2	2.1%	5	1.1%	3	2.0%	2	0.0%	0	3.0%	3	0.0%	0	2.0%	1	4.0%	2
£75.01 to £100	1.4%	7	1.2%	2	1.5%	5	1.6%	2	2.3%	4	0.5%	1	1.3%	3	1.5%	4	0.0%	0	0.0%	0	1.0%	1	2.0%	2	4.0%	2	4.0%	2
£100.01 to £200	0.4%	2	0.6%	1	0.3%	1	1.6%	2	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	1	0.0%	0
£200.01 plus	0.4%	2	0.6%	1	0.3%	1	0.0%	0	1.2%	2	0.0%	0	0.8%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know)	7.2%	36	8.2%	14	6.7%	22	9.7%	12	7.5%	13	5.4%	11	5.9%	14	8.4%	22	8.0%	8	10.0%	10	0.0%	0	8.0%	8	10.0%	5	10.0%	5
Mean:	7.70		6.86		8.13		8.79		11.44		3.96		9.64		5.88		5.46		2.11		9.15		9.21		10.78		14.11	
Base:	500		170		330		124		173		203		239		261		100		100		100		100		50		50	

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
CDs, books, DVDs																												
Nothing	87.4%	437	87.1%	148	87.6%	289	86.3%	107	84.4%	146	90.6%	184	88.3%	211	86.6%	226	90.0%	90	83.0%	83	98.0%	98	86.0%	86	78.0%	39	82.0%	41
£5 or Less	1.6%	8	1.2%	2	1.8%	6	0.0%	0	1.7%	3	2.5%	5	1.3%	3	1.9%	5	1.0%	1	1.0%	1	1.0%	1	3.0%	3	4.0%	2	0.0%	0
£5.01 to £10	1.6%	8	0.6%	1	2.1%	7	0.8%	1	3.5%	6	0.5%	1	2.1%	5	1.1%	3	1.0%	1	4.0%	4	0.0%	0	2.0%	2	2.0%	1	0.0%	0
£10.01 to £15	1.8%	9	2.4%	4	1.5%	5	3.2%	4	2.9%	5	0.0%	0	1.3%	3	2.3%	6	0.0%	0	2.0%	2	0.0%	0	4.0%	4	2.0%	1	4.0%	2
£15.01 to £20	0.6%	3	0.6%	1	0.6%	2	0.8%	1	1.2%	2	0.0%	0	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	4.0%	2
£20.01 to £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£30.01 to £40	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
£40.01 to £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01 to £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01 to £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01 to £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.8%	34	8.2%	14	6.1%	20	8.1%	10	6.4%	11	6.4%	13	6.7%	16	6.9%	18	8.0%	8	10.0%	10	1.0%	1	5.0%	5	10.0%	5	10.0%	5
Mean:		0.60		0.51		0.65		0.96		0.93		0.11		0.53		0.67		0.11		0.64		0.03		0.76		1.72		1.33
Base:		500		170		330		124		173		203		239		261		100		100		100		100		50		50
Electrical goods (e.g. TVs, PCs, tablets, / Domestic appliances, etc)																												
Nothing	93.0%	465	92.4%	157	93.3%	308	90.3%	112	93.6%	162	94.1%	191	94.1%	225	92.0%	240	93.0%	93	92.0%	92	99.0%	99	90.0%	90	90.0%	45	92.0%	46
£5 or Less	0.6%	3	0.6%	1	0.6%	2	0.8%	1	0.6%	1	0.5%	1	0.4%	1	0.8%	2	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
£5.01 to £10	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
£10.01 to £15	1.0%	5	1.2%	2	0.9%	3	2.4%	3	1.2%	2	0.0%	0	0.8%	2	1.1%	3	0.0%	0	3.0%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0
£15.01 to £20	0.6%	3	0.6%	1	0.6%	2	0.8%	1	0.6%	1	0.5%	1	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	1
£20.01 to £30	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
£30.01 to £40	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
£40.01 to £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01 to £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01 to £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01 to £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.2%	21	4.7%	8	3.9%	13	4.8%	6	3.5%	6	4.4%	9	4.6%	11	3.8%	10	7.0%	7	3.0%	3	0.0%	0	6.0%	6	8.0%	4	2.0%	1
Mean:		0.40		0.43		0.38		0.55		0.48		0.23		0.12		0.65		0.00		0.44		0.03		0.64		0.16		1.58
Base:		500		170		330		124		173		203		239		261		100		100		100		100		50		50

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
Recreational / leisure goods / sports goods																												
Nothing	89.8%	449	88.8%	151	90.3%	298	86.3%	107	90.8%	157	91.1%	185	93.3%	223	86.6%	226	93.0%	93	79.0%	79	98.0%	98	89.0%	89	86.0%	43	94.0%	47
£5 or Less	0.6%	3	1.2%	2	0.3%	1	0.0%	0	1.2%	2	0.5%	1	1.3%	3	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
£5.01 to £10	1.4%	7	1.8%	3	1.2%	4	3.2%	4	1.2%	2	0.5%	1	0.4%	1	2.3%	6	0.0%	0	5.0%	5	0.0%	0	2.0%	2	0.0%	0	0.0%	0
£10.01 to £15	0.4%	2	0.6%	1	0.3%	1	0.8%	1	0.6%	1	0.0%	0	0.4%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
£15.01 to £20	1.0%	5	1.2%	2	0.9%	3	1.6%	2	0.6%	1	1.0%	2	0.0%	0	1.9%	5	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	1	4.0%	2
£20.01 to £30	0.4%	2	0.6%	1	0.3%	1	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	1	0.0%	0
£30.01 to £40	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
£40.01 to £50	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
£50.01 to £75	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
£75.01 to £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01 to £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.8%	29	5.9%	10	5.8%	19	6.5%	8	4.0%	7	6.9%	14	4.6%	11	6.9%	18	7.0%	7	13.0%	13	0.0%	0	4.0%	4	10.0%	5	0.0%	0
Mean:	0.77		0.63		0.85		1.27		1.04		0.24		0.12		1.39		0.00		0.69		0.65		1.33		0.94		1.40	
Base:	500		170		330		124		173		203		239		261		100		100		100		100		50		50	
Chemist goods / personal care products																												
Nothing	78.4%	392	77.1%	131	79.1%	261	77.4%	96	78.0%	135	79.3%	161	83.3%	199	73.9%	193	93.0%	93	57.0%	57	94.0%	94	78.0%	78	52.0%	26	88.0%	44
£5 or Less	2.4%	12	2.9%	5	2.1%	7	1.6%	2	1.7%	3	3.4%	7	2.1%	5	2.7%	7	0.0%	0	5.0%	5	1.0%	1	3.0%	3	6.0%	3	0.0%	0
£5.01 to £10	3.8%	19	2.9%	5	4.2%	14	2.4%	3	4.6%	8	3.9%	8	2.5%	6	5.0%	13	0.0%	0	11.0%	11	2.0%	2	2.0%	2	4.0%	2	4.0%	2
£10.01 to £15	3.4%	17	3.5%	6	3.3%	11	4.0%	5	2.9%	5	3.4%	7	1.7%	4	5.0%	13	0.0%	0	7.0%	7	2.0%	2	3.0%	3	8.0%	4	2.0%	1
£15.01 to £20	2.0%	10	4.1%	7	0.9%	3	3.2%	4	3.5%	6	0.0%	0	2.9%	7	1.1%	3	0.0%	0	0.0%	0	1.0%	1	3.0%	3	12.0%	6	0.0%	0
£20.01 to £30	1.4%	7	0.6%	1	1.8%	6	1.6%	2	2.9%	5	0.0%	0	1.3%	3	1.5%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	8.0%	4	2.0%	1
£30.01 to £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£40.01 to £50	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
£50.01 to £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01 to £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01 to £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	8.4%	42	8.8%	15	8.2%	27	8.9%	11	6.4%	11	9.9%	20	6.3%	15	10.3%	27	7.0%	7	20.0%	20	0.0%	0	8.0%	8	10.0%	5	4.0%	2
Mean:	1.70		1.76		1.67		2.26		2.22		0.90		1.36		2.03		0.00		2.28		0.60		2.26		6.17		1.09	
Base:	500		170		330		124		173		203		239		261		100		100		100		100		50		50	

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
Furniture, carpets, floor coverings, soft furnishings, home decor																												
Nothing	93.6%	468	94.7%	161	93.0%	307	96.0%	119	93.1%	161	92.6%	188	93.3%	223	93.9%	245	93.0%	93	97.0%	97	98.0%	98	93.0%	93	84.0%	42	90.0%	45
£5 or Less	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
£5.01 to £10	0.4%	2	0.6%	1	0.3%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	1.0%	1	2.0%	1	0.0%	0	0.0%	0
£10.01 to £15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£15.01 to £20	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
£20.01 to £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£30.01 to £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£40.01 to £50	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.6%	1	0.5%	1	0.4%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
£50.01 to £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01 to £100	0.4%	2	0.6%	1	0.3%	1	0.0%	0	1.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
£100.01 to £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.8%	24	4.1%	7	5.2%	17	3.2%	4	5.2%	9	5.4%	11	5.0%	12	4.6%	12	7.0%	7	3.0%	3	1.0%	1	6.0%	6	14.0%	7	0.0%	0
Mean:		0.63		0.58		0.65		0.15		1.34		0.33		0.98		0.31		0.00		0.00		0.03		0.08		0.17		5.65
Base:		500		170		330		124		173		203		239		261		100		100		100		100		50		50
DIY / Gardening goods																												
Nothing	93.6%	468	94.1%	160	93.3%	308	93.5%	116	93.6%	162	93.6%	190	94.1%	225	93.1%	243	93.0%	93	91.0%	91	99.0%	99	96.0%	96	78.0%	39	100.0%	50
£5 or Less	1.2%	6	1.2%	2	1.2%	4	1.6%	2	1.2%	2	1.0%	2	0.8%	2	1.5%	4	0.0%	0	3.0%	3	1.0%	1	0.0%	0	4.0%	2	0.0%	0
£5.01 to £10	1.0%	5	1.2%	2	0.9%	3	0.8%	1	0.6%	1	1.5%	3	0.4%	1	1.5%	4	0.0%	0	2.0%	2	0.0%	0	1.0%	1	4.0%	2	0.0%	0
£10.01 to £15	0.4%	2	0.6%	1	0.3%	1	0.0%	0	1.2%	2	0.0%	0	0.4%	1	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
£15.01 to £20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£20.01 to £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£30.01 to £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£40.01 to £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01 to £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01 to £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01 to £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.8%	19	2.9%	5	4.2%	14	4.0%	5	3.5%	6	3.9%	8	4.2%	10	3.4%	9	7.0%	7	3.0%	3	0.0%	0	3.0%	3	12.0%	6	0.0%	0
Mean:		0.16		0.20		0.14		0.11		0.22		0.14		0.11		0.21		0.00		0.36		0.03		0.08		0.74		0.00
Base:		500		170		330		124		173		203		239		261		100		100		100		100		50		50

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
Gifts, jewellery, accessories, watches etc																												
Nothing	91.2%	456	91.2%	155	91.2%	301	90.3%	112	90.8%	157	92.1%	187	92.5%	221	90.0%	235	92.0%	92	90.0%	90	98.0%	98	90.0%	90	80.0%	40	92.0%	46
£5 or Less	1.4%	7	1.2%	2	1.5%	5	0.0%	0	1.2%	2	2.5%	5	1.3%	3	1.5%	4	0.0%	0	2.0%	2	1.0%	1	0.0%	0	8.0%	4	0.0%	0
£5.01 to £10	1.2%	6	2.4%	4	0.6%	2	2.4%	3	1.2%	2	0.5%	1	0.4%	1	1.9%	5	0.0%	0	2.0%	2	0.0%	0	1.0%	1	6.0%	3	0.0%	0
£10.01 to £15	0.4%	2	0.0%	0	0.6%	2	0.0%	0	1.2%	2	0.0%	0	0.4%	1	0.4%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
£15.01 to £20	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
£20.01 to £30	0.8%	4	0.0%	0	1.2%	4	1.6%	2	0.6%	1	0.5%	1	0.8%	2	0.8%	2	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	2.0%	1
£30.01 to £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£40.01 to £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01 to £75	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01 to £100	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
£100.01 to £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 plus	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
(Don't know)	4.2%	21	4.7%	8	3.9%	13	4.8%	6	4.0%	7	3.9%	8	4.6%	11	3.8%	10	6.0%	6	6.0%	6	0.0%	0	4.0%	4	4.0%	2	6.0%	3
Mean:	1.26		0.60		1.60		2.73		1.05		0.55		0.34		2.10		0.80		0.21		0.28		1.82		5.89		0.53	
Base:	500		170		330		124		173		203		239		261		100		100		100		100		50		50	
Newspapers / magazines																												
Nothing	83.8%	419	81.2%	138	85.2%	281	79.0%	98	85.5%	148	85.2%	173	84.9%	203	82.8%	216	87.0%	87	58.0%	58	99.0%	99	89.0%	89	74.0%	37	98.0%	49
£5 or Less	6.4%	32	7.1%	12	6.1%	20	8.9%	11	5.8%	10	5.4%	11	6.3%	15	6.5%	17	5.0%	5	15.0%	15	1.0%	1	4.0%	4	12.0%	6	2.0%	1
£5.01 to £10	2.2%	11	2.4%	4	2.1%	7	2.4%	3	2.3%	4	2.0%	4	0.8%	2	3.4%	9	0.0%	0	7.0%	7	0.0%	0	1.0%	1	6.0%	3	0.0%	0
£10.01 to £15	0.6%	3	1.2%	2	0.3%	1	0.0%	0	1.2%	2	0.5%	1	0.8%	2	0.4%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
£15.01 to £20	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
£20.01 to £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£30.01 to £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£40.01 to £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01 to £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01 to £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01 to £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.8%	34	8.2%	14	6.1%	20	9.7%	12	4.6%	8	6.9%	14	7.1%	17	6.5%	17	8.0%	8	18.0%	18	0.0%	0	4.0%	4	8.0%	4	0.0%	0
Mean:	0.47		0.54		0.43		0.45		0.59		0.37		0.35		0.57		0.14		1.40		0.03		0.49		0.82		0.05	
Base:	500		170		330		124		173		203		239		261		100		100		100		100		50		50	

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
Other non-food items																												
Nothing	56.8%	284	56.5%	96	57.0%	188	58.1%	72	57.2%	99	55.7%	113	62.3%	149	51.7%	135	79.0%	79	45.0%	45	65.0%	65	55.0%	55	20.0%	10	60.0%	30
£5 or Less	5.4%	27	4.1%	7	6.1%	20	5.6%	7	5.8%	10	4.9%	10	6.7%	16	4.2%	11	2.0%	2	8.0%	8	2.0%	2	6.0%	6	14.0%	7	4.0%	2
£5.01 to £10	6.2%	31	5.3%	9	6.7%	22	4.8%	6	7.5%	13	5.9%	12	5.0%	12	7.3%	19	0.0%	0	8.0%	8	6.0%	6	8.0%	8	12.0%	6	6.0%	3
£10.01 to £15	4.6%	23	7.1%	12	3.3%	11	4.8%	6	3.5%	6	5.4%	11	2.9%	7	6.1%	16	2.0%	2	8.0%	8	4.0%	4	6.0%	6	6.0%	3	0.0%	0
£15.01 to £20	5.0%	25	1.8%	3	6.7%	22	4.0%	5	3.5%	6	6.9%	14	5.4%	13	4.6%	12	3.0%	3	1.0%	1	11.0%	11	4.0%	4	6.0%	3	6.0%	3
£20.01 to £30	3.6%	18	4.7%	8	3.0%	10	4.8%	6	2.9%	5	3.4%	7	3.8%	9	3.4%	9	4.0%	4	2.0%	2	4.0%	4	2.0%	2	8.0%	4	4.0%	2
£30.01 to £40	2.4%	12	2.9%	5	2.1%	7	4.8%	6	1.2%	2	2.0%	4	2.1%	5	2.7%	7	0.0%	0	2.0%	2	4.0%	4	3.0%	3	4.0%	2	2.0%	1
£40.01 to £50	1.0%	5	1.8%	3	0.6%	2	0.8%	1	1.7%	3	0.5%	1	1.3%	3	0.8%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	6.0%	3	0.0%	0
£50.01 to £75	1.4%	7	0.6%	1	1.8%	6	1.6%	2	2.9%	5	0.0%	0	1.3%	3	1.5%	4	4.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.0%	2
£75.01 to £100	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
£100.01 to £200	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
£200.01 plus	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
(Don't know)	13.0%	65	15.3%	26	11.8%	39	9.7%	12	13.3%	23	14.8%	30	8.8%	21	16.9%	44	6.0%	6	25.0%	25	1.0%	1	15.0%	15	22.0%	11	14.0%	7
Mean:		7.00		5.97		7.51		8.97		6.88		5.82		6.04		7.96		4.60		4.83		7.98		5.44		18.14		6.74
Base:		500		170		330		124		173		203		239		261		100		100		100		100		50		50
Food / drink at restaurants etc.																												
Nothing	64.4%	322	58.2%	99	67.6%	223	56.5%	70	66.5%	115	67.5%	137	61.1%	146	67.4%	176	35.0%	35	62.0%	62	73.0%	73	81.0%	81	98.0%	49	44.0%	22
£5 or Less	6.4%	32	10.0%	17	4.5%	15	12.9%	16	6.4%	11	2.5%	5	8.0%	19	5.0%	13	15.0%	15	9.0%	9	4.0%	4	2.0%	2	0.0%	0	4.0%	2
£5.01 to £10	5.8%	29	5.3%	9	6.1%	20	5.6%	7	3.5%	6	7.9%	16	6.3%	15	5.4%	14	8.0%	8	6.0%	6	6.0%	6	8.0%	8	0.0%	0	2.0%	1
£10.01 to £15	5.8%	29	2.4%	4	7.6%	25	5.6%	7	5.8%	10	5.9%	12	7.5%	18	4.2%	11	7.0%	7	3.0%	3	12.0%	12	2.0%	2	0.0%	0	10.0%	5
£15.01 to £20	3.0%	15	4.1%	7	2.4%	8	2.4%	3	3.5%	6	3.0%	6	2.5%	6	3.4%	9	5.0%	5	0.0%	0	4.0%	4	0.0%	0	0.0%	0	12.0%	6
£20.01 to £30	3.2%	16	2.4%	4	3.6%	12	1.6%	2	4.0%	7	3.4%	7	3.3%	8	3.1%	8	11.0%	11	1.0%	1	0.0%	0	0.0%	0	0.0%	0	8.0%	4
£30.01 to £40	2.0%	10	2.9%	5	1.5%	5	2.4%	3	1.2%	2	2.5%	5	2.5%	6	1.5%	4	4.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	10.0%	5
£40.01 to £50	1.2%	6	2.9%	5	0.3%	1	0.8%	1	1.2%	2	1.5%	3	0.8%	2	1.5%	4	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01 to £75	0.4%	2	0.6%	1	0.3%	1	1.6%	2	0.0%	0	0.0%	0	0.4%	1	0.4%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01 to £100	0.8%	4	1.8%	3	0.3%	1	0.8%	1	1.2%	2	0.5%	1	1.3%	3	0.4%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01 to £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	7.0%	35	9.4%	16	5.8%	19	9.7%	12	6.9%	12	5.4%	11	6.3%	15	7.7%	20	3.0%	3	19.0%	19	0.0%	0	7.0%	7	2.0%	1	10.0%	5
Mean:		5.20		7.19		4.21		5.76		5.05		5.00		5.87		4.57		14.77		1.60		3.10		0.97		0.00		10.11
Base:		500		170		330		124		173		203		239		261		100		100		100		100		50		50

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
Services (hairdressers, dry cleaners etc)																												
Nothing	93.6%	468	96.5%	164	92.1%	304	93.5%	116	94.2%	163	93.1%	189	91.2%	218	95.8%	250	87.0%	87	93.0%	93	96.0%	96	93.0%	93	98.0%	49	100.0%	50
£5 or Less	0.6%	3	0.6%	1	0.6%	2	0.0%	0	0.6%	1	1.0%	2	0.8%	2	0.4%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
£5.01 to £10	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£10.01 to £15	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	1.0%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
£15.01 to £20	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£20.01 to £30	0.4%	2	0.6%	1	0.3%	1	0.0%	0	0.6%	1	0.5%	1	0.4%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
£30.01 to £40	0.8%	4	0.0%	0	1.2%	4	1.6%	2	0.0%	0	1.0%	2	0.8%	2	0.8%	2	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£40.01 to £50	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
£50.01 to £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01 to £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01 to £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.6%	18	2.4%	4	4.2%	14	3.2%	4	4.6%	8	3.0%	6	5.0%	12	2.3%	6	9.0%	9	3.0%	3	2.0%	2	3.0%	3	2.0%	1	0.0%	0
Mean:		0.61		0.17		0.84		0.79		0.17		0.86		0.83		0.41		1.35		0.49		0.15		1.11		0.00		0.00
Base:		500		170		330		124		173		203		239		261		100		100		100		100		50		50

Q04 How did you travel to [STUDY CENTRE] today?

Car	61.0%	305	54.1%	92	64.5%	213	52.4%	65	61.9%	107	65.5%	133	67.8%	162	54.8%	143	56.0%	56	50.0%	50	88.0%	88	24.0%	24	96.0%	48	78.0%	39
Bus	7.4%	37	5.3%	9	8.5%	28	7.3%	9	3.5%	6	10.8%	22	4.6%	11	10.0%	26	5.0%	5	9.0%	9	6.0%	6	9.0%	9	4.0%	2	12.0%	6
Train	4.0%	20	4.7%	8	3.6%	12	4.0%	5	4.6%	8	3.4%	7	5.9%	14	2.3%	6	15.0%	15	2.0%	2	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Taxi	1.6%	8	0.6%	1	2.1%	7	0.8%	1	0.6%	1	3.0%	6	0.4%	1	2.7%	7	3.0%	3	3.0%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Walk	25.2%	126	32.9%	56	21.2%	70	33.1%	41	28.9%	50	17.2%	35	21.3%	51	28.7%	75	18.0%	18	35.0%	35	5.0%	5	63.0%	63	0.0%	0	10.0%	5
Cycle	0.8%	4	2.4%	4	0.0%	0	2.4%	3	0.6%	1	0.0%	0	0.0%	0	1.5%	4	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		500		170		330		124		173		203		239		261		100		100		100		100		50		50

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
Mean score[Minutes]																												
Q05 How long did your journey take?																												
5 mins or less	19.8%	99	22.9%	39	18.2%	60	21.8%	27	19.1%	33	19.2%	39	21.3%	51	18.4%	48	18.0%	18	28.0%	28	11.0%	11	20.0%	20	30.0%	15	14.0%	7
6 - 10 mins	30.8%	154	30.6%	52	30.9%	102	29.0%	36	32.9%	57	30.0%	61	28.0%	67	33.3%	87	21.0%	21	34.0%	34	25.0%	25	44.0%	44	40.0%	20	20.0%	10
11 - 15 mins	22.8%	114	17.6%	30	25.5%	84	24.2%	30	20.8%	36	23.6%	48	23.8%	57	21.8%	57	19.0%	19	21.0%	21	37.0%	37	23.0%	23	12.0%	6	16.0%	8
16 - 20 mins	13.2%	66	12.4%	21	13.6%	45	15.3%	19	13.3%	23	11.8%	24	13.0%	31	13.4%	35	11.0%	11	14.0%	14	18.0%	18	8.0%	8	8.0%	4	22.0%	11
21 - 30 mins	6.6%	33	7.6%	13	6.1%	20	4.8%	6	6.4%	11	7.9%	16	6.3%	15	6.9%	18	14.0%	14	2.0%	2	7.0%	7	2.0%	2	6.0%	3	10.0%	5
31 - 45 mins	4.2%	21	5.9%	10	3.3%	11	4.0%	5	4.6%	8	3.9%	8	3.8%	9	4.6%	12	9.0%	9	0.0%	0	2.0%	2	3.0%	3	2.0%	1	12.0%	6
46 mins - 59 mins	1.0%	5	0.6%	1	1.2%	4	0.8%	1	1.2%	2	1.0%	2	1.7%	4	0.4%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
1hr - 1hr 30mins	1.0%	5	1.8%	3	0.6%	2	0.0%	0	1.2%	2	1.5%	3	1.3%	3	0.8%	2	4.0%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
1hr 31 mins - 2 hrs	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
2 hrs +	0.4%	2	0.6%	1	0.3%	1	0.0%	0	0.6%	1	0.5%	1	0.8%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
<i>Mean:</i>	<i>13.35</i>		<i>13.90</i>		<i>13.06</i>		<i>11.72</i>		<i>13.58</i>		<i>14.15</i>		<i>13.96</i>		<i>12.79</i>		<i>18.46</i>		<i>10.28</i>		<i>12.60</i>		<i>9.81</i>		<i>10.47</i>		<i>20.73</i>	
Base:	500	170	330	124	173	203	239	261	100	100	100	100	50	50														
Mean score[Minutes]																												
Q06 Approximately how much time will you spend in the [STUDY CENTRE] today?																												
Less than 30 minutes	16.8%	84	21.2%	36	14.5%	48	19.4%	24	20.2%	35	12.3%	25	15.5%	37	18.0%	47	7.0%	7	29.0%	29	1.0%	1	15.0%	15	58.0%	29	6.0%	3
30- 59 minutes	16.6%	83	17.6%	30	16.1%	53	16.9%	21	15.6%	27	17.2%	35	16.7%	40	16.5%	43	6.0%	6	33.0%	33	5.0%	5	24.0%	24	24.0%	12	6.0%	3
1hr -1 hr 29 min	21.8%	109	21.8%	37	21.8%	72	21.0%	26	18.5%	32	25.1%	51	21.3%	51	22.2%	58	15.0%	15	22.0%	22	29.0%	29	28.0%	28	8.0%	4	22.0%	11
1hr 30 mins - 1 hr 59 min	16.4%	82	10.6%	18	19.4%	64	16.9%	21	13.9%	24	18.2%	37	14.2%	34	18.4%	48	8.0%	8	8.0%	8	31.0%	31	20.0%	20	6.0%	3	24.0%	12
2hrs - 2hrs 29 mins	11.0%	55	8.8%	15	12.1%	40	8.1%	10	9.8%	17	13.8%	28	12.6%	30	9.6%	25	14.0%	14	3.0%	3	25.0%	25	6.0%	6	0.0%	0	14.0%	7
2hrs 30 mins - 2hrs 59 mins	6.0%	30	4.7%	8	6.7%	22	3.2%	4	7.5%	13	6.4%	13	6.7%	16	5.4%	14	6.0%	6	2.0%	2	8.0%	8	4.0%	4	2.0%	1	18.0%	9
3hrs - 3hrs 59 mins	1.6%	8	1.8%	3	1.5%	5	0.8%	1	1.7%	3	2.0%	4	1.7%	4	1.5%	4	4.0%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	6.0%	3
4hrs or more (Don't know)	7.8%	39	10.6%	18	6.4%	21	13.7%	17	9.8%	17	2.5%	5	9.6%	23	6.1%	16	34.0%	34	2.0%	2	0.0%	0	2.0%	2	0.0%	0	2.0%	1
2.0%	10	2.9%	5	1.5%	5	0.0%	0	2.9%	5	2.5%	5	1.7%	4	2.3%	6	6.0%	6	1.0%	1	1.0%	1	0.0%	0	2.0%	1	2.0%	1	
<i>Mean:</i>	<i>93.83</i>		<i>92.18</i>		<i>94.66</i>		<i>97.58</i>		<i>96.13</i>		<i>89.52</i>		<i>98.98</i>		<i>89.08</i>		<i>158.51</i>		<i>57.22</i>		<i>104.70</i>		<i>77.05</i>		<i>35.82</i>		<i>113.98</i>	
Base:	500	170	330	124	173	203	239	261	100	100	100	100	50	50														

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
Q07 What types of shops, businesses or services in [STUDY CENTRE] have you visited, or do you intend to visit today? [MR]																												
Bakers	1.4%	7	2.4%	4	0.9%	3	2.4%	3	0.6%	1	1.5%	3	2.1%	5	0.8%	2	3.0%	3	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Banks / building societies	7.8%	39	8.2%	14	7.6%	25	4.8%	6	10.4%	18	7.4%	15	8.8%	21	6.9%	18	11.0%	11	9.0%	9	1.0%	1	18.0%	18	0.0%	0	0.0%	0
Bathroom / kitchen shops	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Betting shops	0.4%	2	0.6%	1	0.3%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	2	0.0%	0	0.0%	0
Book shops	4.2%	21	1.8%	3	5.5%	18	2.4%	3	5.2%	9	4.4%	9	7.1%	17	1.5%	4	3.0%	3	1.0%	1	7.0%	7	8.0%	8	0.0%	0	4.0%	2
Butchers	1.6%	8	1.2%	2	1.8%	6	0.8%	1	3.5%	6	0.5%	1	2.1%	5	1.1%	3	0.0%	0	2.0%	2	0.0%	0	5.0%	5	2.0%	1	0.0%	0
Carpet / floorcovering shops	1.0%	5	0.0%	0	1.5%	5	2.4%	3	0.6%	1	0.5%	1	0.4%	1	1.5%	4	0.0%	0	1.0%	1	1.0%	1	0.0%	0	6.0%	3	0.0%	0
Charity shops	7.6%	38	10.0%	17	6.4%	21	7.3%	9	9.8%	17	5.9%	12	4.6%	11	10.3%	27	16.0%	16	14.0%	14	0.0%	0	8.0%	8	0.0%	0	0.0%	0
Chemists	3.0%	15	2.4%	4	3.3%	11	1.6%	2	2.9%	5	3.9%	8	2.1%	5	3.8%	10	3.0%	3	4.0%	4	2.0%	2	5.0%	5	0.0%	0	2.0%	1
Cobblers	0.2%	1	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Clothing / fashion store	21.8%	109	8.2%	14	28.8%	95	19.4%	24	22.5%	39	22.7%	46	25.9%	62	18.0%	47	8.0%	8	1.0%	1	63.0%	63	9.0%	9	14.0%	7	42.0%	21
DIY / hardware stores	3.8%	19	4.1%	7	3.6%	12	4.0%	5	2.3%	4	4.9%	10	1.3%	3	6.1%	16	0.0%	0	8.0%	8	1.0%	1	5.0%	5	6.0%	3	4.0%	2
Double glazing / window shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ethnic / foreign food shops	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foodstore / supermarket	40.6%	203	28.2%	48	47.0%	155	25.0%	31	38.2%	66	52.2%	106	42.3%	101	39.1%	102	2.0%	2	50.0%	50	75.0%	75	39.0%	39	72.0%	36	2.0%	1
General stores / corner shops / newsagents	10.6%	53	10.6%	18	10.6%	35	8.1%	10	11.6%	20	11.3%	23	8.0%	19	13.0%	34	6.0%	6	18.0%	18	1.0%	1	10.0%	10	2.0%	1	34.0%	17
Greengrocers / fruit & veg shops	1.0%	5	0.6%	1	1.2%	4	1.6%	2	0.0%	0	1.5%	3	1.3%	3	0.8%	2	3.0%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Hairdressers / barbers / beauty shops	2.0%	10	1.8%	3	2.1%	7	2.4%	3	1.2%	2	2.5%	5	2.9%	7	1.1%	3	4.0%	4	2.0%	2	1.0%	1	3.0%	3	0.0%	0	0.0%	0
Health and beauty shops	7.0%	35	3.5%	6	8.8%	29	6.5%	8	6.4%	11	7.9%	16	7.1%	17	6.9%	18	0.0%	0	4.0%	4	23.0%	23	7.0%	7	0.0%	0	2.0%	1
Health food shops	1.6%	8	0.0%	0	2.4%	8	0.8%	1	1.7%	3	2.0%	4	1.7%	4	1.5%	4	0.0%	0	0.0%	0	7.0%	7	1.0%	1	0.0%	0	0.0%	0
Home furnishing / textile shops	3.8%	19	2.4%	4	4.5%	15	3.2%	4	4.6%	8	3.4%	7	3.3%	8	4.2%	11	0.0%	0	2.0%	2	2.0%	2	3.0%	3	6.0%	3	18.0%	9
Household goods shops	12.2%	61	8.8%	15	13.9%	46	9.7%	12	12.7%	22	13.3%	27	12.6%	30	11.9%	31	2.0%	2	6.0%	6	18.0%	18	23.0%	23	14.0%	7	10.0%	5
Jewellers	1.0%	5	0.6%	1	1.2%	4	0.0%	0	1.7%	3	1.0%	2	1.3%	3	0.8%	2	2.0%	2	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Opticians	1.0%	5	1.2%	2	0.9%	3	0.0%	0	1.7%	3	1.0%	2	1.3%	3	0.8%	2	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	2.0%	1
Post Office	1.6%	8	2.4%	4	1.2%	4	1.6%	2	3.5%	6	0.0%	0	2.1%	5	1.1%	3	2.0%	2	2.0%	2	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Pubs / bars	5.4%	27	10.0%	17	3.0%	10	3.2%	4	6.4%	11	5.9%	12	6.3%	15	4.6%	12	26.0%	26	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Restaurants / cafes	23.4%	117	21.8%	37	24.2%	80	28.2%	35	23.1%	40	20.7%	42	23.4%	56	23.4%	61	37.0%	37	21.0%	21	24.0%	24	14.0%	14	0.0%	0	42.0%	21
Shoe shop	1.2%	6	1.8%	3	0.9%	3	2.4%	3	1.2%	2	0.5%	1	1.3%	3	1.1%	3	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	4.0%	2
Sports good shops	0.6%	3	0.6%	1	0.6%	2	1.6%	2	0.6%	1	0.0%	0	0.4%	1	0.8%	2	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Takeaways	2.8%	14	5.9%	10	1.2%	4	6.5%	8	2.3%	4	1.0%	2	2.9%	7	2.7%	7	6.0%	6	4.0%	4	0.0%	0	2.0%	2	0.0%	0	4.0%	2
Toy shops	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Vets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.6%	1	0.0%	0	0.4%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
(Don't know)	2.0%	10	2.4%	4	1.8%	6	4.8%	6	1.2%	2	1.0%	2	2.5%	6	1.5%	4	3.0%	3	2.0%	2	0.0%	0	3.0%	3	0.0%	0	4.0%	2
Art / craft shops	1.0%	5	1.2%	2	0.9%	3	1.6%	2	0.6%	1	1.0%	2	1.3%	3	0.8%	2	4.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card shop	0.6%	3	0.0%	0	0.9%	3	0.0%	0	1.2%	2	0.5%	1	0.0%	0	1.1%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle / Cathedral	0.8%	4	1.2%	2	0.6%	2	0.0%	0	0.6%	1	1.5%	3	0.4%	1	1.1%	3	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.6%	3	0.0%	0	0.9%	3	0.8%	1	0.6%	1	0.5%	1	0.4%	1	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3
Florist	1.4%	7	2.4%	4	0.9%	3	0.8%	1	2.3%	4	1.0%	2	1.3%	3	1.5%	4	4.0%	4	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet							
Games store	0.4%	2	0.6%	1	0.3%	1	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Gym	0.8%	4	0.6%	1	0.9%	3	2.4%	3	0.6%	1	0.0%	0	0.0%	0	1.5%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	6.0%	3
Library	0.6%	3	0.6%	1	0.6%	2	0.8%	1	0.6%	1	0.5%	1	0.4%	1	0.8%	2	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Pet shop	1.8%	9	3.5%	6	0.9%	3	0.8%	1	4.0%	7	0.5%	1	3.3%	8	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	16.0%	8	0.0%	0
Phone shop	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travel agents	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None	2.6%	13	3.5%	6	2.1%	7	4.0%	5	3.5%	6	1.0%	2	3.8%	9	1.5%	4	9.0%	9	2.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Base:		500		170		330		124		173		203		239		261		100		100		100		100		50		50

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet												
Natwest	0.6%	3	0.6%	1	0.6%	2	0.8%	1	0.6%	1	0.5%	1	1.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
New Look	0.6%	3	0.0%	0	0.9%	3	1.6%	2	0.6%	1	0.0%	0	0.4%	1	0.8%	2	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Nisa	2.4%	12	1.2%	2	3.0%	10	4.0%	5	1.7%	3	2.0%	4	0.8%	2	3.8%	10	0.0%	0	0.0%	0	12.0%	12	0.0%	0	0.0%	0
Oxfam	1.0%	5	1.8%	3	0.6%	2	0.0%	0	2.3%	4	0.5%	1	0.8%	2	1.1%	3	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Paddy Power	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Peacocks	1.4%	7	1.2%	2	1.5%	5	3.2%	4	1.7%	3	0.0%	0	1.7%	4	1.1%	3	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0
Pepe's Tea Room	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Petaholics	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Phones 4 Less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PJ Adams Electrical	0.2%	1	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Polski Sklep	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland	2.6%	13	1.2%	2	3.3%	11	3.2%	4	2.3%	4	2.5%	5	2.1%	5	3.1%	8	0.0%	0	0.0%	0	12.0%	12	2.0%	1	0.0%	0
Qin Food Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Santander	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.6%	1	0.5%	1	0.4%	1	0.4%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
SAS Supermarket	0.4%	2	0.6%	1	0.3%	1	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Savers	2.6%	13	1.8%	3	3.0%	10	3.2%	4	4.0%	7	1.0%	2	1.7%	4	3.4%	9	0.0%	0	0.0%	0	13.0%	13	0.0%	0	0.0%	0
Sewing & Knitting Centre	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Shoe Zone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slinders Florist	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sports Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Store Twenty One	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sunny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Bike Warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Vapour Cigarette Company	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
The Works	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Two Tiny Feet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wards	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith	3.2%	16	4.7%	8	2.4%	8	3.2%	4	4.6%	8	2.0%	4	4.6%	11	1.9%	5	0.0%	0	0.0%	0	16.0%	16	0.0%	0	0.0%	0
Wilko	5.2%	26	5.3%	9	5.2%	17	4.0%	5	6.9%	12	4.4%	9	5.9%	14	4.6%	12	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0
Hempstead Valley																										
Argos	0.8%	4	0.0%	0	1.2%	4	0.8%	1	0.6%	1	1.0%	2	1.3%	3	0.4%	1	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Baggage World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	3.2%	16	0.6%	1	4.5%	15	2.4%	3	3.5%	6	3.4%	7	5.4%	13	1.1%	3	0.0%	0	16.0%	16	0.0%	0	0.0%	0	0.0%	0
Burton	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Card Factory	1.2%	6	0.0%	0	1.8%	6	0.8%	1	1.7%	3	1.0%	2	0.8%	2	1.5%	4	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0
Carphone Warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks	0.4%	2	0.0%	0	0.6%	2	0.0%	0	1.2%	2	0.0%	0	0.4%	1	0.4%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Claybrooks	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.6%	1	0.5%	1	0.4%	1	0.4%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Clintons	0.6%	3	0.6%	1	0.6%	2	0.8%	1	1.2%	2	0.0%	0	1.3%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Costa	2.8%	14	1.8%	3	3.3%	11	0.8%	1	4.0%	7	3.0%	6	3.3%	8	2.3%	6	0.0%	0	14.0%	14	0.0%	0	0.0%	0	0.0%	0
Dorothy Perkins	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.6%	1	0.5%	1	0.8%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GAME	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
H Samuel	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.6%	1	0.5%	1	0.4%	1	0.4%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Holland & Barrett	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.8%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
JD Sports	0.8%	4	0.6%	1	0.9%	3	2.4%	3	0.6%	1	0.0%	0	0.4%	1	1.1%	3	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
Kent Reliance	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Leightons Opticians	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	14.0%	70	4.1%	7	19.1%	63	4.8%	6	11.0%	19	22.2%	45	20.9%	50	7.7%	20	0.0%	0	0.0%	0	70.0%	70	0.0%	0	0.0%	0	0.0%	0
New Look	1.0%	5	0.0%	0	1.5%	5	2.4%	3	0.0%	0	1.0%	2	1.3%	3	0.8%	2	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0
O2	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.0%	0	0.5%	1	0.8%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Pandora	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.6%	1	0.5%	1	0.4%	1	0.4%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Poundland	2.4%	12	0.0%	0	3.6%	12	1.6%	2	3.5%	6	2.0%	4	3.3%	8	1.5%	4	0.0%	0	0.0%	0	12.0%	12	0.0%	0	0.0%	0	0.0%	0
Roman Origianals	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	15.4%	77	6.5%	11	20.0%	66	7.3%	9	11.6%	20	23.6%	48	22.6%	54	8.8%	23	0.0%	0	0.0%	0	77.0%	77	0.0%	0	0.0%	0	0.0%	0
Santander	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select	0.6%	3	0.0%	0	0.9%	3	2.4%	3	0.0%	0	0.0%	0	0.8%	2	0.4%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Sewing Basket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sky	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Subway	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Superdrug	3.0%	15	0.6%	1	4.2%	14	3.2%	4	2.9%	5	3.0%	6	3.3%	8	2.7%	7	0.0%	0	0.0%	0	15.0%	15	0.0%	0	0.0%	0	0.0%	0
T K Maxx	2.2%	11	0.6%	1	3.0%	10	2.4%	3	2.9%	5	1.5%	3	2.9%	7	1.5%	4	0.0%	0	0.0%	0	11.0%	11	0.0%	0	0.0%	0	0.0%	0
The Body Shop	0.8%	4	0.0%	0	1.2%	4	0.8%	1	1.2%	2	0.5%	1	0.4%	1	1.1%	3	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
The Perfume Shop	0.4%	2	0.0%	0	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Three	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Timpson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vodafone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallis	0.8%	4	0.0%	0	1.2%	4	0.0%	0	1.2%	2	1.0%	2	0.8%	2	0.8%	2	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
WHSmith	1.4%	7	0.0%	0	2.1%	7	0.0%	0	1.7%	3	2.0%	4	2.5%	6	0.4%	1	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0
Rainham																												
Abbotts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Flowers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barclays	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betterlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	1.0%	5	1.2%	2	0.9%	3	0.0%	0	1.2%	2	1.5%	3	0.4%	1	1.5%	4	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card Factory	1.8%	9	1.8%	3	1.8%	6	1.6%	2	0.0%	0	3.4%	7	0.4%	1	3.1%	8	0.0%	0	9.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobler Elf	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colour Copy Print & Signs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costa	2.6%	13	0.6%	1	3.6%	12	4.0%	5	1.7%	3	2.5%	5	2.5%	6	2.7%	7	0.0%	0	13.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
D&J	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debra	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Demelza	2.2%	11	3.5%	6	1.5%	5	2.4%	3	2.3%	4	2.0%	4	1.3%	3	3.1%	8	0.0%	0	11.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Floral Times	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forresters	5.6%	28	3.5%	6	6.7%	22	0.8%	1	6.9%	12	7.4%	15	2.9%	7	8.0%	21	0.0%	0	28.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freya & Ted's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerald Lukehurst	1.0%	5	0.6%	1	1.2%	4	1.6%	2	0.6%	1	1.0%	2	0.8%	2	1.1%	3	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greggs	1.0%	5	2.4%	4	0.3%	1	1.6%	2	1.2%	2	0.5%	1	1.3%	3	0.8%	2	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hales & Moore	0.6%	3	1.2%	2	0.3%	1	0.0%	0	1.2%	2	0.5%	1	0.8%	2	0.4%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harry's	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Direct	0.4%	2	0.6%	1	0.3%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	3.6%	18	2.9%	5	3.9%	13	3.2%	4	2.9%	5	4.4%	9	2.1%	5	5.0%	13	0.0%	0	18.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Joys	0.8%	4	1.8%	3	0.3%	1	0.8%	1	0.0%	0	1.5%	3	0.4%	1	1.1%	3	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just Cutts	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet												
Kitchen Culture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Lloyds	0.6%	3	0.0%	0	0.9%	3	0.0%	0	0.6%	1	1.0%	2	0.0%	0	1.1%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Lloyds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marie Curie	0.6%	3	1.2%	2	0.3%	1	0.8%	1	0.6%	1	0.5%	1	0.4%	1	0.8%	2	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Medway Audio	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Micallef	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Nationwide	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Natwest	1.0%	5	1.2%	2	0.9%	3	0.0%	0	2.3%	4	0.5%	1	1.3%	3	0.8%	2	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0
NS Tech	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peters of Rainham	10.2%	51	11.8%	20	9.4%	31	8.9%	11	12.1%	21	9.4%	19	6.3%	15	13.8%	36	0.0%	0	51.0%	51	0.0%	0	0.0%	0	0.0%	0
Poultons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Rainham Sports	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savers	0.4%	2	0.6%	1	0.3%	1	0.8%	1	0.0%	0	0.5%	1	0.0%	0	0.8%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Sense	1.6%	8	2.4%	4	1.2%	4	0.8%	1	1.7%	3	2.0%	4	0.4%	1	2.7%	7	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0
Shoe Zone	0.8%	4	1.8%	3	0.3%	1	1.6%	2	0.6%	1	0.5%	1	0.8%	2	0.8%	2	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Sunburst	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.8%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Rochester																										
Austens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baggins Book Bazaar	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.0%	0	0.5%	1	0.8%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridal Wardrobe	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.6%	1	0.0%	0	0.4%	1	0.4%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Red Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bruno's French	0.6%	3	0.0%	0	0.9%	3	0.8%	1	1.2%	2	0.0%	0	0.4%	1	0.8%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cancer Research	0.4%	2	0.6%	1	0.3%	1	0.8%	1	0.0%	0	0.5%	1	0.4%	1	0.4%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Capture the Castle	0.4%	2	0.6%	1	0.3%	1	0.0%	0	0.0%	0	1.0%	2	0.4%	1	0.4%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carters	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Food & Wine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catch 22	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copenhagen Blue	0.4%	2	0.0%	0	0.6%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.8%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copperfields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corn Exchange	0.4%	2	0.0%	0	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Costa	4.0%	20	4.7%	8	3.6%	12	7.3%	9	2.3%	4	3.4%	7	4.6%	11	3.4%	9	20.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deaf Cat Coffee Shop	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Demelza	2.4%	12	2.9%	5	2.1%	7	4.0%	5	2.3%	4	1.5%	3	1.3%	3	3.4%	9	12.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denis Green	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Divizia	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Estella	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fieldstaff Antiques	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food & Wine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Francis Iles	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.0%	0	0.5%	1	0.8%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Get ready Retro	0.8%	4	1.8%	3	0.3%	1	1.6%	2	0.6%	1	0.5%	1	0.0%	0	1.5%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ginger Lily	0.4%	2	0.6%	1	0.3%	1	0.0%	0	1.2%	2	0.0%	0	0.8%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gordons Chippy	0.8%	4	2.4%	4	0.0%	0	1.6%	2	1.2%	2	0.0%	0	1.3%	3	0.4%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hair Chemistry	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland & Barrett	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet												
Hometown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
I Dig Dinos	0.6%	3	0.6%	1	0.6%	2	1.6%	2	0.6%	1	0.0%	0	1.1%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Johnstones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Jolly Knight	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just Perfect	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Head	0.4%	2	0.6%	1	0.3%	1	0.0%	0	1.2%	2	0.0%	0	0.4%	1	0.4%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kiss Kiss Heart	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kiss the Bride	0.8%	4	0.0%	0	1.2%	4	1.6%	2	1.2%	2	0.0%	0	0.8%	2	0.8%	2	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Legends	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.6%	1	0.0%	0	0.8%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Dorrit	0.4%	2	0.6%	1	0.3%	1	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.8%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lloyds	1.6%	8	0.6%	1	2.1%	7	1.6%	2	2.9%	5	0.5%	1	2.1%	5	1.1%	3	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Memories	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mind	0.6%	3	1.2%	2	0.3%	1	1.6%	2	0.0%	0	0.5%	1	0.4%	1	0.8%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mini Mi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morleys	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Natwest	0.6%	3	0.6%	1	0.6%	2	0.8%	1	0.6%	1	0.5%	1	0.8%	2	0.4%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newlands	0.6%	3	0.6%	1	0.6%	2	0.8%	1	0.6%	1	0.5%	1	1.3%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicogreen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nimbus	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northgate jewellers	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nucleus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxfam	1.6%	8	2.9%	5	0.9%	3	1.6%	2	1.7%	3	1.5%	3	1.7%	4	1.5%	4	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pastures New	0.4%	2	0.0%	0	0.6%	2	0.0%	0	1.2%	2	0.0%	0	0.8%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paydens	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pink Flamingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pips of Rochester	0.4%	2	0.6%	1	0.3%	1	0.8%	1	0.0%	0	0.5%	1	0.8%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Platoon Stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Playopolis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.6%	1	0.0%	0	0.8%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Red Cross	0.4%	2	0.0%	0	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roadmaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochester Cathedral	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochester Games, Models & Railways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rocket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S7 J	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slinders	0.8%	4	1.2%	2	0.6%	2	0.8%	1	1.2%	2	0.5%	1	0.8%	2	0.8%	2	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steiff	0.4%	2	0.0%	0	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Subway	0.4%	2	0.6%	1	0.3%	1	1.6%	2	0.0%	0	0.0%	0	0.4%	1	0.4%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Candy Bar	0.6%	3	0.6%	1	0.6%	2	1.6%	2	0.0%	0	0.5%	1	0.4%	1	0.8%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Golden Lion	0.4%	2	0.6%	1	0.3%	1	0.0%	0	0.3%	0	1.0%	2	0.4%	1	0.4%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hendersons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Ship	0.8%	4	1.8%	3	0.3%	1	0.0%	0	0.6%	1	1.5%	3	0.8%	2	0.8%	2	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Wild Heart	0.6%	3	0.0%	0	0.9%	3	1.6%	2	0.6%	1	0.0%	0	0.4%	1	0.8%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Turners	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wetherspoons	3.2%	16	5.9%	10	1.8%	6	3.2%	4	4.6%	8	2.0%	4	3.8%	9	2.7%	7	16.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham Dockside																										

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet												
Baggage Factory	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Bags Etc	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Betty Boo Bridal Boutique	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boomers	0.8%	4	1.8%	3	0.3%	1	0.0%	0	0.6%	1	1.5%	3	0.4%	1	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4
Burger King	1.2%	6	1.8%	3	0.9%	3	1.6%	2	1.7%	3	0.5%	1	2.1%	5	0.4%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	6
Cadbury	0.8%	4	1.2%	2	0.6%	2	0.8%	1	1.2%	2	0.5%	1	0.8%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4
Choice home	0.6%	3	0.6%	1	0.6%	2	0.0%	0	0.6%	1	1.0%	2	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3
Choice home	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Claires	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Clarks	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Class Menswear	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotton Traders	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Denby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Double Twi	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Holland & Barrett	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Home Plus Furniture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Julian Charles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Outlet	2.0%	10	1.2%	2	2.4%	8	0.8%	1	1.2%	2	3.4%	7	1.7%	4	2.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	10
Moda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moss	0.4%	2	0.6%	1	0.3%	1	0.0%	0	0.0%	0	1.0%	2	0.4%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Mountain Warehouse	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.6%	1	0.5%	1	0.4%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Nandos	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.6%	1	0.0%	0	0.4%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Odeon	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Panini Brothers	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Pavers Shoes	0.2%	1	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Peacocks	3.0%	15	0.0%	0	4.5%	15	4.0%	5	3.5%	6	2.0%	4	1.3%	3	4.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	15
Pizza Hut	0.2%	1	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Poundstretcher	1.6%	8	1.2%	2	1.8%	6	2.4%	3	2.3%	4	0.5%	1	1.7%	4	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	8
Roman originals	0.8%	4	0.6%	1	0.9%	3	0.0%	0	0.6%	1	1.5%	3	0.8%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4
Spec Savvy Opticians	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Suit Direct	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
The Beauty Store	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
The Gift Company	0.6%	3	0.0%	0	0.9%	3	1.6%	2	0.6%	1	0.0%	0	0.4%	1	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3
The Pet Hut	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
The Range	5.0%	25	5.3%	9	4.8%	16	4.8%	6	5.2%	9	4.9%	10	3.8%	9	6.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	25
The Works	1.8%	9	0.6%	1	2.4%	8	2.4%	3	1.2%	2	2.0%	4	1.3%	3	2.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	9
Trespass	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wonderland	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Gillingham Retail Park																										
ALDI	4.2%	21	3.5%	6	4.5%	15	4.0%	5	4.0%	7	4.4%	9	3.3%	8	5.0%	13	0.0%	0	0.0%	0	0.0%	0	42.0%	21	0.0%	0
B&Q	0.2%	1	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Carpetright	0.4%	2	0.0%	0	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Dreams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Harveys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	6.2%	31	5.3%	9	6.7%	22	4.0%	5	7.5%	13	6.4%	13	5.4%	13	6.9%	18	0.0%	0	0.0%	0	0.0%	0	62.0%	31	0.0%	0
Magnet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
Pets at Home	1.6%	8	2.9%	5	0.9%	3	0.8%	1	2.9%	5	1.0%	2	2.5%	6	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	8	0.0%	0
Poundland	5.4%	27	7.1%	12	4.5%	15	4.8%	6	6.4%	11	4.9%	10	5.4%	13	5.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.0%	27	0.0%	0
Tesco	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	7.4%	37	9.4%	16	6.4%	21	9.7%	12	7.5%	13	5.9%	12	8.8%	21	6.1%	16	20.0%	20	6.0%	6	1.0%	1	5.0%	5	0.0%	0	10.0%	5
Base:		500		170		330		124		173		203		239		261		100		100		100		100		50		50

Meanscore: [Visits per week]

Q09 How often do you visit the food shops in [STUDY CENTRE]?

Every day / most days	3.6%	18	1.8%	3	4.5%	15	1.6%	2	3.5%	6	4.9%	10	2.1%	5	5.0%	13	1.0%	1	5.0%	5	2.0%	2	9.0%	9	2.0%	1	0.0%	0
2-3 times a week	15.0%	75	10.6%	18	17.3%	57	8.9%	11	12.7%	22	20.7%	42	14.6%	35	15.3%	40	4.0%	4	26.0%	26	24.0%	24	17.0%	17	8.0%	4	0.0%	0
Once a week	22.0%	110	20.0%	34	23.0%	76	11.3%	14	21.4%	37	29.1%	59	24.3%	58	19.9%	52	3.0%	3	18.0%	18	42.0%	42	26.0%	26	42.0%	21	0.0%	0
Once a fortnight	8.6%	43	7.6%	13	9.1%	30	8.9%	11	13.3%	23	4.4%	9	8.8%	21	8.4%	22	3.0%	3	10.0%	10	11.0%	11	8.0%	8	18.0%	9	4.0%	2
Monthly	5.8%	29	7.1%	12	5.2%	17	5.6%	7	7.5%	13	4.4%	9	6.3%	15	5.4%	14	2.0%	2	6.0%	6	10.0%	10	6.0%	6	8.0%	4	2.0%	1
Once every 2-3 months	1.4%	7	0.6%	1	1.8%	6	0.8%	1	1.2%	2	2.0%	4	0.8%	2	1.9%	5	2.0%	2	1.0%	1	3.0%	3	1.0%	1	0.0%	0	0.0%	0
Once every 4-6 months	1.0%	5	1.2%	2	0.9%	3	0.0%	0	1.2%	2	1.5%	3	1.3%	3	0.8%	2	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Less often	2.6%	13	1.8%	3	3.0%	10	4.8%	6	0.6%	1	3.0%	6	3.8%	9	1.5%	4	5.0%	5	0.0%	0	3.0%	3	3.0%	3	4.0%	2	0.0%	0
Varies	6.6%	33	10.6%	18	4.5%	15	8.9%	11	4.0%	7	7.4%	15	4.6%	11	8.4%	22	7.0%	7	15.0%	15	1.0%	1	6.0%	6	4.0%	2	4.0%	2
Never visit	33.4%	167	38.8%	66	30.6%	101	49.2%	61	34.7%	60	22.7%	46	33.5%	80	33.3%	87	71.0%	71	18.0%	18	4.0%	4	24.0%	24	14.0%	7	86.0%	43
Mean:		1.37		1.06		1.50		1.00		1.33		1.54		1.23		1.49		0.78		1.52		1.30		1.81		1.02		0.21
Base:		500		170		330		124		173		203		239		261		100		100		100		100		50		50

Q10 When you visit food shops, do you normally visit any other shops or facilities in [STUDY CENTRE] on the same visit?

Those who visit food shops at Q09

Yes	64.9%	216	57.7%	60	68.1%	156	61.9%	39	62.8%	71	67.5%	106	66.0%	105	63.8%	111	58.6%	17	54.9%	45	71.9%	69	75.0%	57	55.8%	24	57.1%	4
No	25.2%	84	26.9%	28	24.5%	56	22.2%	14	25.7%	29	26.1%	41	27.0%	43	23.6%	41	34.5%	10	26.8%	22	26.0%	25	14.5%	11	37.2%	16	0.0%	0
(Don't know / varies)	9.9%	33	15.4%	16	7.4%	17	15.9%	10	11.5%	13	6.4%	10	6.9%	11	12.6%	22	6.9%	2	18.3%	15	2.1%	2	10.5%	8	7.0%	3	42.9%	3
Base:		333		104		229		63		113		157		159		174		29		82		96		76		43		7

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet
Q11 Which specific shops, businesses or services do you normally visit? [MR]														
<i>Yes or Don't know at Q10</i>														
Bakers	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Banks / building societies	5.8%	24	7.1%	10	5.1%	14	1.8%	2	6.3%	9	8.1%	13	6.1%	12
Bathroom / kitchen shops	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Betting shops	0.5%	2	0.7%	1	0.4%	1	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Book shops	5.3%	22	5.0%	7	5.5%	15	3.6%	4	4.2%	6	7.5%	12	10.2%	20
Butchers	2.4%	10	2.8%	4	2.2%	6	1.8%	2	0.7%	1	4.3%	7	1.0%	2
Carpet / floorcovering shops	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Charity shops	5.8%	24	7.1%	10	5.1%	14	5.5%	6	3.5%	5	8.1%	13	2.6%	5
Chemists	2.9%	12	1.4%	2	3.7%	10	1.8%	2	3.5%	5	3.1%	5	2.0%	4
Cobblers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothing / fashion store	16.6%	69	7.1%	10	21.5%	59	9.1%	10	17.4%	25	21.1%	34	22.4%	44
DIY / hardware stores	3.9%	16	2.1%	3	4.7%	13	1.8%	2	6.3%	9	3.1%	5	2.6%	5
Double glazing / window shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ethnic / foreign food shops	0.2%	1	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.5%	1
Foodstore / supermarket	9.2%	38	7.1%	10	10.2%	28	3.6%	4	9.7%	14	12.4%	20	9.2%	18
General stores / corner shops / newsagents	8.4%	35	12.1%	17	6.6%	18	10.0%	11	9.7%	14	6.2%	10	6.6%	13
Greengrocers / fruit & veg shops	1.2%	5	2.1%	3	0.7%	2	1.8%	2	0.7%	1	1.2%	2	1.5%	3
Hairdressers / barbers / beauty shops	1.7%	7	0.0%	0	2.6%	7	1.8%	2	0.0%	0	3.1%	5	1.5%	3
Health and beauty shops	17.3%	72	7.8%	11	22.3%	61	7.3%	8	17.4%	25	24.2%	39	21.9%	43
Health food shops	7.2%	30	2.1%	3	9.9%	27	3.6%	4	6.3%	9	10.6%	17	11.2%	22
Home furnishing / textile shops	1.7%	7	0.7%	1	2.2%	6	0.0%	0	2.8%	4	1.9%	3	1.0%	2
Household goods shops	14.2%	59	11.3%	16	15.7%	43	7.3%	8	15.3%	22	18.0%	29	18.9%	37
Jewellers	1.4%	6	0.0%	0	2.2%	6	0.0%	0	1.4%	2	2.5%	4	3.1%	6
Opticians	0.5%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.0%	2
Post Office	1.2%	5	2.1%	3	0.7%	2	0.0%	0	2.1%	3	1.2%	2	1.5%	3
Pubs / bars	1.0%	4	1.4%	2	0.7%	2	1.8%	2	0.0%	0	1.2%	2	0.0%	0
Restaurants / cafes	11.8%	49	8.5%	12	13.5%	37	6.4%	7	9.0%	13	18.0%	29	15.8%	31
Shoe shop	3.4%	14	0.0%	0	5.1%	14	1.8%	2	3.5%	5	4.3%	7	5.1%	10
Sports good shops	1.0%	4	0.7%	1	1.1%	3	0.9%	1	2.1%	3	0.0%	0	0.5%	1
Takeaways	1.2%	5	2.8%	4	0.4%	1	2.7%	3	0.7%	1	0.6%	1	0.5%	1
Toy shops	0.5%	2	0.7%	1	0.4%	1	0.0%	0	0.7%	1	0.6%	1	1.0%	2
Vets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN) (Don't know)	36.9%	153	43.3%	61	33.6%	92	52.7%	58	39.6%	57	23.6%	38	38.8%	76
Dry cleaners	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.5%	1
Pet shop	0.5%	2	0.7%	1	0.4%	1	0.0%	0	0.7%	1	0.6%	1	1.0%	2
Travel agents	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.5%	1
Base:	415	141	274	110	144	161	196	219	90	78	75	89	34	49

Medway In Centre Survey for GVA

Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet
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Medway In Centre Survey for GVA

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet							
Oxfam	1.4%	6	2.1%	3	1.1%	3	0.9%	1	2.1%	3	1.2%	2	1.5%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	6.7%	6	0.0%	0	0.0%	0
Paddy Power	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Peacocks	1.7%	7	1.4%	2	1.8%	5	2.7%	3	2.1%	3	0.6%	1	1.5%	3	1.8%	4	0.0%	0	0.0%	0	0.0%	0	7.9%	7	0.0%	0	0.0%	0
Pepe's Tea Room	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petaholics	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phones 4 Less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PJ Adams Electrical	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Polski Sklep	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland	2.9%	12	2.8%	4	2.9%	8	2.7%	3	4.9%	7	1.2%	2	2.0%	4	3.7%	8	0.0%	0	0.0%	0	0.0%	0	13.5%	12	0.0%	0	0.0%	0
Qin Food Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Santander	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
SAS Supermarket	0.5%	2	1.4%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Savers	3.6%	15	2.1%	3	4.4%	12	2.7%	3	3.5%	5	4.3%	7	3.6%	7	3.7%	8	0.0%	0	0.0%	0	0.0%	0	16.9%	15	0.0%	0	0.0%	0
Sewing & Knitting Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoe Zone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slinders Florist	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Store Twenty One	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sunny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Bike Warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Vapour Cigarette Company	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Works	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Two Tiny Feet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wards	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith	3.1%	13	4.3%	6	2.6%	7	2.7%	3	4.2%	6	2.5%	4	4.1%	8	2.3%	5	0.0%	0	0.0%	0	0.0%	0	14.6%	13	0.0%	0	0.0%	0
Wilko	5.1%	21	5.7%	8	4.7%	13	1.8%	2	8.3%	12	4.3%	7	6.6%	13	3.7%	8	0.0%	0	0.0%	0	0.0%	0	23.6%	21	0.0%	0	0.0%	0
Hempstead Valley																												
Argos	1.0%	4	0.0%	0	1.5%	4	0.9%	1	0.7%	1	1.2%	2	2.0%	4	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baggage World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	8.9%	37	2.8%	4	12.0%	33	1.8%	2	6.9%	10	15.5%	25	15.3%	30	3.2%	7	0.0%	0	0.0%	0	49.3%	37	0.0%	0	0.0%	0	0.0%	0
Burton	0.7%	3	1.4%	2	0.4%	1	0.0%	0	0.7%	1	1.2%	2	1.0%	2	0.5%	1	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Card Factory	1.2%	5	0.0%	0	1.8%	5	0.0%	0	0.7%	1	2.5%	4	2.0%	4	0.5%	1	0.0%	0	6.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carphone Warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks	1.4%	6	0.0%	0	2.2%	6	0.0%	0	1.4%	2	2.5%	4	3.1%	6	0.0%	0	0.0%	0	8.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claybrooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clintons	2.4%	10	0.7%	1	3.3%	9	0.0%	0	2.8%	4	3.7%	6	4.6%	9	0.5%	1	0.0%	0	13.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costa	2.4%	10	0.0%	0	3.7%	10	0.9%	1	0.7%	1	5.0%	8	4.1%	8	0.9%	2	0.0%	0	13.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorothy Perkins	0.7%	3	0.0%	0	1.1%	3	0.9%	1	1.4%	2	0.0%	0	1.5%	3	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GAME	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H Samuel	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland & Barrett	1.7%	7	0.7%	1	2.2%	6	0.0%	0	1.4%	2	3.1%	5	2.6%	5	0.9%	2	0.0%	0	9.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Sports	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kent Reliance	0.5%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0	1.2%	2	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Marks & Spencer	12.3%	51	2.1%	3	17.5%	48	4.5%	5	9.7%	14	19.9%	32	19.4%	38	5.9%	13	0.0%	0	0.0%	0	68.0%	51	0.0%	0	0.0%	0	0.0%	0
New Look	1.0%	4	0.0%	0	1.5%	4	1.8%	2	0.7%	1	0.6%	1	1.5%	3	0.5%	1	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet												
O2	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Pandora	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland	5.3%	22	2.1%	3	6.9%	19	0.9%	1	5.6%	8	8.1%	13	7.7%	15	3.2%	7	0.0%	0	0.0%	0	29.3%	22	0.0%	0	0.0%	0
Roman Originals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	8.4%	35	1.4%	2	12.0%	33	1.8%	2	8.3%	12	13.0%	21	12.2%	24	5.0%	11	0.0%	0	0.0%	0	46.7%	35	0.0%	0	0.0%	0
Santander	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select	0.2%	1	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Sewing Basket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sky	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug	5.8%	24	3.5%	5	6.9%	19	0.9%	1	6.3%	9	8.7%	14	7.7%	15	4.1%	9	0.0%	0	0.0%	0	32.0%	24	0.0%	0	0.0%	0
T K Maxx	1.7%	7	0.0%	0	2.6%	7	0.9%	1	1.4%	2	2.5%	4	3.1%	6	0.5%	1	0.0%	0	0.0%	0	9.3%	7	0.0%	0	0.0%	0
The Body Shop	1.2%	5	0.0%	0	1.8%	5	0.0%	0	0.7%	1	2.5%	4	2.6%	5	0.0%	0	0.0%	0	0.0%	0	6.7%	5	0.0%	0	0.0%	0
The Perfume Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Timpson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vision Express	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Vodafone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallis	2.4%	10	0.7%	1	3.3%	9	0.0%	0	1.4%	2	5.0%	8	4.6%	9	0.5%	1	0.0%	0	0.0%	0	13.3%	10	0.0%	0	0.0%	0
WHSmith	2.2%	9	0.0%	0	3.3%	9	0.9%	1	1.4%	2	3.7%	6	3.6%	7	0.9%	2	0.0%	0	0.0%	0	12.0%	9	0.0%	0	0.0%	0
Rainham																										
Abbotts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos	0.7%	3	2.1%	3	0.0%	0	0.0%	0	0.7%	1	1.2%	2	0.5%	1	0.9%	2	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Ascot Flowers	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Betterlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	1.9%	8	2.1%	3	1.8%	5	0.9%	1	2.1%	3	2.5%	4	1.5%	3	2.3%	5	0.0%	0	10.3%	8	0.0%	0	0.0%	0	0.0%	0
Card Factory	1.7%	7	2.1%	3	1.5%	4	1.8%	2	1.4%	2	1.9%	3	1.0%	2	2.3%	5	0.0%	0	9.0%	7	0.0%	0	0.0%	0	0.0%	0
Cobler Elf	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Colour Copy Print & Signs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costa	0.7%	3	0.7%	1	0.7%	2	1.8%	2	0.7%	1	0.0%	0	1.0%	2	0.5%	1	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0
D&J	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debra	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Demelza	2.9%	12	3.5%	5	2.6%	7	1.8%	2	1.4%	2	5.0%	8	1.0%	2	4.6%	10	0.0%	0	15.4%	12	0.0%	0	0.0%	0	0.0%	0
Floral Times	0.5%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.9%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Freya & Ted's	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Gerald Lukehurst	1.0%	4	1.4%	2	0.7%	2	0.0%	0	1.4%	2	1.2%	2	0.0%	0	1.8%	4	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0
Greggs	1.4%	6	3.5%	5	0.4%	1	2.7%	3	0.7%	1	1.2%	2	1.0%	2	1.8%	4	0.0%	0	7.7%	6	0.0%	0	0.0%	0	0.0%	0
Hales & Moore	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Harry's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Direct	0.5%	2	1.4%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Iceland	0.5%	2	0.0%	0	0.7%	2	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.9%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Just Cutts	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Kitchen Culture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lloyds	2.2%	9	1.4%	2	2.6%	7	1.8%	2	2.8%	4	1.9%	3	2.0%	4	2.3%	5	0.0%	0	11.5%	9	0.0%	0	0.0%	0	0.0%	0
Lloyds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marie Curie	1.7%	7	2.8%	4	1.1%	3	1.8%	2	0.7%	1	2.5%	4	0.5%	1	2.7%	6	0.0%	0	9.0%	7	0.0%	0	0.0%	0	0.0%	0
Medway Audio	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Micallef	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet												
Nationwide	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Natwest	0.5%	2	0.0%	0	0.7%	2	0.9%	1	0.7%	1	0.0%	0	0.5%	1	0.5%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
NS Tech	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Poultons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier	1.0%	4	1.4%	2	0.7%	2	2.7%	3	0.7%	1	0.0%	0	1.0%	2	0.9%	2	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0
Rainham Sports	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Savers	2.4%	10	2.1%	3	2.6%	7	2.7%	3	3.5%	5	1.2%	2	1.0%	2	3.7%	8	0.0%	0	12.8%	10	0.0%	0	0.0%	0	0.0%	0
Sense	2.4%	10	3.5%	5	1.8%	5	0.9%	1	0.7%	1	5.0%	8	0.5%	1	4.1%	9	0.0%	0	12.8%	10	0.0%	0	0.0%	0	0.0%	0
Shoe Zone	0.7%	3	0.0%	0	1.1%	3	0.9%	1	0.7%	1	0.6%	1	0.5%	1	0.9%	2	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Sunburst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochester																										
Austens	1.0%	4	0.7%	1	1.1%	3	0.0%	0	0.0%	0	2.5%	4	1.0%	2	0.9%	2	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baggins Book Bazaar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridal Wardrobe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Red Cross	0.5%	2	0.7%	1	0.4%	1	0.9%	1	0.0%	0	0.6%	1	0.5%	1	0.5%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bruno's French	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cancer Research	0.2%	1	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Capture the Castle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carters	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Food & Wine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catch 22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copenhagen Blue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copperfields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costa	1.4%	6	0.0%	0	2.2%	6	2.7%	3	0.0%	0	1.9%	3	1.0%	2	1.8%	4	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Demelza	0.7%	3	0.7%	1	0.7%	2	1.8%	2	0.0%	0	0.6%	1	0.5%	1	0.9%	2	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denis Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Divizia	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Estella	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fieldstaff Antiques	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food & Wine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Francis Iles	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Get ready Retro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ginger Lily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland & Barrett	0.5%	2	0.0%	0	0.7%	2	1.8%	2	0.0%	0	0.0%	0	0.5%	1	0.5%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hometown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I Dig Dinos	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Johnstones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just Perfect	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kiss Kiss Heart	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kiss the Bride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Legends	0.2%	1	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Dorrit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lloyds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lorenzo	0.2%	1	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Memories	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet												
Mind	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Mini Mi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Morleys	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Natwest	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicogreen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nimbus	0.2%	1	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northgate jewellers	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nucleus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxfam	0.5%	2	0.7%	1	0.4%	1	0.9%	1	0.0%	0	0.6%	1	0.5%	1	0.5%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pastures New	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paydens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pink Flamingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pips of Rochester	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Platoon Stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Playopolis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roadmaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochester Coffee Bar	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochester Games, Models & Railways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rocket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S7 J	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slinders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steff	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Subway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Candy Bar	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hendersons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Ship	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Wild Heart	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Turners	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham Dockside Outlet																										
Baggage Factory	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bags Etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betty Boo Bridal Boutique	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boomers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cadbury	0.2%	1	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Choice home	0.2%	1	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Choice home	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claires	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Class Menswear	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotton Traders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Double Twi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland & Barrett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Plus Furniture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet				
Julian Charles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
M&S Outlet	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	
Moda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Moss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mountain Warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Panini Brothers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pavers Shoes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Peacocks	0.2%	1	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	
Poundstretcher	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	
Roman originals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spec Savvy Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Suit Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
The Beauty Store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
The Gift Company	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
The Pet Hut	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
The Range	1.2%	5	1.4%	2	1.1%	3	1.8%	2	1.4%	2	0.6%	1	1.0%	2	1.4%	3	0.0%	0	0.0%	0	0.0%	0	10.2%	5	
The Works	0.7%	3	0.7%	1	0.7%	2	0.9%	1	0.7%	1	0.6%	1	0.5%	1	0.9%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	3	
Trespass	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wonderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gillingham Retail Park																									
ALDI	0.7%	3	0.7%	1	0.7%	2	0.9%	1	0.0%	0	1.2%	2	0.0%	0	1.4%	3	0.0%	0	0.0%	0	8.8%	3	0.0%	0	
B&Q	1.2%	5	0.0%	0	1.8%	5	0.0%	0	1.4%	2	1.9%	3	0.0%	0	2.3%	5	0.0%	0	0.0%	0	14.7%	5	0.0%	0	
Carpetright	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	
Dreams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Furniture Village	0.5%	2	0.7%	1	0.4%	1	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.9%	2	0.0%	0	0.0%	0	5.9%	2	0.0%	0	
Harveys	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Magnet	1.4%	6	0.7%	1	1.8%	5	0.0%	0	1.4%	2	2.5%	4	0.5%	1	2.3%	5	0.0%	0	0.0%	0	17.6%	6	0.0%	0	
Pets at Home	1.0%	4	0.7%	1	1.1%	3	0.0%	0	0.7%	1	1.9%	3	1.5%	3	0.5%	1	0.0%	0	0.0%	0	11.8%	4	0.0%	0	
Poundland	3.9%	16	5.0%	7	3.3%	9	3.6%	4	4.2%	6	3.7%	6	3.6%	7	4.1%	9	0.0%	0	0.0%	0	47.1%	16	0.0%	0	
Tesco	0.5%	2	0.7%	1	0.4%	1	0.0%	0	1.4%	2	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.0%	0	5.9%	2	0.0%	0	
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know)	37.6%	156	44.0%	62	34.3%	94	53.6%	59	39.6%	57	24.8%	40	38.8%	76	36.5%	80	84.4%	76	23.1%	18	6.7%	5	28.1%	25	
Base:		415		141		274		110		144		161		196		219		90		78		75		89	

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
Mean score[£]																												
Q13 How much do you spend in these other shops, businesses or services?																												
<i>Yes or Don't know at Q10</i>																												
Nothing	1.0%	4	0.7%	1	1.1%	3	0.9%	1	0.0%	0	1.9%	3	1.0%	2	0.9%	2	1.1%	1	1.3%	1	0.0%	0	1.1%	1	2.9%	1	0.0%	0
£5 or less	2.7%	11	3.5%	5	2.2%	6	3.6%	4	1.4%	2	3.1%	5	1.0%	2	4.1%	9	0.0%	0	6.4%	5	0.0%	0	6.7%	6	0.0%	0	0.0%	0
£5.01-£10	9.9%	41	9.2%	13	10.2%	28	9.1%	10	10.4%	15	9.9%	16	9.2%	18	10.5%	23	4.4%	4	15.4%	12	1.3%	1	20.2%	18	17.6%	6	0.0%	0
£10.01 - £15	9.2%	38	5.0%	7	11.3%	31	5.5%	6	9.0%	13	11.8%	19	10.7%	21	7.8%	17	3.3%	3	12.8%	10	16.0%	12	9.0%	8	11.8%	4	2.0%	1
£15.01 - £20	8.2%	34	5.7%	8	9.5%	26	7.3%	8	6.9%	10	9.9%	16	8.7%	17	7.8%	17	2.2%	2	3.8%	3	24.0%	18	7.9%	7	8.8%	3	2.0%	1
£20.01 - £30	10.1%	42	4.3%	6	13.1%	36	5.5%	6	9.0%	13	14.3%	23	12.8%	25	7.8%	17	4.4%	4	10.3%	8	29.3%	22	6.7%	6	5.9%	2	0.0%	0
£30.01 - £40	4.6%	19	5.0%	7	4.4%	12	3.6%	4	5.6%	8	4.3%	7	4.6%	9	4.6%	10	1.1%	1	1.3%	1	12.0%	9	4.5%	4	5.9%	2	4.1%	2
£40.01 - £50	1.7%	7	1.4%	2	1.8%	5	1.8%	2	0.7%	1	2.5%	4	1.0%	2	2.3%	5	1.1%	1	0.0%	0	1.3%	1	0.0%	0	8.8%	3	4.1%	2
£50.01 - £75	2.2%	9	2.8%	4	1.8%	5	1.8%	2	2.1%	3	2.5%	4	3.1%	6	1.4%	3	1.1%	1	1.3%	1	4.0%	3	4.5%	4	0.0%	0	0.0%	0
£75.01 - £100	1.0%	4	1.4%	2	0.7%	2	0.9%	1	0.7%	1	1.2%	2	0.5%	1	1.4%	3	1.1%	1	2.6%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
£100.01 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	45.5%	189	56.7%	80	39.8%	109	57.3%	63	50.7%	73	32.9%	53	43.9%	86	47.0%	103	80.0%	72	44.9%	35	10.7%	8	39.3%	35	38.2%	13	53.1%	26
<i>Mean:</i>	<i>20.62</i>	<i>22.55</i>	<i>19.93</i>	<i>20.15</i>	<i>20.71</i>	<i>20.77</i>	<i>21.08</i>	<i>20.17</i>	<i>23.86</i>	<i>17.27</i>	<i>24.56</i>	<i>16.75</i>	<i>18.98</i>	<i>31.50</i>														
<i>Base:</i>	<i>415</i>	<i>141</i>	<i>274</i>	<i>110</i>	<i>144</i>	<i>161</i>	<i>196</i>	<i>219</i>	<i>90</i>	<i>78</i>	<i>75</i>	<i>89</i>	<i>34</i>	<i>49</i>														
Meanscore: [Visits per week]																												
Q14 How often do you visit the non-food shops in [STUDY CENTRE]?																												
Every day / most days	1.6%	8	1.8%	3	1.5%	5	4.0%	5	0.6%	1	1.0%	2	0.8%	2	2.3%	6	1.0%	1	2.0%	2	0.0%	0	3.0%	3	0.0%	0	4.0%	2
2-3 times a week	8.6%	43	8.2%	14	8.8%	29	7.3%	9	10.4%	18	7.9%	16	8.4%	20	8.8%	23	14.0%	14	5.0%	5	12.0%	12	12.0%	12	0.0%	0	0.0%	0
Once a week	22.4%	112	14.7%	25	26.4%	87	17.7%	22	23.1%	40	24.6%	50	23.4%	56	21.5%	56	10.0%	10	23.0%	23	30.0%	30	39.0%	39	14.0%	7	6.0%	3
Once a fortnight	15.6%	78	13.5%	23	16.7%	55	12.1%	15	10.4%	18	22.2%	45	15.9%	38	15.3%	40	7.0%	7	16.0%	16	29.0%	29	13.0%	13	16.0%	8	10.0%	5
Monthly	15.4%	77	17.1%	29	14.5%	48	16.9%	21	19.7%	34	10.8%	22	13.8%	33	16.9%	44	8.0%	8	21.0%	21	16.0%	16	11.0%	11	22.0%	11	20.0%	10
Once every 2-3 months	5.6%	28	6.5%	11	5.2%	17	7.3%	9	4.0%	7	5.9%	12	5.4%	13	5.7%	15	5.0%	5	2.0%	2	5.0%	5	4.0%	4	10.0%	5	14.0%	7
Once every 4-6 months	1.4%	7	0.0%	0	2.1%	7	2.4%	3	1.2%	2	1.0%	2	2.5%	6	0.4%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	4.0%	2	2.0%	1
Less often	4.4%	22	5.3%	9	3.9%	13	6.5%	8	3.5%	6	3.9%	8	5.0%	12	3.8%	10	8.0%	8	0.0%	0	3.0%	3	2.0%	2	10.0%	5	8.0%	4
Varies	15.6%	78	18.2%	31	14.2%	47	18.5%	23	15.6%	27	13.8%	28	12.1%	29	18.8%	49	19.0%	19	22.0%	22	2.0%	2	10.0%	10	18.0%	9	32.0%	16
Never visit	9.4%	47	14.7%	25	6.7%	22	7.3%	9	11.6%	20	8.9%	18	12.6%	30	6.5%	17	26.0%	26	8.0%	8	2.0%	2	6.0%	6	6.0%	3	4.0%	2
<i>Mean:</i>	<i>0.75</i>	<i>0.71</i>	<i>0.78</i>	<i>0.82</i>	<i>0.73</i>	<i>0.73</i>	<i>0.72</i>	<i>0.78</i>	<i>0.79</i>	<i>0.70</i>	<i>0.82</i>	<i>1.07</i>	<i>0.32</i>	<i>0.49</i>														
<i>Base:</i>	<i>500</i>	<i>170</i>	<i>330</i>	<i>124</i>	<i>173</i>	<i>203</i>	<i>239</i>	<i>261</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>50</i>	<i>50</i>														

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
Oxfam	2.2%	10	3.4%	5	1.6%	5	2.6%	3	3.3%	5	1.1%	2	1.4%	3	2.9%	7	0.0%	0	0.0%	0	0.0%	0	10.6%	10	0.0%	0	0.0%	0
Paddy Power	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Peacocks	2.0%	9	1.4%	2	2.3%	7	2.6%	3	2.0%	3	1.6%	3	2.4%	5	1.6%	4	0.0%	0	0.0%	0	0.0%	0	9.6%	9	0.0%	0	0.0%	0
Pepe's Tea Room	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petaholics	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Phones 4 Less	0.4%	2	0.7%	1	0.3%	1	0.9%	1	0.7%	1	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
PJ Adams Electrical	0.2%	1	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Polski Sklep	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland	4.2%	19	4.1%	6	4.2%	13	4.3%	5	5.2%	8	3.2%	6	2.9%	6	5.3%	13	0.0%	0	0.0%	0	0.0%	0	20.2%	19	0.0%	0	0.0%	0
Qin Food Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Santander	0.4%	2	0.7%	1	0.3%	1	0.0%	0	1.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
SAS Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savers	3.8%	17	1.4%	2	4.9%	15	2.6%	3	4.6%	7	3.8%	7	3.3%	7	4.1%	10	0.0%	0	0.0%	0	0.0%	0	18.1%	17	0.0%	0	0.0%	0
Sewing & Knitting Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoe Zone	0.4%	2	1.4%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Slinders Florist	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sports Direct	0.4%	2	1.4%	2	0.0%	0	0.9%	1	0.7%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Store Twenty One	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Bike Warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Vapour Cigarette Company	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
The Works	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Two Tiny Feet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wards	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith	5.5%	25	6.2%	9	5.2%	16	5.2%	6	6.5%	10	4.9%	9	4.3%	9	6.6%	16	0.0%	0	0.0%	0	0.0%	0	26.6%	25	0.0%	0	0.0%	0
Wilko	6.6%	30	4.8%	7	7.5%	23	3.5%	4	7.8%	12	7.6%	14	7.2%	15	6.1%	15	0.0%	0	0.0%	0	0.0%	0	31.9%	30	0.0%	0	0.0%	0
Hempstead Valley																												
Argos	1.1%	5	0.7%	1	1.3%	4	0.9%	1	1.3%	2	1.1%	2	1.9%	4	0.4%	1	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.0%	0	0.0%	0
Baggage World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	9.9%	45	2.8%	4	13.3%	41	3.5%	4	9.2%	14	14.6%	27	17.2%	36	3.7%	9	0.0%	0	0.0%	0	45.9%	45	0.0%	0	0.0%	0	0.0%	0
Burton	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Card Factory	0.9%	4	0.0%	0	1.3%	4	0.0%	0	2.0%	3	0.5%	1	1.0%	2	0.8%	2	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0
Carphone Warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Claybrooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clintons	1.3%	6	0.0%	0	1.9%	6	0.9%	1	2.0%	3	1.1%	2	1.9%	4	0.8%	2	0.0%	0	0.0%	0	6.1%	6	0.0%	0	0.0%	0	0.0%	0
Costa	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Dorothy Perkins	1.5%	7	0.0%	0	2.3%	7	1.7%	2	1.3%	2	1.6%	3	2.4%	5	0.8%	2	0.0%	0	0.0%	0	7.1%	7	0.0%	0	0.0%	0	0.0%	0
EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GAME	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H Samuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland & Barrett	2.0%	9	0.0%	0	2.9%	9	0.0%	0	2.0%	3	3.2%	6	3.8%	8	0.4%	1	0.0%	0	0.0%	0	9.2%	9	0.0%	0	0.0%	0	0.0%	0
JD Sports	0.7%	3	0.7%	1	0.6%	2	1.7%	2	0.7%	1	0.0%	0	0.5%	1	0.8%	2	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0
Kent Reliance	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.5%	1	0.5%	1	0.4%	1	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0
Marks & Spencer	16.3%	74	6.2%	9	21.1%	65	7.0%	8	13.7%	21	24.3%	45	23.4%	49	10.2%	25	0.0%	0	0.0%	0	75.5%	74	0.0%	0	0.0%	0	0.0%	0
New Look	1.5%	7	0.0%	0	2.3%	7	4.3%	5	0.0%	0	1.1%	2	1.4%	3	1.6%	4	0.0%	0	0.0%	0	7.1%	7	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet												
O2	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Pandora	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Poundland	5.5%	25	1.4%	2	7.5%	23	4.3%	5	6.5%	10	5.4%	10	8.1%	17	3.3%	8	0.0%	0	25.5%	25	0.0%	0	0.0%	0	0.0%	0
Roman Orignalans	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.8%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	10.6%	48	4.1%	6	13.6%	42	5.2%	6	7.8%	12	16.2%	30	14.8%	31	7.0%	17	0.0%	0	49.0%	48	0.0%	0	0.0%	0	0.0%	0
Santander	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select	0.9%	4	0.0%	0	1.3%	4	2.6%	3	0.7%	1	0.0%	0	1.4%	3	0.4%	1	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0
Sewing Basket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sky	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SLK Nails and Beauty	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	0	0.5%	1	0.5%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Superdrug	8.8%	40	2.1%	3	12.0%	37	5.2%	6	8.5%	13	11.4%	21	12.9%	27	5.3%	13	0.0%	0	40.8%	40	0.0%	0	0.0%	0	0.0%	0
T K Maxx	4.2%	19	1.4%	2	5.5%	17	2.6%	3	4.6%	7	4.9%	9	6.7%	14	2.0%	5	0.0%	0	19.4%	19	0.0%	0	0.0%	0	0.0%	0
The Body Shop	2.0%	9	0.0%	0	2.9%	9	1.7%	2	2.6%	4	1.6%	3	2.9%	6	1.2%	3	0.0%	0	9.2%	9	0.0%	0	0.0%	0	0.0%	0
The Perfume Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Timpson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vodafone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallis	2.9%	13	0.7%	1	3.9%	12	0.0%	0	1.3%	2	5.9%	11	4.8%	10	1.2%	3	0.0%	0	13.3%	13	0.0%	0	0.0%	0	0.0%	0
WHSmith	2.4%	11	1.4%	2	2.9%	9	0.0%	0	3.3%	5	3.2%	6	4.8%	10	0.4%	1	0.0%	0	11.2%	11	0.0%	0	0.0%	0	0.0%	0
Rainham																										
Abbotts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Flowers	0.7%	3	0.7%	1	0.6%	2	0.0%	0	1.3%	2	0.5%	1	0.5%	1	0.8%	2	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Barclays	0.9%	4	2.1%	3	0.3%	1	0.9%	1	0.7%	1	1.1%	2	1.0%	2	0.8%	2	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Betterlife	0.4%	2	0.7%	1	0.3%	1	0.9%	1	0.0%	0	0.5%	1	0.0%	0	0.8%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Boots	2.4%	11	2.1%	3	2.6%	8	0.9%	1	3.3%	5	2.7%	5	1.9%	4	2.9%	7	0.0%	0	12.0%	11	0.0%	0	0.0%	0	0.0%	0
Card Factory	5.3%	24	5.5%	8	5.2%	16	3.5%	4	4.6%	7	7.0%	13	2.9%	6	7.4%	18	0.0%	0	26.1%	24	0.0%	0	0.0%	0	0.0%	0
Cobler Elf	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Colour Copy Print & Signs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costa	0.7%	3	0.7%	1	0.6%	2	2.6%	3	0.0%	0	0.0%	0	1.0%	2	0.4%	1	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
D&J	0.4%	2	1.4%	2	0.0%	0	0.9%	1	0.7%	1	0.0%	0	0.5%	1	0.4%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Debra	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Demelza	4.9%	22	5.5%	8	4.5%	14	4.3%	5	3.9%	6	5.9%	11	2.9%	6	6.6%	16	0.0%	0	23.9%	22	0.0%	0	0.0%	0	0.0%	0
Floral Times	0.7%	3	0.7%	1	0.6%	2	0.0%	0	0.7%	1	1.1%	2	0.0%	0	1.2%	3	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Forresters	0.4%	2	0.0%	0	0.6%	2	0.9%	1	0.0%	0	0.5%	1	1.0%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Freya & Ted's	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Gerald Lukehurst	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Greggs	1.3%	6	2.8%	4	0.6%	2	3.5%	4	0.7%	1	0.5%	1	1.4%	3	1.2%	3	0.0%	0	6.5%	6	0.0%	0	0.0%	0	0.0%	0
Hales & Moore	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Harry's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Direct	0.4%	2	1.4%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.5%	1	0.4%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just Cutts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kitchen Culture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lloyds	0.9%	4	0.7%	1	1.0%	3	1.7%	2	0.7%	1	0.5%	1	0.0%	0	1.6%	4	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Lloyds	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Marie Curie	2.4%	11	3.4%	5	1.9%	6	1.7%	2	2.0%	3	3.2%	6	1.4%	3	3.3%	8	0.0%	0	12.0%	11	0.0%	0	0.0%	0	0.0%	0
Medway Audio	0.2%	1	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet												
Micallef	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Nationwide	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.0%	0	1.1%	2	1.0%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Natwest	1.1%	5	1.4%	2	1.0%	3	0.9%	1	2.0%	3	0.5%	1	0.5%	1	1.6%	4	0.0%	0	5.4%	5	0.0%	0	0.0%	0	0.0%	0
NS Tech	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
One Stop	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Peters Hair	1.1%	5	1.4%	2	1.0%	3	0.9%	1	2.0%	3	0.5%	1	1.0%	2	1.2%	3	0.0%	0	5.4%	5	0.0%	0	0.0%	0	0.0%	0
Poultons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier	0.9%	4	2.1%	3	0.3%	1	1.7%	2	0.7%	1	0.5%	1	1.0%	2	0.8%	2	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Rainham Sports	0.7%	3	0.7%	1	0.6%	2	0.0%	0	1.3%	2	0.5%	1	0.5%	1	0.8%	2	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Savers	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.8%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Sense	3.8%	17	4.8%	7	3.2%	10	0.9%	1	3.3%	5	5.9%	11	1.4%	3	5.7%	14	0.0%	0	18.5%	17	0.0%	0	0.0%	0	0.0%	0
Shoe Zone	0.9%	4	1.4%	2	0.6%	2	0.0%	0	1.3%	2	1.1%	2	1.0%	2	0.8%	2	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Sunburst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochester																										
Austens	0.4%	2	1.4%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	1.0%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baggins Book Bazaar	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.5%	1	0.5%	1	0.4%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridal Wardrobe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Red Cross	0.4%	2	0.7%	1	0.3%	1	0.9%	1	0.0%	0	0.5%	1	0.5%	1	0.4%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bruno's French	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cancer Research	0.2%	1	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Capture the Castle	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.5%	1	0.5%	1	0.4%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carters	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Food & Wine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catch 22	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copenhagen Blue	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copperfields	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costa	2.0%	9	3.4%	5	1.3%	4	5.2%	6	1.3%	2	0.5%	1	2.9%	6	1.2%	3	12.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Demelza	5.5%	25	3.4%	5	6.5%	20	8.7%	10	5.9%	9	3.2%	6	4.3%	9	6.6%	16	33.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denis Green	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Divizia	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Estella	0.7%	3	0.0%	0	1.0%	3	0.9%	1	0.7%	1	0.5%	1	1.0%	2	0.4%	1	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fieldstaff Antiques	0.7%	3	0.7%	1	0.6%	2	0.0%	0	2.0%	3	0.0%	0	0.5%	1	0.8%	2	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food & Wine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Francis Iles	0.7%	3	0.0%	0	1.0%	3	1.7%	2	0.0%	0	0.5%	1	1.4%	3	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Get ready Retro	0.9%	4	2.1%	3	0.3%	1	2.6%	3	0.7%	1	0.0%	0	0.5%	1	1.2%	3	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ginger Lily	1.1%	5	1.4%	2	1.0%	3	2.6%	3	0.7%	1	0.5%	1	1.0%	2	1.2%	3	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golden Lion	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hair Chemistry	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland & Barrett	1.1%	5	0.0%	0	1.6%	5	2.6%	3	1.3%	2	0.0%	0	1.0%	2	1.2%	3	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hometown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I Dig Dinos	0.9%	4	0.7%	1	1.0%	3	2.6%	3	0.7%	1	0.0%	0	0.5%	1	1.2%	3	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Johnstones	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just Perfect	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Head	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kiss Kiss Heart	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kiss the Bride	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet												
Legends	0.4%	2	0.7%	1	0.3%	1	1.7%	2	0.0%	0	0.0%	0	0.8%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Dorrit	0.4%	2	0.0%	0	0.6%	2	0.9%	1	0.7%	1	0.0%	0	0.5%	1	0.4%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lloyds	2.0%	9	1.4%	2	2.3%	7	3.5%	4	3.3%	5	0.0%	0	2.9%	6	1.2%	3	12.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lorenzo	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Memories	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mind	1.1%	5	1.4%	2	1.0%	3	3.5%	4	0.0%	0	0.5%	1	0.5%	1	1.6%	4	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mini Mi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morleys	0.4%	2	0.0%	0	0.6%	2	0.9%	1	0.7%	1	0.0%	0	1.0%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Natwest	0.2%	1	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newlands	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicogreen	0.9%	4	2.1%	3	0.3%	1	2.6%	3	0.7%	1	0.0%	0	1.0%	2	0.8%	2	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nimbus	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northgate jewellers	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nucleus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxfam	2.4%	11	2.1%	3	2.6%	8	6.1%	7	2.0%	3	0.5%	1	2.4%	5	2.5%	6	14.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pastures New	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paydens	0.7%	3	0.7%	1	0.6%	2	0.0%	0	1.3%	2	0.5%	1	0.5%	1	0.8%	2	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pink Flamingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pips of Rochester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Platoon Stores	0.7%	3	2.1%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	3	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Playopolis	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office	1.3%	6	0.0%	0	1.9%	6	0.9%	1	2.0%	3	1.1%	2	1.9%	4	0.8%	2	8.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roadmaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochester Games, Models & Railways	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rocket	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S7 J	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slinders	1.1%	5	2.1%	3	0.6%	2	0.9%	1	2.0%	3	0.5%	1	1.0%	2	1.2%	3	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steiff	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Subway	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Candy Bar	0.4%	2	1.4%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hendersons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Wild Heart	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Turners	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wetherspoons	1.1%	5	2.8%	4	0.3%	1	1.7%	2	1.3%	2	0.5%	1	1.0%	2	1.2%	3	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham Dockside Outlet																										
Baggage Factory	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Bags Etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betty Boo Bridal Boutique	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boomers	0.7%	3	1.4%	2	0.3%	1	0.0%	0	0.0%	0	1.6%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3
Cadbury	0.7%	3	2.1%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.5%	1	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3
Choice home	1.3%	6	1.4%	2	1.3%	4	1.7%	2	2.0%	3	0.5%	1	1.4%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	6
Choice home	0.9%	4	0.7%	1	1.0%	3	1.7%	2	0.7%	1	0.5%	1	1.4%	3	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	4
Claires	0.4%	2	0.7%	1	0.3%	1	0.9%	1	0.0%	0	0.5%	1	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
Clarks	0.9%	4	0.7%	1	1.0%	3	0.9%	1	1.0%	1	1.1%	2	0.0%	0	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	4
Class Menswear	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotton Traders	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet													
Denby	0.7%	3	0.7%	1	0.6%	2	0.0%	0	0.7%	1	1.1%	2	0.5%	1	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	
Double Twi	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	
Holland & Barrett	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	
Home Plus Furniture	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.7%	1	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	
Julian Charles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
M&S Outlet	3.3%	15	2.1%	3	3.9%	12	1.7%	2	3.3%	5	4.3%	8	1.9%	4	4.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.3%	15	
Moda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Moss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mountain Warehouse	0.4%	2	1.4%	2	0.0%	0	0.9%	1	0.7%	1	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	
Panini Brothers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pavers Shoes	0.2%	1	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	
Peacocks	2.4%	11	0.7%	1	3.2%	10	3.5%	4	2.6%	4	1.6%	3	1.0%	2	3.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	11	
Poundstretcher	2.2%	10	1.4%	2	2.6%	8	3.5%	4	2.6%	4	1.1%	2	0.5%	1	3.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	10	
Roman originals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spec Savvy Opticians	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	
Suit Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
The Beauty Store	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	
The Gift Company	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	
The Pet Hut	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
The Range	7.5%	34	8.3%	12	7.1%	22	10.4%	12	7.8%	12	5.4%	10	6.2%	13	8.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	70.8%	34	
The Works	1.8%	8	1.4%	2	1.9%	6	2.6%	3	1.3%	2	1.6%	3	1.4%	3	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	8	
Trespas	0.2%	1	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	
Gillingham Retail Park																											
Wonderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ALDI	0.7%	3	0.7%	1	0.6%	2	0.9%	1	0.0%	0	1.1%	2	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0	
B&Q	1.5%	7	0.7%	1	1.9%	6	0.0%	0	2.6%	4	1.6%	3	1.0%	2	2.0%	5	0.0%	0	0.0%	0	0.0%	0	14.9%	7	0.0%	0	
Carpentryright	1.1%	5	0.7%	1	1.3%	4	0.0%	0	1.3%	2	1.6%	3	1.4%	3	0.8%	2	0.0%	0	0.0%	0	0.0%	0	10.6%	5	0.0%	0	
Dreams	0.7%	3	0.0%	0	1.0%	3	0.0%	0	1.3%	2	0.5%	1	1.0%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0	
Furniture Village	0.4%	2	1.4%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	
Iceland	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	
Magnet	1.1%	5	0.7%	1	1.3%	4	0.0%	0	1.3%	2	1.6%	3	0.5%	1	1.6%	4	0.0%	0	0.0%	0	0.0%	0	10.6%	5	0.0%	0	
Pets at Home	2.2%	10	4.8%	7	1.0%	3	3.5%	4	3.3%	5	0.5%	1	3.8%	8	0.8%	2	0.0%	0	0.0%	0	0.0%	0	21.3%	10	0.0%	0	
Poundland	4.9%	22	6.9%	10	3.9%	12	4.3%	5	5.2%	8	4.9%	9	2.9%	6	6.6%	16	0.0%	0	0.0%	0	0.0%	0	46.8%	22	0.0%	0	
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Harveys	0.9%	4	0.7%	1	1.0%	3	0.9%	1	0.0%	0	1.6%	3	1.4%	3	0.4%	1	0.0%	0	0.0%	0	0.0%	0	8.5%	4	0.0%	0	
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know)	5.5%	25	6.9%	10	4.9%	15	7.0%	8	2.6%	4	7.0%	13	6.2%	13	4.9%	12	14.9%	11	3.3%	3	1.0%	1	4.3%	4	6.4%	3	
Base:		453		145		308		115		153		185		209		244		74		92		98		94		47	48

Medway In Centre Survey for GVA

	Total	Male		Female		18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet												
Q16 When you visit non-food shops, do you normally visit any other shops or facilities in [STUDY CENTRE] on the same visit?																												
<i>Those who visit food shops at Q14</i>																												
Yes	48.1%	218	41.4%	60	51.3%	158	37.4%	43	52.9%	81	50.8%	94	52.2%	109	44.7%	109	52.7%	39	46.7%	43	62.2%	61	40.4%	38	27.7%	13	50.0%	24
No	29.1%	132	29.7%	43	28.9%	89	33.0%	38	28.1%	43	27.6%	51	30.6%	64	27.9%	68	27.0%	20	14.1%	13	31.6%	31	36.2%	34	53.2%	25	18.8%	9
(Don't know / varies)	22.7%	103	29.0%	42	19.8%	61	29.6%	34	19.0%	29	21.6%	40	17.2%	36	27.5%	67	20.3%	15	39.1%	36	6.1%	6	23.4%	22	19.1%	9	31.3%	15
Base:		453		145		308		115		153		185		209		244		74		92		98		94		47		48

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
Q17 Which specific shops, businesses or services do you normally visit? [MR]																												
<i>Yes or Don't know at Q16</i>																												
Bakers	1.4%	5	0.0%	0	2.1%	5	1.2%	1	1.5%	2	1.3%	2	1.7%	3	1.0%	2	2.5%	2	0.0%	0	1.4%	1	3.0%	2	0.0%	0	0.0%	0
Banks / building societies	9.5%	35	10.2%	13	9.2%	22	7.0%	6	10.0%	13	10.6%	16	9.2%	16	9.8%	19	15.0%	12	6.9%	6	4.3%	3	21.2%	14	0.0%	0	0.0%	0
Bathroom / kitchen shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betting shops	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Book shops	4.6%	17	0.8%	1	6.7%	16	2.3%	2	6.2%	8	4.6%	7	6.9%	12	2.6%	5	3.8%	3	1.1%	1	15.9%	11	3.0%	2	0.0%	0	0.0%	0
Butchers	1.4%	5	0.8%	1	1.7%	4	2.3%	2	1.5%	2	0.7%	1	0.6%	1	2.1%	4	0.0%	0	2.3%	2	0.0%	0	3.0%	2	4.0%	1	0.0%	0
Carpet / floorcovering shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity shops	5.7%	21	5.5%	7	5.8%	14	5.8%	5	6.2%	8	5.3%	8	5.2%	9	6.2%	12	7.5%	6	10.3%	9	0.0%	0	7.6%	5	4.0%	1	0.0%	0
Chemists	3.0%	11	4.7%	6	2.1%	5	1.2%	1	3.1%	4	4.0%	6	2.9%	5	3.1%	6	1.3%	1	8.0%	7	4.3%	3	0.0%	0	0.0%	0	0.0%	0
Cobblers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothing / fashion store	13.1%	48	5.5%	7	17.1%	41	8.1%	7	10.8%	14	17.9%	27	21.3%	37	5.7%	11	2.5%	2	1.1%	1	52.2%	36	4.5%	3	8.0%	2	10.0%	4
DIY / hardware stores	3.0%	11	3.9%	5	2.5%	6	1.2%	1	3.8%	5	3.3%	5	2.3%	4	3.6%	7	1.3%	1	3.4%	3	0.0%	0	6.1%	4	12.0%	3	0.0%	0
Double glazing / window shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Estate agents	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Ethnic / foreign food shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foodstore / supermarket	19.1%	70	15.0%	19	21.3%	51	12.8%	11	20.8%	27	21.2%	32	16.7%	29	21.2%	41	2.5%	2	27.6%	24	26.1%	18	19.7%	13	52.0%	13	0.0%	0
General stores / corner shops / newsagents	4.4%	16	7.1%	9	2.9%	7	5.8%	5	3.1%	4	4.6%	7	1.1%	2	7.3%	14	0.0%	0	9.2%	8	0.0%	0	7.6%	5	0.0%	0	7.5%	3
Greengrocers / fruit & veg shops	0.5%	2	0.0%	0	0.8%	2	1.2%	1	0.8%	1	0.0%	0	0.6%	1	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Hairdressers / barbers / beauty shops	1.4%	5	0.0%	0	2.1%	5	2.3%	2	1.5%	2	0.7%	1	1.1%	2	1.6%	3	2.5%	2	0.0%	0	2.9%	2	1.5%	1	0.0%	0	0.0%	0
Health and beauty shop	12.8%	47	7.9%	10	15.4%	37	9.3%	8	12.3%	16	15.2%	23	17.2%	30	8.8%	17	1.3%	1	3.4%	3	43.5%	30	19.7%	13	0.0%	0	0.0%	0
Health food shops	6.0%	22	3.2%	4	7.5%	18	3.5%	3	4.6%	6	8.6%	13	9.8%	17	2.6%	5	0.0%	0	0.0%	0	23.2%	16	6.1%	4	0.0%	0	5.0%	2
Home furnishing / textile shops	1.4%	5	0.8%	1	1.7%	4	2.3%	2	0.8%	1	1.3%	2	1.1%	2	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	7.5%	3
Household goods shops	9.0%	33	4.7%	6	11.3%	27	2.3%	2	10.0%	13	11.9%	18	12.6%	22	5.7%	11	0.0%	0	3.4%	3	27.5%	19	10.6%	7	4.0%	1	7.5%	3
Jewellers	1.4%	5	1.6%	2	1.3%	3	0.0%	0	1.5%	2	2.0%	3	2.3%	4	0.5%	1	2.5%	2	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0
Opticians	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Post Office	3.0%	11	2.4%	3	3.3%	8	1.2%	1	3.8%	5	3.3%	5	2.3%	4	3.6%	7	6.3%	5	2.3%	2	0.0%	0	6.1%	4	0.0%	0	0.0%	0
Pubs / bars	4.1%	15	6.3%	8	2.9%	7	5.8%	5	3.8%	5	3.3%	5	5.2%	9	3.1%	6	18.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafes	25.3%	93	15.7%	20	30.4%	73	23.3%	20	28.5%	37	23.8%	36	27.0%	47	23.8%	46	28.8%	23	14.9%	13	40.6%	28	10.6%	7	0.0%	0	55.0%	22
Shoe shop	3.0%	11	2.4%	3	3.3%	8	2.3%	2	2.3%	3	4.0%	6	2.9%	5	3.1%	6	0.0%	0	2.3%	2	7.2%	5	4.5%	3	0.0%	0	2.5%	1
Sports good shops	1.1%	4	0.8%	1	1.3%	3	2.3%	2	0.8%	1	0.7%	1	1.7%	3	0.5%	1	0.0%	0	1.1%	1	1.4%	1	1.5%	1	4.0%	1	0.0%	0
Takeaways	4.4%	16	7.1%	9	2.9%	7	10.5%	9	3.1%	4	2.0%	3	5.2%	9	3.6%	7	11.3%	9	5.7%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Toy shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN) (Don't know)	14.2%	52	22.0%	28	10.0%	24	12.8%	11	15.4%	20	13.9%	21	16.7%	29	11.9%	23	32.5%	26	10.3%	9	8.7%	6	9.1%	6	16.0%	4	2.5%	1
Library	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.8%	1	0.0%	0	0.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Florist	0.8%	3	0.8%	1	0.8%	2	0.0%	0	0.8%	1	1.3%	2	0.0%	0	1.6%	3	1.3%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Gym	0.8%	3	0.8%	1	0.8%	2	3.5%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3

Medway In Centre Survey for GVA

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet							
Vape shop	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Base:		367		127		240		86		130		151		174		193		80		87		69		66		25		40

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet													
Q18 What are the specific names of the shops, businesses or services you normally visit? [MR]																											
<i>Yes or Don't know at Q16</i>																											
Gillingham																											
4 Continents	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	
A W Matthews	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Age UK	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	
Aldi	1.1%	4	1.6%	2	0.8%	2	0.0%	0	2.3%	3	0.7%	1	1.1%	2	1.0%	2	0.0%	0	0.0%	0	4.5%	3	4.0%	1	0.0%	0	
Best One	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.8%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	
Bharath Spices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Boots	0.5%	2	0.8%	1	0.4%	1	1.2%	1	0.8%	1	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	
British Heart Foundation	1.6%	6	1.6%	2	1.7%	4	0.0%	0	3.8%	5	0.7%	1	0.6%	1	2.6%	5	0.0%	0	0.0%	0	9.1%	6	0.0%	0	0.0%	0	
Bruce Butchers	0.3%	1	0.0%	0	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	
Caffe Latte	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cancer Research UK	1.1%	4	0.8%	1	1.3%	3	0.0%	0	1.5%	2	1.3%	2	0.6%	1	1.6%	3	0.0%	0	0.0%	0	1.4%	1	4.5%	3	0.0%	0	0.0%
Card Factory	1.1%	4	0.8%	1	1.3%	3	2.3%	2	0.0%	0	1.3%	2	0.0%	0	2.1%	4	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0	
Carpet Remnant Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cataclysm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
CEX Entertainment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costa	0.5%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	
Demart Global Food	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	
Demelza	0.5%	2	0.0%	0	0.8%	2	0.0%	0	0.8%	1	0.7%	1	0.6%	1	0.5%	1	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	
Discount Store	0.5%	2	1.6%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	
Don's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Express Food Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gilberthorpes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gillingham Off Licence & Convenience	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gillingham Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Greggs	0.5%	2	1.6%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	
Halifax	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	
Holland & Barrett	2.5%	9	2.4%	3	2.5%	6	4.7%	4	2.3%	3	1.3%	2	2.3%	4	2.6%	5	0.0%	0	0.0%	0	13.6%	9	0.0%	0	0.0%	0	
Home Fabrics	0.3%	1	0.0%	0	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	
HSBC	0.5%	2	0.0%	0	0.8%	2	0.0%	0	0.8%	1	0.7%	1	0.6%	1	0.5%	1	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	
Iceland	3.0%	11	0.8%	1	4.2%	10	2.3%	2	3.1%	4	3.3%	5	1.7%	3	4.1%	8	0.0%	0	0.0%	0	16.7%	11	0.0%	0	0.0%	0	
J C Rook & Sons	0.8%	3	0.8%	1	0.8%	2	1.2%	1	0.0%	0	1.3%	2	0.0%	0	1.6%	3	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	
JJs Furniture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lahore Meat & Groceries	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lloyds	0.5%	2	0.0%	0	0.8%	2	1.2%	1	0.8%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	
Medway Café	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.8%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	
Mega-Tech	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Nabkelle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Nationwide	2.2%	8	2.4%	3	2.1%	5	1.2%	1	1.5%	2	3.3%	5	2.3%	4	2.1%	4	0.0%	0	0.0%	0	12.1%	8	0.0%	0	0.0%	0	
Natwest	0.5%	2	0.0%	0	0.8%	2	1.2%	1	0.0%	0	0.7%	1	0.6%	1	0.5%	1	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	
New Look	0.3%	1	0.0%	0	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	
Nisa	0.8%	3	0.8%	1	0.8%	2	0.0%	0	1.5%	2	0.7%	1	1.7%	3	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
Oxfam	1.1%	4	1.6%	2	0.8%	2	0.0%	0	3.1%	4	0.0%	0	0.6%	1	1.6%	3	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0
Peacocks	0.8%	3	0.8%	1	0.8%	2	2.3%	2	0.0%	0	0.7%	1	0.6%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0
Pepe's Tea Room	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Petaholics	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phones 4 Less	0.3%	1	0.0%	0	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
PJ Adams Electrical	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Polski Sklep	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland	0.8%	3	0.8%	1	0.8%	2	0.0%	0	1.5%	2	0.7%	1	0.6%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0
Qin Food Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Santander	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SAS Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savers	1.9%	7	0.8%	1	2.5%	6	3.5%	3	1.5%	2	1.3%	2	0.6%	1	3.1%	6	0.0%	0	0.0%	0	0.0%	0	10.6%	7	0.0%	0	0.0%	0
Sewing & Knitting Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoe Zone	0.5%	2	1.6%	2	0.0%	0	0.0%	0	0.8%	1	0.7%	1	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Slinders Florist	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Store Twenty One	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Bike Warehouse	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
The Vapour Cigarette Company	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Works	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Two Tiny Feet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wards	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith	2.2%	8	2.4%	3	2.1%	5	2.3%	2	2.3%	3	2.0%	3	1.1%	2	3.1%	6	0.0%	0	0.0%	0	0.0%	0	12.1%	8	0.0%	0	0.0%	0
Wilko	3.0%	11	3.9%	5	2.5%	6	1.2%	1	4.6%	6	2.6%	4	2.3%	4	3.6%	7	0.0%	0	0.0%	0	0.0%	0	16.7%	11	0.0%	0	0.0%	0
Hempstead Valley																												
Argos	0.5%	2	0.0%	0	0.8%	2	0.0%	0	0.8%	1	0.7%	1	1.1%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baggage World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	8.4%	31	3.9%	5	10.8%	26	3.5%	3	7.7%	10	11.9%	18	13.2%	23	4.1%	8	0.0%	0	0.0%	0	44.9%	31	0.0%	0	0.0%	0	0.0%	0
Burton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card Factory	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carphone Warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claybrooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clintons	0.8%	3	0.8%	1	0.8%	2	0.0%	0	0.8%	1	1.3%	2	1.1%	2	0.5%	1	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0
Costa	4.6%	17	1.6%	2	6.3%	15	3.5%	3	4.6%	6	5.3%	8	6.3%	11	3.1%	6	0.0%	0	0.0%	0	24.6%	17	0.0%	0	0.0%	0	0.0%	0
Dorothy Perkins	0.5%	2	0.0%	0	0.8%	2	0.0%	0	0.8%	1	0.7%	1	1.1%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Franky & Benny's	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GAME	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H Samuel	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.8%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland & Barrett	1.1%	4	0.8%	1	1.3%	3	0.0%	0	0.8%	1	2.0%	3	2.3%	4	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Sports	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kent Reliance	0.5%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	1.3%	2	1.1%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	11.4%	42	2.4%	3	16.3%	39	4.7%	4	9.2%	12	17.2%	26	20.7%	36	3.1%	6	0.0%	0	0.0%	0	60.9%	42	0.0%	0	0.0%	0	0.0%	0
New Look	1.4%	5	0.0%	0	2.1%	5	2.3%	2	1.5%	2	0.7%	1	2.3%	4	0.5%	1	0.0%	0	0.0%	0	7.2%	5	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet												
O2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Pandora	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Poundland	4.1%	15	0.0%	0	6.3%	15	2.3%	2	3.8%	5	5.3%	8	6.9%	12	1.6%	3	0.0%	0	21.7%	15	0.0%	0	0.0%	0	0.0%	0
Roman Originals	0.5%	2	0.0%	0	0.8%	2	0.0%	0	0.8%	1	0.7%	1	1.1%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	5.7%	21	0.8%	1	8.3%	20	1.2%	1	5.4%	7	8.6%	13	10.3%	18	1.6%	3	0.0%	0	30.4%	21	0.0%	0	0.0%	0	0.0%	0
Santander	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select	0.5%	2	0.0%	0	0.8%	2	1.2%	1	0.0%	0	0.7%	1	0.6%	1	0.5%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Sewing Basket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sky	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug	5.5%	20	1.6%	2	7.5%	18	1.2%	1	3.8%	5	9.3%	14	9.2%	16	2.1%	4	0.0%	0	29.0%	20	0.0%	0	0.0%	0	0.0%	0
T K Maxx	1.1%	4	0.8%	1	1.3%	3	2.3%	2	0.8%	1	0.7%	1	1.7%	3	0.5%	1	0.0%	0	5.8%	4	0.0%	0	0.0%	0	0.0%	0
The Body Shop	1.1%	4	0.0%	0	1.7%	4	1.2%	1	0.8%	1	1.3%	2	2.3%	4	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0	0.0%	0
The Perfume Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Timpson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vodafone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallis	0.8%	3	0.0%	0	1.3%	3	0.0%	0	0.8%	1	1.3%	2	1.7%	3	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0
WHSmith	1.1%	4	0.8%	1	1.3%	3	0.0%	0	0.0%	0	2.6%	4	2.3%	4	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0	0.0%	0
Rainham																										
Abbotts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Flowers	0.5%	2	0.8%	1	0.4%	1	0.0%	0	0.8%	1	0.7%	1	0.0%	0	1.0%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Barclays	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Betterlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	1.4%	5	1.6%	2	1.3%	3	1.2%	1	0.8%	1	2.0%	3	0.6%	1	2.1%	4	0.0%	0	5.7%	5	0.0%	0	0.0%	0	0.0%	0
Card Factory	1.9%	7	2.4%	3	1.7%	4	2.3%	2	2.3%	3	1.3%	2	0.0%	0	3.6%	7	0.0%	0	8.0%	7	0.0%	0	0.0%	0	0.0%	0
Centre Café	0.3%	1	0.0%	0	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Cobler Elf	0.5%	2	0.8%	1	0.4%	1	0.0%	0	0.8%	1	0.7%	1	0.0%	0	1.0%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Colour Copy Print & Signs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costa	2.2%	8	1.6%	2	2.5%	6	4.7%	4	0.8%	1	2.0%	3	1.7%	3	2.6%	5	0.0%	0	9.2%	8	0.0%	0	0.0%	0	0.0%	0
D&J	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debra	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Demelza	2.2%	8	1.6%	2	2.5%	6	1.2%	1	2.3%	3	2.6%	4	1.7%	3	2.6%	5	0.0%	0	9.2%	8	0.0%	0	0.0%	0	0.0%	0
Floral Times	0.5%	2	0.0%	0	0.8%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Freya & Ted's	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Gerald Lukehurst	0.5%	2	0.0%	0	0.8%	2	0.0%	0	0.8%	1	0.7%	1	0.6%	1	0.5%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Greggs	7.6%	28	10.2%	13	6.3%	15	10.5%	9	6.2%	8	7.3%	11	4.6%	8	10.4%	20	0.0%	0	32.2%	28	0.0%	0	0.0%	0	0.0%	0
Hales & Moore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harry's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	1.4%	5	2.4%	3	0.8%	2	0.0%	0	3.1%	4	0.7%	1	1.7%	3	1.0%	2	0.0%	0	5.7%	5	0.0%	0	0.0%	0	0.0%	0
Just Cutts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kitchen Culture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lloyds	1.9%	7	2.4%	3	1.7%	4	1.2%	1	2.3%	3	2.0%	3	2.3%	4	1.6%	3	0.0%	0	8.0%	7	0.0%	0	0.0%	0	0.0%	0
Lloyds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marie Curie	0.8%	3	0.8%	1	0.8%	2	1.2%	1	0.0%	0	1.3%	2	1.1%	2	0.5%	1	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0
Medway Audio	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Micallef	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Rochester		Rainham		Hempstead Valley		Gillingham Town Centre		Gillingham Retail Park		Chatham Dockside Outlet		
Natwest	1.6%	6	1.6%	2	1.7%	4	1.2%	1	2.3%	3	1.3%	2	1.1%	2	2.1%	4	0.0%	0	6.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NS Tech	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office	0.5%	2	0.0%	0	0.8%	2	0.0%	0	0.8%	1	0.7%	1	0.0%	0	1.0%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poultons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham Sports	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sense	1.4%	5	0.8%	1	1.7%	4	1.2%	1	1.5%	2	1.3%	2	0.6%	1	2.1%	4	0.0%	0	5.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoe Zone	0.3%	1	0.0%	0	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunburst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochester																												
Austens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baggins Book Bazaar	0.5%	2	0.0%	0	0.8%	2	0.0%	0	0.8%	1	0.7%	1	0.6%	1	0.5%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridal Wardrobe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Red Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bruno's French	1.6%	6	0.8%	1	2.1%	5	2.3%	2	3.1%	4	0.0%	0	1.1%	2	2.1%	4	7.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Capture the Castle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carters	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Food & Wine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catch 22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copenhagen Blue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copperfields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costa	4.1%	15	3.2%	4	4.6%	11	5.8%	5	3.8%	5	3.3%	5	2.9%	5	5.2%	10	18.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Demelza	0.8%	3	0.8%	1	0.8%	2	1.2%	1	0.8%	1	0.7%	1	0.6%	1	1.0%	2	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denis Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Divizia	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Estella	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fieldstaff Antiques	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food & Wine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Francis Iles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Get ready Retro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ginger Lily	0.8%	3	0.8%	1	0.8%	2	0.0%	0	1.5%	2	0.7%	1	1.7%	3	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golden Lion	1.4%	5	2.4%	3	0.8%	2	2.3%	2	0.8%	1	1.3%	2	1.7%	3	1.0%	2	6.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gordons Chippy	1.9%	7	3.2%	4	1.3%	3	3.5%	3	3.1%	4	0.0%	0	2.3%	4	1.6%	3	8.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland & Barrett	0.5%	2	0.0%	0	0.8%	2	1.2%	1	0.8%	1	0.0%	0	1.1%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland and Barrett	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.8%	1	0.0%	0	0.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hometown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I Dig Dinos	0.3%	1	0.0%	0	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Johnstones	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just Perfect	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Head	0.8%	3	1.6%	2	0.4%	1	0.0%	0	1.5%	2	0.7%	1	1.1%	2	0.5%	1	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kiss Kiss Heart	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kiss the Bride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Legends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.8%	1	0.0%	0	0.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Dorrit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
Lloyds	2.2%	8	2.4%	3	2.1%	5	1.2%	1	2.3%	3	2.6%	4	1.7%	3	2.6%	5	10.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lorenzo	0.3%	1	0.0%	0	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Memories	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mind	0.8%	3	0.8%	1	0.8%	2	1.2%	1	0.8%	1	0.7%	1	1.7%	3	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mini Mi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morleys	0.8%	3	1.6%	2	0.4%	1	2.3%	2	0.8%	1	0.0%	0	0.6%	1	1.0%	2	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Natwest	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newlands	0.5%	2	1.6%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicogreen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nimbus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northgate jewellers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nucleus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxfam	1.1%	4	0.8%	1	1.3%	3	1.2%	1	1.5%	2	0.7%	1	1.7%	3	0.5%	1	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pastures New	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paydens	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pink Flamingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pips of Rochester	0.3%	1	0.0%	0	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Platoon Stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Playopolis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office	1.1%	4	0.8%	1	1.3%	3	0.0%	0	0.8%	1	2.0%	3	1.1%	2	1.0%	2	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roadmaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochester Games, Models & Railways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rocket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S7 J	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Italian	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slinders	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steff	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Subway	0.5%	2	1.6%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Candy Bar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hendersons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Ship	0.8%	3	1.6%	2	0.4%	1	0.0%	0	0.8%	1	1.3%	2	1.1%	2	0.5%	1	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Wild Heart	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Turners	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wetherspoons	0.8%	3	0.0%	0	1.3%	3	2.3%	2	0.8%	1	0.0%	0	1.7%	3	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham Dockside Outlet																												
Baggage Factory	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bags Etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betty Boo Bridal Boutique	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boomers	2.5%	9	1.6%	2	2.9%	7	0.0%	0	2.3%	3	4.0%	6	2.3%	4	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.5%	9
Burger King	1.4%	5	2.4%	3	0.8%	2	2.3%	2	1.5%	2	0.7%	1	1.7%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	5
Cadbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice home	0.8%	3	1.6%	2	0.4%	1	2.3%	2	0.0%	0	0.7%	1	1.1%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3
Choice home	0.5%	2	0.8%	1	0.4%	1	2.3%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Claires	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Class Menswear	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
Cotton Traders	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1		
Denby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Double Twi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Holland & Barrett	0.5%	2	0.0%	0	0.8%	2	0.0%	0	0.8%	1	0.7%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2		
Home Plus Furniture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Julian Charles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
M&S Outlet	0.5%	2	1.6%	2	0.0%	0	1.2%	1	0.0%	0	0.7%	1	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2		
Moda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Moss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Mountain Warehouse	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1		
Nandos	0.8%	3	0.0%	0	1.3%	3	1.2%	1	0.8%	1	0.7%	1	0.6%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3		
Panini Brothers	0.8%	3	0.8%	1	0.8%	2	0.0%	0	0.8%	1	1.3%	2	0.6%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3		
Pavers Shoes	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1		
Peacocks	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1		
Pizza Hut	0.5%	2	0.8%	1	0.4%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2		
Poundstretcher	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Roman originals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Spec Savvy Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Subway	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1		
Suit Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
The Beauty Store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
The Gift Company	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
The Pet Hut	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
The Range	2.5%	9	2.4%	3	2.5%	6	3.5%	3	1.5%	2	2.6%	4	1.1%	2	3.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.5%	9		
The Real China	0.8%	3	0.0%	0	1.3%	3	0.0%	0	1.5%	2	0.7%	1	0.6%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3		
The Works	0.8%	3	0.8%	1	0.8%	2	0.0%	0	0.0%	0	2.0%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3		
Trespass	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wonderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Gillingham Retail Park																												
ALDI	1.4%	5	1.6%	2	1.3%	3	1.2%	1	1.5%	2	1.3%	2	0.6%	1	2.1%	4	0.0%	0	0.0%	0	0.0%	0	20.0%	5	0.0%	0		
B&Q	0.8%	3	2.4%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0	1.1%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	12.0%	3	0.0%	0		
Carpetright	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0		
Dreams	0.8%	3	0.8%	1	0.8%	2	0.0%	0	1.5%	2	0.7%	1	0.6%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	12.0%	3	0.0%	0		
Furniture Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Harveys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Iceland	1.9%	7	2.4%	3	1.7%	4	1.2%	1	1.5%	2	2.6%	4	0.6%	1	3.1%	6	0.0%	0	0.0%	0	0.0%	0	28.0%	7	0.0%	0		
Magnet	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0		
Pets at Home	0.3%	1	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0		
Poundland	1.1%	4	0.8%	1	1.3%	3	0.0%	0	2.3%	3	0.7%	1	0.6%	1	1.6%	3	0.0%	0	0.0%	0	0.0%	0	16.0%	4	0.0%	0		
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
(Don't know)	16.9%	62	22.8%	29	13.8%	33	18.6%	16	16.9%	22	15.9%	24	19.5%	34	14.5%	28	37.5%	30	12.6%	11	7.2%	5	10.6%	7	20.0%	5	10.0%	4
Base:		367		127		240		86		130		151		174		193		80		87		69		66		25	40	

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
Mean score[£]																												
Q19 How much do you spend in these other shops, businesses or services?																												
<i>Yes or Don't know at Q16</i>																												
Nothing	3.5%	13	5.5%	7	2.5%	6	4.7%	4	3.1%	4	3.3%	5	2.9%	5	4.1%	8	2.5%	2	5.7%	5	0.0%	0	7.6%	5	0.0%	0	2.5%	1
£5 or less	10.6%	39	14.2%	18	8.8%	21	9.3%	8	10.0%	13	11.9%	18	8.0%	14	13.0%	25	3.8%	3	28.7%	25	0.0%	0	13.6%	9	0.0%	0	5.0%	2
£5.01-£10	11.4%	42	5.5%	7	14.6%	35	14.0%	12	14.6%	19	7.3%	11	12.1%	21	10.9%	21	13.8%	11	10.3%	9	5.8%	4	18.2%	12	4.0%	1	12.5%	5
£10.01 - £15	14.7%	54	11.0%	14	16.7%	40	8.1%	7	12.3%	16	20.5%	31	13.8%	24	15.5%	30	6.3%	5	11.5%	10	23.2%	16	15.2%	10	12.0%	3	25.0%	10
£15.01 - £20	8.4%	31	6.3%	8	9.6%	23	9.3%	8	8.5%	11	7.9%	12	8.6%	15	8.3%	16	2.5%	2	4.6%	4	21.7%	15	3.0%	2	20.0%	5	7.5%	3
£20.01 - £30	11.2%	41	9.4%	12	12.1%	29	7.0%	6	5.4%	7	18.5%	28	14.4%	25	8.3%	16	7.5%	6	3.4%	3	27.5%	19	9.1%	6	4.0%	1	15.0%	6
£30.01 - £40	4.6%	17	3.9%	5	5.0%	12	4.7%	4	6.2%	8	3.3%	5	5.2%	9	4.1%	8	1.3%	1	5.7%	5	8.7%	6	4.5%	3	4.0%	1	2.5%	1
£40.01 - £50	3.0%	11	0.8%	1	4.2%	10	3.5%	3	4.6%	6	1.3%	2	4.0%	7	2.1%	4	5.0%	4	1.1%	1	2.9%	2	3.0%	2	4.0%	1	2.5%	1
£50.01 - £75	1.4%	5	3.2%	4	0.4%	1	1.2%	1	0.8%	1	2.0%	3	1.1%	2	1.6%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0	12.0%	3	0.0%	0
£75.01 - £100	0.3%	1	0.0%	0	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
£100.01 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	30.8%	113	40.2%	51	25.8%	62	37.2%	32	34.6%	45	23.8%	36	29.9%	52	31.6%	61	55.0%	44	28.7%	25	10.1%	7	24.2%	16	40.0%	10	27.5%	11
<i>Mean:</i>	<i>16.11</i>	<i>15.38</i>	<i>16.42</i>	<i>16.77</i>	<i>15.75</i>	<i>16.06</i>	<i>17.30</i>	<i>15.00</i>	<i>18.68</i>	<i>9.84</i>	<i>20.19</i>	<i>13.90</i>	<i>28.13</i>	<i>15.17</i>														
Base:	367	127	240	86	130	151	174	193	80	87	69	66	25	40														
Meanscore: [Visits per week]																												
Q20 How often do you visit [STUDY CENTRE] for any reason?																												
Every day / most days	7.0%	35	7.1%	12	7.0%	23	11.3%	14	6.4%	11	4.9%	10	4.6%	11	9.2%	24	14.0%	14	8.0%	8	0.0%	0	7.0%	7	2.0%	1	10.0%	5
2-3 times a week	18.4%	92	18.2%	31	18.5%	61	19.4%	24	17.9%	31	18.2%	37	13.0%	31	23.4%	61	17.0%	17	28.0%	28	13.0%	13	31.0%	31	4.0%	2	2.0%	1
Once a week	29.4%	147	22.4%	38	33.0%	109	21.8%	27	27.7%	48	35.5%	72	32.2%	77	26.8%	70	9.0%	9	32.0%	32	44.0%	44	38.0%	38	38.0%	19	10.0%	5
Once a fortnight	13.0%	65	14.1%	24	12.4%	41	8.1%	10	15.6%	27	13.8%	28	15.1%	36	11.1%	29	6.0%	6	9.0%	9	22.0%	22	8.0%	8	30.0%	15	10.0%	5
Monthly	10.6%	53	11.8%	20	10.0%	33	15.3%	19	10.4%	18	7.9%	16	10.9%	26	10.3%	27	10.0%	10	10.0%	10	11.0%	11	9.0%	9	12.0%	6	14.0%	7
Once every 2-3 months	7.0%	35	6.5%	11	7.3%	24	8.1%	10	7.5%	13	5.9%	12	8.0%	19	6.1%	16	13.0%	13	2.0%	2	4.0%	4	3.0%	3	4.0%	2	22.0%	11
Once every 4-6 months	1.8%	9	2.9%	5	1.2%	4	0.8%	1	2.3%	4	2.0%	4	1.3%	3	2.3%	6	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	10.0%	5
Less often	7.0%	35	8.2%	14	6.4%	21	8.9%	11	7.5%	13	5.4%	11	8.4%	20	5.7%	15	14.0%	14	4.0%	4	6.0%	6	2.0%	2	6.0%	3	12.0%	6
First visit	1.8%	9	3.5%	6	0.9%	3	0.8%	1	1.2%	2	3.0%	6	2.1%	5	1.5%	4	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
(Don't know)	4.0%	20	5.3%	9	3.3%	11	5.6%	7	3.5%	6	3.4%	7	4.6%	11	3.4%	9	7.0%	7	7.0%	7	0.0%	0	1.0%	1	4.0%	2	6.0%	3
<i>Mean:</i>	<i>1.41</i>	<i>1.36</i>	<i>1.43</i>	<i>1.68</i>	<i>1.34</i>	<i>1.30</i>	<i>1.14</i>	<i>1.65</i>	<i>1.69</i>	<i>1.78</i>	<i>0.91</i>	<i>1.73</i>	<i>0.84</i>	<i>1.04</i>														
Base:	500	170	330	124	173	203	239	261	100	100	100	100	50	50														

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
Q21 What do you like about [STUDY CENTRE]? [MR]																												
Attractive environment / nice place	13.2%	66	11.8%	20	13.9%	46	16.9%	21	11.6%	20	12.3%	25	16.3%	39	10.3%	27	32.0%	32	8.0%	8	17.0%	17	2.0%	2	4.0%	2	10.0%	5
Close to friends / relatives	7.2%	36	7.6%	13	7.0%	23	6.5%	8	8.7%	15	6.4%	13	7.1%	17	7.3%	19	22.0%	22	3.0%	3	2.0%	2	5.0%	5	0.0%	0	8.0%	4
Close to home	30.4%	152	32.9%	56	29.1%	96	25.0%	31	28.3%	49	35.5%	72	32.6%	78	28.4%	74	21.0%	21	38.0%	38	36.0%	36	35.0%	35	32.0%	16	12.0%	6
Close to work / business meeting	5.2%	26	4.7%	8	5.5%	18	8.1%	10	6.4%	11	2.5%	5	7.1%	17	3.4%	9	19.0%	19	2.0%	2	1.0%	1	1.0%	1	0.0%	0	6.0%	3
Easy parking	12.8%	64	10.6%	18	13.9%	46	11.3%	14	11.0%	19	15.3%	31	15.9%	38	10.0%	26	2.0%	2	3.0%	3	24.0%	24	0.0%	0	52.0%	26	18.0%	9
Free parking	10.6%	53	8.2%	14	11.8%	39	7.3%	9	13.3%	23	10.3%	21	8.4%	20	12.6%	33	1.0%	1	0.0%	0	12.0%	12	0.0%	0	52.0%	26	28.0%	14
Friendly people	7.8%	39	9.4%	16	7.0%	23	8.9%	11	8.1%	14	6.9%	14	5.9%	14	9.6%	25	16.0%	16	15.0%	15	1.0%	1	3.0%	3	6.0%	3	2.0%	1
Good layout / shops all close together	12.0%	60	11.8%	20	12.1%	40	8.1%	10	15.0%	26	11.8%	24	11.7%	28	12.3%	32	7.0%	7	24.0%	24	15.0%	15	6.0%	6	6.0%	3	10.0%	5
Good public transport	1.6%	8	1.2%	2	1.8%	6	0.8%	1	1.7%	3	2.0%	4	2.1%	5	1.1%	3	3.0%	3	2.0%	2	0.0%	0	0.0%	0	2.0%	1	4.0%	2
Good quality of shops	7.4%	37	5.9%	10	8.2%	27	4.0%	5	8.1%	14	8.9%	18	8.0%	19	6.9%	18	8.0%	8	5.0%	5	16.0%	16	3.0%	3	2.0%	1	8.0%	4
Good range of food / drink outlets	9.2%	46	8.8%	15	9.4%	31	8.9%	11	10.4%	18	8.4%	17	11.7%	28	6.9%	18	16.0%	16	9.0%	9	11.0%	11	6.0%	6	0.0%	0	8.0%	4
Good range of services	5.0%	25	4.7%	8	5.2%	17	3.2%	4	6.4%	11	4.9%	10	5.0%	12	5.0%	13	2.0%	2	6.0%	6	9.0%	9	6.0%	6	0.0%	0	4.0%	2
Good range of shops	11.8%	59	10.0%	17	12.7%	42	13.7%	17	9.8%	17	12.3%	25	11.3%	27	12.3%	32	9.0%	9	17.0%	17	16.0%	16	8.0%	8	6.0%	3	12.0%	6
Goods at discounted rates / cheaper goods	9.4%	47	9.4%	16	9.4%	31	12.1%	15	8.7%	15	8.4%	17	6.7%	16	11.9%	31	0.0%	0	26.0%	26	0.0%	0	9.0%	9	14.0%	7	10.0%	5
Habit / always used it	10.0%	50	12.4%	21	8.8%	29	10.5%	13	8.7%	15	10.8%	22	8.8%	21	11.1%	29	5.0%	5	30.0%	30	0.0%	0	5.0%	5	8.0%	4	12.0%	6
I like supporting local businesses	5.6%	28	3.5%	6	6.7%	22	4.0%	5	4.6%	8	7.4%	15	4.6%	11	6.5%	17	9.0%	9	16.0%	16	0.0%	0	2.0%	2	0.0%	0	2.0%	1
Nice atmosphere	8.4%	42	8.2%	14	8.5%	28	5.6%	7	6.4%	11	11.8%	24	9.2%	22	7.7%	20	22.0%	22	11.0%	11	4.0%	4	2.0%	2	0.0%	0	6.0%	3
Not too busy	5.8%	29	1.8%	3	7.9%	26	7.3%	9	6.9%	12	3.9%	8	5.4%	13	6.1%	16	10.0%	10	12.0%	12	0.0%	0	0.0%	0	2.0%	1	12.0%	6
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobbled streets	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feel safe	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.6%	1	0.5%	1	0.8%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Festivals	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities	0.4%	2	0.6%	1	0.3%	1	0.8%	1	0.0%	0	0.5%	1	0.4%	1	0.4%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Historical	0.8%	4	1.8%	3	0.3%	1	0.8%	1	0.6%	1	1.0%	2	0.4%	1	1.1%	3	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's clean	2.4%	12	0.0%	0	3.6%	12	0.8%	1	2.9%	5	3.0%	6	3.8%	9	1.1%	3	0.0%	0	0.0%	0	12.0%	12	0.0%	0	0.0%	0	0.0%	0
Large Marks & Spencer	1.8%	9	0.6%	1	2.4%	8	0.8%	1	1.2%	2	3.0%	6	2.9%	7	0.8%	2	0.0%	0	0.0%	0	9.0%	9	0.0%	0	0.0%	0	0.0%	0
Undercover	3.4%	17	0.0%	0	5.2%	17	0.8%	1	2.3%	4	5.9%	12	2.5%	6	4.2%	11	0.0%	0	0.0%	0	15.0%	15	0.0%	0	0.0%	0	4.0%	2
Nothing in particular	9.8%	49	13.5%	23	7.9%	26	11.3%	14	8.7%	15	9.9%	20	8.8%	21	10.7%	28	4.0%	4	6.0%	6	0.0%	0	30.0%	30	4.0%	2	14.0%	7
(Don't know)	1.6%	8	1.8%	3	1.5%	5	4.0%	5	0.6%	1	1.0%	2	0.0%	0	3.1%	8	1.0%	1	0.0%	0	0.0%	0	6.0%	6	0.0%	0	2.0%	1
Base:		500		170		330		124		173		203		239		261		100		100		100		100		50		50

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
Q22 What do you dislike about [STUDY CENTRE]? [MR]																												
Nothing/very little	33.8%	169	41.8%	71	29.7%	98	40.3%	50	32.4%	56	31.0%	63	29.3%	70	37.9%	99	54.0%	54	43.0%	43	2.0%	2	24.0%	24	48.0%	24	44.0%	22
Everything	3.4%	17	3.5%	6	3.3%	11	4.0%	5	4.0%	7	2.5%	5	5.4%	13	1.5%	4	5.0%	5	0.0%	0	4.0%	4	6.0%	6	0.0%	0	4.0%	2
Centre very windy	0.4%	2	0.6%	1	0.3%	1	0.0%	0	0.6%	1	0.5%	1	0.8%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Cost of parking	4.4%	22	4.7%	8	4.2%	14	4.0%	5	4.6%	8	4.4%	9	3.8%	9	5.0%	13	5.0%	5	17.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to cross streets	0.4%	2	0.6%	1	0.3%	1	0.0%	0	0.0%	0	1.0%	2	0.4%	1	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Few traffic free areas	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.6%	1	0.5%	1	0.8%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	1	0.0%	1	0.0%	0
Traffic congestion	3.4%	17	4.7%	8	2.7%	9	0.8%	1	6.9%	12	2.0%	4	3.8%	9	3.1%	8	6.0%	6	3.0%	3	0.0%	0	1.0%	1	14.0%	7	0.0%	0
Lack of cinema	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lack of other leisure sports / cultural facilities	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of parking	5.4%	27	5.9%	10	5.2%	17	4.8%	6	7.5%	13	3.9%	8	7.5%	18	3.4%	9	14.0%	14	3.0%	3	2.0%	2	2.0%	2	12.0%	6	0.0%	0
Litter / dirty / dogs	6.0%	30	7.1%	12	5.5%	18	8.1%	10	5.2%	9	5.4%	11	5.4%	13	6.5%	17	1.0%	1	9.0%	9	0.0%	0	18.0%	18	0.0%	0	4.0%	2
Multi-storey awkward / difficult	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No department store	2.0%	10	2.9%	5	1.5%	5	0.8%	1	2.3%	4	2.5%	5	1.7%	4	2.3%	6	1.0%	1	3.0%	3	1.0%	1	5.0%	5	0.0%	0	0.0%	0
Not enough choice of shops	5.4%	27	4.7%	8	5.8%	19	7.3%	9	6.4%	11	3.4%	7	5.4%	13	5.4%	14	5.0%	5	4.0%	4	1.0%	1	7.0%	7	2.0%	1	18.0%	9
Not enough clothes shops	2.0%	10	1.2%	2	2.4%	8	2.4%	3	1.7%	3	2.0%	4	2.1%	5	1.9%	5	0.0%	0	1.0%	1	2.0%	2	5.0%	5	0.0%	0	4.0%	2
Not enough supermarket / food shops	1.4%	7	1.2%	2	1.5%	5	0.8%	1	1.7%	3	1.5%	3	1.7%	4	1.1%	3	3.0%	3	2.0%	2	0.0%	0	1.0%	1	0.0%	0	2.0%	1
Poor bus service to centre	1.2%	6	2.4%	4	0.6%	2	0.0%	0	2.3%	4	1.0%	2	1.3%	3	1.1%	3	2.0%	2	1.0%	1	0.0%	0	2.0%	2	2.0%	1	0.0%	0
Poor facilities (e.g. seating, toilets)	1.2%	6	1.8%	3	0.9%	3	1.6%	2	1.2%	2	1.0%	2	1.3%	3	1.1%	3	1.0%	1	3.0%	3	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Poor quality shop	1.6%	8	3.5%	6	0.6%	2	2.4%	3	1.7%	3	1.0%	2	2.5%	6	0.8%	2	0.0%	0	2.0%	2	1.0%	1	5.0%	5	0.0%	0	0.0%	0
Poor signposting in centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices too high	0.6%	3	0.6%	1	0.6%	2	0.8%	1	1.2%	2	0.0%	0	0.4%	1	0.8%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Short opening hours / no facilities in the evening	0.6%	3	0.0%	0	0.9%	3	1.6%	2	0.6%	1	0.0%	0	0.8%	2	0.4%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Too few cafes, pubs or eating places	1.6%	8	1.2%	2	1.8%	6	1.6%	2	1.2%	2	2.0%	4	1.3%	3	1.9%	5	0.0%	0	2.0%	2	1.0%	1	3.0%	3	4.0%	2	0.0%	0
Too few service businesses (e.g. banks / building societies)	1.2%	6	1.2%	2	1.2%	4	0.8%	1	2.3%	4	0.5%	1	1.3%	3	1.1%	3	3.0%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	1
Too many shops of one type	2.6%	13	2.4%	4	2.7%	9	0.8%	1	1.7%	3	4.4%	9	2.5%	6	2.7%	7	3.0%	3	5.0%	5	1.0%	1	4.0%	4	0.0%	0	0.0%	0
Traffic congestion	2.2%	11	2.9%	5	1.8%	6	4.0%	5	1.7%	3	1.5%	3	2.5%	6	1.9%	5	3.0%	3	3.0%	3	1.0%	1	0.0%	0	8.0%	4	0.0%	0
Unsafe / poor security / dangerous	2.4%	12	2.4%	4	2.4%	8	2.4%	3	4.6%	8	0.5%	1	1.7%	4	3.1%	8	0.0%	0	2.0%	2	0.0%	0	9.0%	9	2.0%	1	0.0%	0
Vandals / hooligans	4.2%	21	4.7%	8	3.9%	13	4.0%	5	4.0%	7	4.4%	9	1.7%	4	6.5%	17	1.0%	1	6.0%	6	0.0%	0	14.0%	14	0.0%	0	0.0%	0
Lack of a specific retailer (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beggars / Homeless people	1.2%	6	0.6%	1	1.5%	5	0.0%	0	1.2%	2	2.0%	4	1.3%	3	1.1%	3	2.0%	2	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Lack of a specific retailer - Burger King	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lack of a specific retailer - Butchers shop	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Rochester		Rainham		Hempstead Valley		Gillingham Town Centre		Gillingham Retail Park		Chatham Dockside Outlet		
Lack of a specific retailer - Co-op	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of a specific retailer - Debenhams	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lack of a specific retailer - Hotter Shoes	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.6%	1	0.0%	0	0.4%	1	0.4%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Lack of a specific retailer - House of Fraser	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.8%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Lack of a specific retailer - JD Sports	0.8%	4	0.0%	0	1.2%	4	1.6%	2	0.6%	1	0.5%	1	0.4%	1	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4
Lack of a specific retailer - John lewis	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.8%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Lack of a specific retailer - M&S Simply Food	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.6%	1	0.5%	1	0.8%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Lack of a specific retailer - Mothercare	0.4%	2	0.0%	0	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	1
Lack of a specific retailer - Next	0.6%	3	0.0%	0	0.9%	3	0.0%	0	1.2%	2	0.5%	1	0.8%	2	0.4%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Lack of a specific retailer - Phase 8	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lack of a specific retailer - Post Office	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lack of a specific retailer - Primark	0.8%	4	0.6%	1	0.9%	3	1.6%	2	0.6%	1	0.5%	1	0.8%	2	0.8%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	4.0%	2
Lack of a specific retailer - Hotter Shoes	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.6%	1	0.0%	0	0.4%	1	0.4%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Lack of a specific retailer - Select	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lack of a specific retailer - Next	0.6%	3	0.0%	0	0.9%	3	0.0%	0	1.2%	2	0.5%	1	0.8%	2	0.4%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Lack of a specific retailer - Toy Shop	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Lack of a specific retailer - Wilko	0.4%	2	0.0%	0	0.6%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	1
Lack of a specific retailer - Wilko	0.4%	2	0.0%	0	0.6%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	1
Poor opening hours	0.2%	1	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Too busy	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Too hot	0.4%	2	0.0%	0	0.6%	2	0.0%	0	1.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Too many empty shops	1.2%	6	0.6%	1	1.5%	5	0.8%	1	1.2%	2	1.5%	3	1.3%	3	1.1%	3	0.0%	0	0.0%	0	1.0%	1	4.0%	4	0.0%	0	2.0%	1
Too small	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	20.8%	104	15.9%	27	23.3%	77	19.4%	24	14.5%	25	27.1%	55	23.0%	55	18.8%	49	8.0%	8	9.0%	9	68.0%	68	5.0%	5	8.0%	4	20.0%	10
Base:		500		170		330		124		173		203		239		261		100		100		100		100		50		50

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
Q23 What improvements to [STUDY CENTRE] would make you visit the centre more often? [MR]																												
Better choice of shops	4.6%	23	3.5%	6	5.2%	17	4.0%	5	7.5%	13	2.5%	5	5.9%	14	3.4%	9	4.0%	4	2.0%	2	3.0%	3	13.0%	13	0.0%	0	2.0%	1
Better facilities for pedestrian (including pedestrian crossing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better facilities for youth	0.4%	2	0.0%	0	0.6%	2	0.0%	0	1.2%	2	0.0%	0	0.4%	1	0.4%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better facilities for older people	0.4%	2	0.6%	1	0.3%	1	0.0%	0	0.0%	0	1.0%	2	0.4%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	1
Better maintenance / cleanliness	5.4%	27	5.9%	10	5.2%	17	4.8%	6	4.6%	8	6.4%	13	4.6%	11	6.1%	16	2.0%	2	12.0%	12	0.0%	0	13.0%	13	0.0%	0	0.0%	0
Better quality shops	1.6%	8	1.2%	2	1.8%	6	0.8%	1	2.9%	5	1.0%	2	1.7%	4	1.5%	4	0.0%	0	1.0%	1	1.0%	1	6.0%	6	0.0%	0	0.0%	0
Improve appearance / environment	6.0%	30	7.6%	13	5.2%	17	4.0%	5	5.2%	9	7.9%	16	4.6%	11	7.3%	19	2.0%	2	10.0%	10	0.0%	0	17.0%	17	2.0%	1	0.0%	0
Improve bus services / access	1.2%	6	1.8%	3	0.9%	3	2.4%	3	0.6%	1	1.0%	2	1.3%	3	1.1%	3	2.0%	2	2.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Improve rail services / access	1.0%	5	1.2%	2	0.9%	3	1.6%	2	0.0%	0	1.5%	3	0.8%	2	1.1%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	6.0%	3	0.0%	0
Improve security, including CCTV	3.8%	19	3.5%	6	3.9%	13	0.8%	1	5.2%	9	4.4%	9	4.2%	10	3.4%	9	2.0%	2	0.0%	0	0.0%	0	17.0%	17	0.0%	0	0.0%	0
Improve signposting in centre	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.4%	1	0.4%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Longer opening hours / more evening activities	1.2%	6	0.6%	1	1.5%	5	3.2%	4	0.6%	1	0.5%	1	0.4%	1	1.9%	5	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
More banks / building societies	1.8%	9	2.9%	5	1.2%	4	1.6%	2	1.7%	3	2.0%	4	3.3%	8	0.4%	1	6.0%	6	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	1
More car parking	5.0%	25	8.2%	14	3.3%	11	4.0%	5	7.5%	13	3.4%	7	5.9%	14	4.2%	11	7.0%	7	9.0%	9	2.0%	2	2.0%	2	10.0%	5	0.0%	0
More large shops/department stores	4.8%	24	1.8%	3	6.4%	21	4.0%	5	5.8%	10	4.4%	9	6.3%	15	3.4%	9	0.0%	0	6.0%	6	2.0%	2	8.0%	8	4.0%	2	12.0%	6
More specialist / independent stores	5.0%	25	2.4%	4	6.4%	21	5.6%	7	5.2%	9	4.4%	9	4.6%	11	5.4%	14	5.0%	5	8.0%	8	2.0%	2	5.0%	5	2.0%	1	8.0%	4
Better cinema facilities	1.0%	5	0.6%	1	1.2%	4	1.6%	2	0.6%	1	1.0%	2	1.7%	4	0.4%	1	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	1
Better other leisure sports / cultural facilities	1.4%	7	0.6%	1	1.8%	6	1.6%	2	1.7%	3	1.0%	2	1.7%	4	1.1%	3	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	6.0%	3
More pubs, restaurants, cafés	3.4%	17	2.9%	5	3.6%	12	5.6%	7	2.3%	4	3.0%	6	3.8%	9	3.1%	8	0.0%	0	3.0%	3	1.0%	1	2.0%	2	14.0%	7	8.0%	4
More supermarkets/food shops	2.0%	10	0.6%	1	2.7%	9	1.6%	2	1.7%	3	2.5%	5	2.5%	6	1.5%	4	1.0%	1	2.0%	2	0.0%	0	5.0%	5	2.0%	1	2.0%	1
More traffic free areas / Pedestrianisation	0.4%	2	0.0%	0	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.4%	1	0.4%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seating, toilets	4.2%	21	4.7%	8	3.9%	13	4.8%	6	3.5%	6	4.4%	9	4.2%	10	4.2%	11	2.0%	2	8.0%	8	0.0%	0	7.0%	7	4.0%	2	4.0%	2
No need to improve	2.6%	13	2.4%	4	2.7%	9	2.4%	3	2.3%	4	3.0%	6	1.3%	3	3.8%	10	1.0%	1	4.0%	4	4.0%	4	0.0%	0	6.0%	3	2.0%	1
Introduce a named retailer (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	1.2%	6	1.2%	2	1.2%	4	0.8%	1	1.7%	3	1.0%	2	1.3%	3	1.1%	3	2.0%	2	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce a named retailer - Asda	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Introduce a named retailer - BHS	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
Introduce a named retailer - Co-op	0.6%	3	0.6%	1	0.6%	2	0.8%	1	0.0%	0	1.0%	2	0.0%	0	1.1%	3	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Introduce a named retailer - Costa	0.6%	3	0.6%	1	0.6%	2	1.6%	2	0.0%	0	0.5%	1	0.4%	1	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	2.0%	1
Introduce a named retailer - Debenhams	0.8%	4	0.6%	1	0.9%	3	0.8%	1	0.0%	0	1.5%	3	1.3%	3	0.4%	1	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Introduce a named retailer - Dunelm	0.4%	2	0.6%	1	0.3%	1	0.0%	0	0.6%	1	0.5%	1	0.4%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Introduce a named retailer - H&M	0.6%	3	0.6%	1	0.6%	2	0.8%	1	1.2%	2	0.0%	0	0.8%	2	0.4%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	1
Introduce a named retailer - House of Fraser	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	1.0%	2	0.4%	1	0.4%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Introduce a named retailer - Iceland	0.4%	2	0.0%	0	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Introduce a named retailer - IKEA	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Introduce a named retailer - JD Sports	0.2%	1	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Introduce a named retailer - John Lewis	0.6%	3	0.6%	1	0.6%	2	0.8%	1	0.0%	0	1.0%	2	0.8%	2	0.4%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Introduce a named retailer - Marks & Spencer	2.8%	14	1.8%	3	3.3%	11	0.8%	1	4.6%	8	2.5%	5	2.9%	7	2.7%	7	4.0%	4	6.0%	6	1.0%	1	1.0%	1	2.0%	1	2.0%	1
Introduce a named retailer - Mothercare	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce a named retailer - New Look	0.6%	3	0.6%	1	0.6%	2	0.8%	1	0.6%	1	0.5%	1	0.4%	1	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	2.0%	1
Introduce a named retailer - Next	0.8%	4	0.0%	0	1.2%	4	0.0%	0	1.7%	3	0.5%	1	0.4%	1	1.1%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	2.0%	1	0.0%	0
Introduce a named retailer - Primark	2.2%	11	1.2%	2	2.7%	9	2.4%	3	2.3%	4	2.0%	4	1.7%	4	2.7%	7	0.0%	0	0.0%	0	5.0%	5	4.0%	4	4.0%	2	0.0%	0
Introduce a named retailer - River Island	0.8%	4	0.0%	0	1.2%	4	1.6%	2	1.2%	2	0.0%	0	0.8%	2	0.8%	2	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	2.0%	1
Introduce a named retailer - Sainsbury's	0.4%	2	0.6%	1	0.3%	1	0.0%	0	1.2%	2	0.0%	0	0.4%	1	0.4%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Introduce a named retailer - Select	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Introduce a named retailer - Smyths Toys	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Introduce a named retailer - Tesco	0.6%	3	1.2%	2	0.3%	1	0.8%	1	0.6%	1	0.5%	1	0.4%	1	0.8%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	1	0.0%	0
Introduce a named retailer - The Entertainer	0.4%	2	0.6%	1	0.3%	1	0.8%	1	0.0%	0	0.5%	1	0.4%	1	0.4%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Introduce a named retailer - Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce a named retailer - Wilko	0.6%	3	0.0%	0	0.9%	3	0.0%	0	1.2%	2	0.5%	1	0.4%	1	0.8%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	1	2.0%	1
Introduce a named retailer -	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
Zara																												
Nothing in particular	43.6%	218	44.1%	75	43.3%	143	37.9%	47	41.0%	71	49.3%	100	47.7%	114	39.8%	104	49.0%	49	47.0%	47	66.0%	66	23.0%	23	28.0%	14	38.0%	19
(Don't know)	5.6%	28	12.4%	21	2.1%	7	11.3%	14	3.5%	6	3.9%	8	4.6%	11	6.5%	17	15.0%	15	1.0%	1	1.0%	1	4.0%	4	6.0%	3	8.0%	4
Base:		500		170		330		124		173		203		239		261		100		100		100		100		50		50

Meanscore: [Visits per week]

Q24 How often do you visit [STUDY CENTRE] in the evenings??

All except those at Gillingham Retail Park

Every day / most days	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 times a week	1.8%	8	2.6%	4	1.3%	4	3.5%	4	0.7%	1	1.6%	3	1.9%	4	1.7%	4	4.0%	4	0.0%	0	1.0%	1	1.0%	1	0.0%	0	4.0%	2
Once a week	2.2%	10	1.3%	2	2.7%	8	3.5%	4	2.6%	4	1.1%	2	2.8%	6	1.7%	4	5.0%	5	0.0%	0	3.0%	3	2.0%	2	0.0%	0	0.0%	0
Once a fortnight	2.9%	13	5.3%	8	1.7%	5	5.3%	6	3.3%	5	1.1%	2	3.7%	8	2.1%	5	4.0%	4	1.0%	1	4.0%	4	1.0%	1	0.0%	0	6.0%	3
Monthly	4.9%	22	3.3%	5	5.7%	17	7.0%	8	5.3%	8	3.3%	6	6.9%	15	3.0%	7	10.0%	10	2.0%	2	7.0%	7	3.0%	3	0.0%	0	0.0%	0
Once every 2-3 months	4.4%	20	5.3%	8	4.0%	12	7.9%	9	4.6%	7	2.2%	4	5.1%	11	3.8%	9	7.0%	7	0.0%	0	4.0%	4	2.0%	2	0.0%	0	14.0%	7
Once every 4-6 months	3.6%	16	2.6%	4	4.0%	12	4.4%	5	5.3%	8	1.6%	3	2.8%	6	4.3%	10	10.0%	10	4.0%	4	1.0%	1	0.0%	0	0.0%	0	2.0%	1
Less often	11.8%	53	8.6%	13	13.4%	40	10.5%	12	11.2%	17	13.0%	24	13.0%	28	10.7%	25	15.0%	15	10.0%	10	14.0%	14	8.0%	8	0.0%	0	12.0%	6
Don't visit	62.2%	280	63.6%	96	61.5%	184	50.9%	58	60.5%	92	70.7%	130	54.6%	118	69.2%	162	28.0%	28	81.0%	81	59.0%	59	82.0%	82	0.0%	0	60.0%	30
(Don't know)	6.0%	27	7.3%	11	5.4%	16	6.1%	7	6.6%	10	5.4%	10	8.8%	19	3.4%	8	16.0%	16	2.0%	2	7.0%	7	1.0%	1	0.0%	0	2.0%	1
Mean:		0.13		0.13		0.12		0.26		0.09		0.07		0.17		0.09		0.34		0.02		0.11		0.06		0.00		0.15
Base:		450		151		299		114		152		184		216		234		100		100		100		100		0		50

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
Q25 What facilities in [STUDY CENTRE] do you visit in the evenings? [MR]																												
<i>Those who ever visit in the evenings at Q24</i>																												
Bakers	0.6%	1	0.0%	0	0.9%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banks / building societies	1.2%	2	1.8%	1	0.9%	1	0.0%	0	0.0%	0	3.7%	2	1.0%	1	1.4%	1	1.4%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Bathroom / kitchen shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Book shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpet / floorcovering shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chemists	1.8%	3	1.8%	1	1.7%	2	1.8%	1	1.7%	1	1.9%	1	3.1%	3	0.0%	0	1.4%	1	5.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Cobblers	0.6%	1	0.0%	0	0.9%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothing / fashion store	10.0%	17	0.0%	0	14.8%	17	10.7%	6	6.7%	4	13.0%	7	14.3%	14	4.2%	3	0.0%	0	0.0%	0	41.5%	17	0.0%	0	0.0%	0	0.0%	0
DIY / hardware stores	0.6%	1	0.0%	0	0.9%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Double glazing / window shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Estate agents	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Ethnic / foreign food shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foodstore / supermarket	24.1%	41	21.8%	12	25.2%	29	14.3%	8	26.7%	16	31.5%	17	27.6%	27	19.4%	14	0.0%	0	63.2%	12	53.7%	22	38.9%	7	0.0%	0	0.0%	0
General stores / corner shops / newsagents	4.1%	7	5.5%	3	3.5%	4	7.1%	4	1.7%	1	3.7%	2	1.0%	1	8.3%	6	0.0%	0	15.8%	3	0.0%	0	11.1%	2	0.0%	0	10.0%	2
Greengrocers / fruit & veg shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hairdressers / barbers / beauty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health and beauty shops	2.4%	4	0.0%	0	3.5%	4	3.6%	2	0.0%	0	3.7%	2	4.1%	4	0.0%	0	0.0%	0	0.0%	0	9.8%	4	0.0%	0	0.0%	0	0.0%	0
Health food shops	1.2%	2	0.0%	0	1.7%	2	1.8%	1	0.0%	0	1.9%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0
Home furnishing / textile shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Household goods shops	2.9%	5	0.0%	0	4.3%	5	3.6%	2	5.0%	3	0.0%	0	5.1%	5	0.0%	0	0.0%	0	0.0%	0	9.8%	4	5.6%	1	0.0%	0	0.0%	0
Jewellers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office	0.6%	1	0.0%	0	0.9%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pubs / bars	27.6%	47	38.2%	21	22.6%	26	35.7%	20	35.0%	21	11.1%	6	24.5%	24	31.9%	23	55.6%	40	0.0%	0	0.0%	0	27.8%	5	0.0%	0	10.0%	2
Restaurants / cafes	34.1%	58	30.9%	17	35.7%	41	42.9%	24	35.0%	21	24.1%	13	39.8%	39	26.4%	19	33.3%	24	21.1%	4	41.5%	17	22.2%	4	0.0%	0	45.0%	9
Shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports good shops	0.6%	1	0.0%	0	0.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Takeaways	10.6%	18	18.2%	10	7.0%	8	17.9%	10	11.7%	7	1.9%	1	9.2%	9	12.5%	9	12.5%	9	21.1%	4	4.9%	2	16.7%	3	0.0%	0	0.0%	0
Toy shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	1.2%	2	0.0%	0	1.7%	2	1.8%	1	0.0%	0	1.9%	1	1.0%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2
Castle	4.7%	8	1.8%	1	6.1%	7	5.4%	3	3.3%	2	5.6%	3	3.1%	3	6.9%	5	11.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	4.1%	7	5.5%	3	3.5%	4	8.9%	5	0.0%	0	3.7%	2	2.0%	2	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	7
Festivals	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym	1.8%	3	0.0%	0	2.6%	3	3.6%	2	1.7%	1	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	10.0%	2
Nightclub	1.8%	3	3.6%	2	0.9%	1	3.6%	2	1.7%	1	0.0%	0	1.0%	1	2.8%	2	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet												
Theatre	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
(Don't know)	12.4%	21	12.7%	7	12.2%	14	7.1%	4	13.3%	8	16.7%	9	15.3%	15	8.3%	6	16.7%	12	10.5%	2	17.1%	7	0.0%	0	0.0%	0
Base:	170	55	115	56	60	54	98	72	72	19	41	18	0	20												

Q26 Do you ever visit Gillingham Retail Park for shopping and leisure purposes?

Those in Gillingham Town Centre only

Yes	46.0%	46	45.9%	17	46.0%	29	21.4%	6	61.5%	24	48.5%	16	60.0%	21	38.5%	25	0.0%	0	0.0%	0	0.0%	0	46.0%	46	0.0%	0	0.0%	0
No	53.0%	53	54.1%	20	52.4%	33	78.6%	22	38.5%	15	48.5%	16	40.0%	14	60.0%	39	0.0%	0	0.0%	0	0.0%	0	53.0%	53	0.0%	0	0.0%	0
(Don't know)	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Base:	100	37	63	28	39	33	35	65	0	0	0	100	0	0														

Meanscore: [Visits per week]

Q27 How often do you visit Gillingham Retail Park?

Those who said Yes at Q26

Every day / most days	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 times a week	2.2%	1	0.0%	0	3.4%	1	0.0%	0	4.2%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Once a week	4.3%	2	5.9%	1	3.4%	1	0.0%	0	4.2%	1	6.3%	1	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Once a fortnight	6.5%	3	0.0%	0	10.3%	3	16.7%	1	0.0%	0	12.5%	2	4.8%	1	8.0%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0
Monthly	41.3%	19	47.1%	8	37.9%	11	50.0%	3	41.7%	10	37.5%	6	42.9%	9	40.0%	10	0.0%	0	0.0%	0	0.0%	0	41.3%	19	0.0%	0	0.0%	0
Once every 2-3 months	23.9%	11	29.4%	5	20.7%	6	33.3%	2	33.3%	8	6.3%	1	14.3%	3	32.0%	8	0.0%	0	0.0%	0	0.0%	0	23.9%	11	0.0%	0	0.0%	0
Once every 4-6 months	2.2%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	6.3%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Less often	17.4%	8	17.6%	3	17.2%	5	0.0%	0	12.5%	3	31.3%	5	14.3%	3	20.0%	5	0.0%	0	0.0%	0	0.0%	0	17.4%	8	0.0%	0	0.0%	0
Varies	2.2%	1	0.0%	0	3.4%	1	0.0%	0	4.2%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Mean:	0.29	0.23	0.32	0.27	0.32	0.25	0.41	0.19	0.00	0.00	0.00	0.29	0.00	0.00														
Base:	46	17	29	6	24	16	21	25	0	0	0	46	0	0														

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
Q28 What are the specific names of the shops, businesses or services at Gillingham Retail Park that you normally visit? [MR]																												
<i>Those who said Yes at Q26</i>																												
B&Q	60.9%	28	52.9%	9	65.5%	19	66.7%	4	50.0%	12	75.0%	12	61.9%	13	60.0%	15	0.0%	0	0.0%	0	0.0%	0	60.9%	28	0.0%	0	0.0%	0
Furniture Village	6.5%	3	0.0%	0	10.3%	3	0.0%	0	4.2%	1	12.5%	2	9.5%	2	4.0%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0
Tesco	43.5%	20	29.4%	5	51.7%	15	66.7%	4	41.7%	10	37.5%	6	47.6%	10	40.0%	10	0.0%	0	0.0%	0	0.0%	0	43.5%	20	0.0%	0	0.0%	0
ALDI	37.0%	17	41.2%	7	34.5%	10	50.0%	3	41.7%	10	25.0%	4	47.6%	10	28.0%	7	0.0%	0	0.0%	0	0.0%	0	37.0%	17	0.0%	0	0.0%	0
Magnet	4.3%	2	5.9%	1	3.4%	1	0.0%	0	4.2%	1	6.3%	1	4.8%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Poundland	13.0%	6	11.8%	2	13.8%	4	16.7%	1	12.5%	3	12.5%	2	14.3%	3	12.0%	3	0.0%	0	0.0%	0	0.0%	0	13.0%	6	0.0%	0	0.0%	0
Iceland	39.1%	18	41.2%	7	37.9%	11	66.7%	4	41.7%	10	25.0%	4	33.3%	7	44.0%	11	0.0%	0	0.0%	0	0.0%	0	39.1%	18	0.0%	0	0.0%	0
Carpetright	2.2%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Pets at Home	17.4%	8	11.8%	2	20.7%	6	33.3%	2	16.7%	4	12.5%	2	9.5%	2	24.0%	6	0.0%	0	0.0%	0	0.0%	0	17.4%	8	0.0%	0	0.0%	0
Dreams	2.2%	1	0.0%	0	3.4%	1	0.0%	0	4.2%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Harveys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies	2.2%	1	0.0%	0	3.4%	1	0.0%	0	4.2%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
The Range	2.2%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	6.3%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Base:		46		17		29		6		24		16		21		25		0		0		0		46		0		0
Q29 Do you ever visit Gillingham town centre for shopping and leisure purposes?																												
<i>Those in Gillingham Retail Park only</i>																												
Yes	44.0%	22	36.8%	7	48.4%	15	60.0%	6	38.1%	8	42.1%	8	39.1%	9	48.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.0%	22	0.0%	0
No	50.0%	25	52.6%	10	48.4%	15	20.0%	2	61.9%	13	52.6%	10	52.2%	12	48.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	25	0.0%	0
(Don't know)	6.0%	3	10.5%	2	3.2%	1	20.0%	2	0.0%	0	5.3%	1	8.7%	2	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0
Base:		50		19		31		10		21		19		23		27		0		0		0		0		50		0
Meanscore: [Visits per week]																												
Q30 How often do you visit Gillingham town centre?																												
<i>Those who said yes at Q29</i>																												
Every day / most days	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	22.7%	5	28.6%	2	20.0%	3	50.0%	3	25.0%	2	0.0%	0	22.2%	2	23.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	5	0.0%	0
Once a fortnight	22.7%	5	42.9%	3	13.3%	2	16.7%	1	12.5%	1	37.5%	3	33.3%	3	15.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	5	0.0%	0
Monthly	18.2%	4	14.3%	1	20.0%	3	16.7%	1	25.0%	2	12.5%	1	22.2%	2	15.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	4	0.0%	0
Once every 2-3 months	9.1%	2	0.0%	0	13.3%	2	0.0%	0	0.0%	0	25.0%	2	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0
Once every 4-6 months	9.1%	2	0.0%	0	13.3%	2	0.0%	0	25.0%	2	0.0%	0	11.1%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0
Less often	9.1%	2	14.3%	1	6.7%	1	16.7%	1	0.0%	0	12.5%	1	0.0%	0	15.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0
Varies	9.1%	2	0.0%	0	13.3%	2	0.0%	0	12.5%	1	12.5%	1	11.1%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0
Mean:		0.46		0.54		0.41		0.63		0.47		0.29		0.53		0.41		0.00		0.00		0.00		0.00		0.46		0.00
Base:		22		7		15		6		8		8		9		13		0		0		0		0		22		0

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet
Q31 What are the specific names of the shops, businesses or services at Gillingham town centre that you normally visit? [MR]														
<i>Those who said yes at Q29</i>														
4 Continents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A W Matthews	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Age UK	13.6%	3	14.3%	1	13.3%	2	0.0%	0	12.5%	1	25.0%	2	11.1%	1
Aldi	13.6%	3	14.3%	1	13.3%	2	16.7%	1	12.5%	1	11.1%	1	15.4%	2
Best One	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bharath Spices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Heart Foundation	4.5%	1	14.3%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	7.7%	1
Bruce Butchers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caffe Latte	18.2%	4	0.0%	0	26.7%	4	33.3%	2	12.5%	1	12.5%	1	22.2%	2
Cancer Research UK	9.1%	2	14.3%	1	6.7%	1	0.0%	0	0.0%	0	25.0%	2	0.0%	0
Card Factory	31.8%	7	28.6%	2	33.3%	5	33.3%	2	25.0%	2	37.5%	3	55.6%	5
Carpet Remnant Centre	4.5%	1	0.0%	0	6.7%	1	0.0%	0	12.5%	1	0.0%	0	7.7%	1
Cataclysm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CEX Entertainment	4.5%	1	14.3%	1	0.0%	0	16.7%	1	0.0%	0	0.0%	0	7.7%	1
Demart Global Food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount Store	4.5%	1	0.0%	0	6.7%	1	0.0%	0	12.5%	1	0.0%	0	7.7%	1
Don's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Express Food Centre	4.5%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	1	0.0%	0	7.7%	1
Gilberthorpes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Off Licence & Convenience	4.5%	1	14.3%	1	0.0%	0	16.7%	1	0.0%	0	0.0%	0	7.7%	1
Gillingham Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	9.1%	2	14.3%	1	6.7%	1	0.0%	0	25.0%	2	0.0%	0	11.1%	1
Holland & Barrett	4.5%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0	12.5%	1	11.1%	1
Home Fabrics	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HSBC	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	13.6%	3	14.3%	1	13.3%	2	16.7%	1	12.5%	1	12.5%	1	11.1%	1
J C Rook & Sons	4.5%	1	0.0%	0	6.7%	1	0.0%	0	12.5%	1	0.0%	0	7.7%	1
JJs Furniture	4.5%	1	0.0%	0	6.7%	1	0.0%	0	12.5%	1	0.0%	0	11.1%	1
Lahore Meat & Groceries	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lloyds	27.3%	6	14.3%	1	33.3%	5	16.7%	1	50.0%	4	12.5%	1	44.4%	4
Medway Café	9.1%	2	14.3%	1	6.7%	1	16.7%	1	12.5%	1	0.0%	0	11.1%	1
Mega-Tech	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nabkelle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nationwide	13.6%	3	14.3%	1	13.3%	2	33.3%	2	12.5%	1	0.0%	0	22.2%	2
Natwest	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	31.8%	7	0.0%	0	46.7%	7	33.3%	2	25.0%	2	37.5%	3	55.6%	5
Nisa	4.5%	1	0.0%	0	6.7%	1	16.7%	1	0.0%	0	11.1%	1	0.0%	0
Oxfam	18.2%	4	28.6%	2	13.3%	2	33.3%	2	12.5%	1	12.5%	1	11.1%	1
Peacocks	45.5%	10	14.3%	1	60.0%	9	50.0%	3	50.0%	4	37.5%	3	33.3%	3
Pepe's Tea Room	4.5%	1	0.0%	0	6.7%	1	16.7%	1	0.0%	0	0.0%	0	11.1%	1
Petaholics	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phones 4 Less	4.5%	1	0.0%	0	6.7%	1	0.0%	0	12.5%	1	0.0%	0	11.1%	1

Medway In Centre Survey for GVA

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet							
PJ Adams Electrical	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Polski Sklep	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Poundland	18.2%	4	14.3%	1	20.0%	3	33.3%	2	12.5%	1	12.5%	1	22.2%	2	15.4%	2	0.0%	0	0.0%	0	0.0%	0	18.2%	4	0.0%	0		
Qin Food Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Santander	4.5%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0		
SAS Supermarket	4.5%	1	0.0%	0	6.7%	1	0.0%	0	12.5%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0		
Savers	22.7%	5	14.3%	1	26.7%	4	50.0%	3	12.5%	1	12.5%	1	22.2%	2	23.1%	3	0.0%	0	0.0%	0	0.0%	0	22.7%	5	0.0%	0		
Sewing & Knitting Centre	4.5%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0	12.5%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0		
Shoe Zone	4.5%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0		
Slinders Florist	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sports Direct	13.6%	3	14.3%	1	13.3%	2	16.7%	1	12.5%	1	12.5%	1	22.2%	2	7.7%	1	0.0%	0	0.0%	0	0.0%	0	13.6%	3	0.0%	0		
Store Twenty One	4.5%	1	0.0%	0	6.7%	1	0.0%	0	12.5%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0		
Sunny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
The Bike Warehouse	9.1%	2	14.3%	1	6.7%	1	33.3%	2	0.0%	0	0.0%	0	0.0%	0	15.4%	2	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0		
The Vapour Cigarette Company	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
The Works	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Two Tiny Feet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wards	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
WHSmith	50.0%	11	28.6%	2	60.0%	9	33.3%	2	50.0%	4	62.5%	5	44.4%	4	53.8%	7	0.0%	0	0.0%	0	0.0%	0	50.0%	11	0.0%	0		
Wilko	45.5%	10	57.1%	4	40.0%	6	66.7%	4	50.0%	4	25.0%	2	44.4%	4	46.2%	6	0.0%	0	0.0%	0	0.0%	0	45.5%	10	0.0%	0		
Other (PLEASE WRITE IN SPECIFIC SHOPS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Base:		22		7		15		6		8		8		9		13		0		0		0		22		0		
GEN Gender:																												
Male	34.0%	170	100.0%	170	0.0%	0	41.9%	52	34.1%	59	29.1%	59	32.6%	78	35.2%	92	44.0%	44	39.0%	39	13.0%	13	37.0%	37	38.0%	19	36.0%	18
Female	66.0%	330	0.0%	0	100.0%	330	58.1%	72	65.9%	114	70.9%	144	67.4%	161	64.8%	169	56.0%	56	61.0%	61	87.0%	87	63.0%	63	62.0%	31	64.0%	32
Base:		500		170		330		124		173		203		239		261		100		100		100		100		50		50
AGE Age Group:																												
18 - 24 years	10.6%	53	17.1%	29	7.3%	24	42.7%	53	0.0%	0	0.0%	0	10.9%	26	10.3%	27	17.0%	17	15.0%	15	2.0%	2	13.0%	13	2.0%	1	10.0%	5
25 - 34 years	14.2%	71	13.5%	23	14.5%	48	57.3%	71	0.0%	0	0.0%	0	11.3%	27	16.9%	44	17.0%	17	9.0%	9	10.0%	10	15.0%	15	18.0%	9	22.0%	11
35 - 44 years	17.8%	89	20.0%	34	16.7%	55	0.0%	0	51.4%	89	0.0%	0	19.2%	46	16.5%	43	20.0%	20	18.0%	18	14.0%	14	16.0%	16	26.0%	13	16.0%	8
45 - 54 years	16.8%	84	14.7%	25	17.9%	59	0.0%	0	48.6%	84	0.0%	0	22.6%	54	11.5%	30	17.0%	17	14.0%	14	16.0%	16	23.0%	23	16.0%	8	12.0%	6
55 - 64 years	16.0%	80	12.9%	22	17.6%	58	0.0%	0	0.0%	0	39.4%	80	16.3%	39	15.7%	41	16.0%	16	16.0%	16	20.0%	20	12.0%	12	16.0%	8	16.0%	8
65+ years	24.6%	123	21.8%	37	26.1%	86	0.0%	0	0.0%	0	60.6%	123	19.7%	47	29.1%	76	13.0%	13	28.0%	28	38.0%	38	21.0%	21	22.0%	11	24.0%	12
Base:		500		170		330		124		173		203		239		261		100		100		100		100		50		50

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet														
SEG SEG																												
AB	14.4%	72	15.3%	26	13.9%	46	12.1%	15	18.5%	32	12.3%	25	30.1%	72	0.0%	0	18.0%	18	15.0%	15	17.0%	17	4.0%	4	24.0%	12	12.0%	6
C1	33.4%	167	30.6%	52	34.8%	115	30.6%	38	39.3%	68	30.0%	61	69.9%	167	0.0%	0	41.0%	41	17.0%	17	52.0%	52	31.0%	31	22.0%	11	30.0%	15
C2	26.4%	132	27.1%	46	26.1%	86	29.8%	37	29.5%	51	21.7%	44	0.0%	0	50.6%	132	27.0%	27	26.0%	26	28.0%	28	25.0%	25	24.0%	12	28.0%	14
DE	25.8%	129	27.1%	46	25.2%	83	27.4%	34	12.7%	22	36.0%	73	0.0%	0	49.4%	129	14.0%	14	42.0%	42	3.0%	3	40.0%	40	30.0%	15	30.0%	15
Base:		500		170		330		124		173		203		239		261		100		100		100		100		50		50
ADU No. of adults in hhold																												
1 adult in hhold	21.8%	109	17.6%	30	23.9%	79	9.7%	12	13.9%	24	36.0%	73	19.2%	46	24.1%	63	16.0%	16	24.0%	24	35.0%	35	24.0%	24	10.0%	5	10.0%	5
2 adults in hhold	54.4%	272	50.0%	85	56.7%	187	47.6%	59	60.1%	104	53.7%	109	55.2%	132	53.6%	140	59.0%	59	58.0%	58	49.0%	49	46.0%	46	62.0%	31	58.0%	29
3 adults in hhold	12.8%	64	16.5%	28	10.9%	36	16.9%	21	16.8%	29	6.9%	14	12.1%	29	13.4%	35	10.0%	10	5.0%	5	14.0%	14	16.0%	16	20.0%	10	18.0%	9
4 or more adults in hhold	10.8%	54	15.3%	26	8.5%	28	25.0%	31	9.2%	16	3.4%	7	13.0%	31	8.8%	23	15.0%	15	13.0%	13	2.0%	2	14.0%	14	8.0%	4	12.0%	6
Base:		500		170		330		124		173		203		239		261		100		100		100		100		50		50
CHI No. of children in hhold																												
No children in hhold	65.4%	327	64.1%	109	66.1%	218	46.0%	57	42.8%	74	96.6%	196	65.3%	156	65.5%	171	56.0%	56	76.0%	76	73.0%	73	66.0%	66	50.0%	25	62.0%	31
1 child in hhold	18.0%	90	19.4%	33	17.3%	57	32.3%	40	25.4%	44	3.0%	6	19.7%	47	16.5%	43	27.0%	27	7.0%	7	16.0%	16	16.0%	16	22.0%	11	26.0%	13
2 children in hhold	11.8%	59	12.4%	21	11.5%	38	15.3%	19	23.1%	40	0.0%	0	11.3%	27	12.3%	32	13.0%	13	14.0%	14	8.0%	8	10.0%	10	20.0%	10	8.0%	4
3 children in hhold	2.8%	14	2.4%	4	3.0%	10	4.0%	5	4.6%	8	0.5%	1	2.5%	6	3.1%	8	4.0%	4	0.0%	0	3.0%	3	4.0%	4	4.0%	2	2.0%	1
4 or more children in hhold	2.0%	10	1.8%	3	2.1%	7	2.4%	3	4.0%	7	0.0%	0	1.3%	3	2.7%	7	0.0%	0	3.0%	3	0.0%	0	4.0%	4	4.0%	2	2.0%	1
Base:		500		170		330		124		173		203		239		261		100		100		100		100		50		50
CARS No. of cars in hhold																												
No cars in hhold	19.4%	97	15.3%	26	21.5%	71	19.4%	24	13.9%	24	24.1%	49	11.7%	28	26.4%	69	18.0%	18	22.0%	22	7.0%	7	42.0%	42	4.0%	2	12.0%	6
1 car in hhold	42.4%	212	39.4%	67	43.9%	145	38.7%	48	37.0%	64	49.3%	100	41.8%	100	42.9%	112	35.0%	35	40.0%	40	60.0%	60	40.0%	40	38.0%	19	36.0%	18
2 cars in hhold	28.6%	143	30.6%	52	27.6%	91	23.4%	29	40.5%	70	21.7%	44	33.1%	79	24.5%	64	34.0%	34	24.0%	24	30.0%	30	13.0%	13	42.0%	21	42.0%	21
3 cars in hhold	6.4%	32	10.0%	17	4.5%	15	13.7%	17	4.6%	8	3.4%	7	9.2%	22	3.8%	10	10.0%	10	8.0%	8	2.0%	2	5.0%	5	8.0%	4	6.0%	3
4 or more cars in hhold	3.2%	16	4.7%	8	2.4%	8	4.8%	6	4.0%	7	1.5%	3	4.2%	10	2.3%	6	3.0%	3	6.0%	6	1.0%	1	0.0%	0	8.0%	4	4.0%	2
Base:		500		170		330		124		173		203		239		261		100		100		100		100		50		50
DAY Day of interview:																												
Friday	50.0%	250	54.1%	92	47.9%	158	48.4%	60	47.4%	82	53.2%	108	45.2%	108	54.4%	142	50.0%	50	50.0%	50	50.0%	50	50.0%	50	50.0%	25	50.0%	25
Saturday	50.0%	250	45.9%	78	52.1%	172	51.6%	64	52.6%	91	46.8%	95	54.8%	131	45.6%	119	50.0%	50	50.0%	50	50.0%	50	50.0%	50	50.0%	25	50.0%	25
Base:		500		170		330		124		173		203		239		261		100		100		100		100		50		50

Medway In Centre Survey for GVA

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet							
LOC Location [MR]																												
Rochester - High Street	12.0%	60	15.9%	27	10.0%	33	14.5%	18	12.7%	22	9.9%	20	13.8%	33	10.3%	27	60.0%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochester - Eastgate	8.0%	40	10.0%	17	7.0%	23	12.9%	16	8.7%	15	4.4%	9	10.9%	26	5.4%	14	40.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham - Inside Rainham Shopping Ctr	12.2%	61	13.5%	23	11.5%	38	11.3%	14	11.0%	19	13.8%	28	7.1%	17	16.9%	44	0.0%	0	61.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham - High Street	7.8%	39	9.4%	16	7.0%	23	8.1%	10	7.5%	13	7.9%	16	6.3%	15	9.2%	24	0.0%	0	39.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hempstead Valley - Inside the centre	14.2%	71	5.9%	10	18.5%	61	5.6%	7	12.7%	22	20.7%	42	19.2%	46	9.6%	25	0.0%	0	0.0%	0	71.0%	71	0.0%	0	0.0%	0	0.0%	0
Hempstead Valley - Near restaurants / ped crossing	5.8%	29	1.8%	3	7.9%	26	4.0%	5	4.6%	8	7.9%	16	9.6%	23	2.3%	6	0.0%	0	0.0%	0	29.0%	29	0.0%	0	0.0%	0	0.0%	0
Gillingham Town Centre - High Street between the railway station and Britton St	20.0%	100	21.8%	37	19.1%	63	22.6%	28	22.5%	39	16.3%	33	14.6%	35	24.9%	65	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0
Gillingham Retail Park - Near to Poundland	3.4%	17	3.5%	6	3.3%	11	3.2%	4	2.9%	5	3.9%	8	1.7%	4	5.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.0%	17	0.0%	0
Gillingham Retail Park - Near to Iceland	4.8%	24	4.1%	7	5.2%	17	3.2%	4	6.4%	11	4.4%	9	5.9%	14	3.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.0%	24	0.0%	0
Gillingham Retail Park - Near to Dreams	1.8%	9	3.5%	6	0.9%	3	1.6%	2	2.9%	5	1.0%	2	2.1%	5	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	9	0.0%	0
Chatham Dockside Outlet - Inside the centre	6.4%	32	7.1%	12	6.1%	20	7.3%	9	5.8%	10	6.4%	13	5.9%	14	6.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	64.0%	32
Chatham Dockside Outlet - Between restaurants & centre	3.6%	18	3.5%	6	3.6%	12	5.6%	7	2.3%	4	3.4%	7	2.9%	7	4.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.0%	18
Base:		500		170		330		124		173		203		239		261		100		100		100		100		50		50

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet										
PC																								
BA1 2	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
BA11 7	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
BA12 1	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
CR0 5	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
CT16 2	0.2%	1	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
CT19 7	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0
CT31 1	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
CT5 2	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
DA1 2	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
DA1 3	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
DA1 4	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0
DA10 0	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
DA11 8	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
DA11 9	0.4%	2	0.6%	1	0.3%	1	0.0%	0	1.2%	2	0.0%	0	0.4%	1	0.4%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
DA12 1	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
DA12 3	0.4%	2	1.2%	2	0.0%	0	0.8%	1	0.0%	0	0.5%	1	0.4%	1	0.4%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
DA12 5	0.6%	3	0.6%	1	0.6%	2	0.0%	0	1.2%	2	0.5%	1	0.8%	2	0.4%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
DA13 0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
DA14 6	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
DA16 1	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
DA16 2	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
DA5 2	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
DA8 3	0.2%	1	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
E6 5	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
EX12 4	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
HU5 5	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
ME1 1	1.2%	6	2.4%	4	0.6%	2	2.4%	3	1.7%	3	0.0%	0	0.4%	1	1.9%	5	4.0%	4	0.0%	0	0.0%	0	2.0%	1
ME1 2	3.0%	15	3.5%	6	2.7%	9	4.8%	6	2.3%	4	2.5%	5	4.6%	11	1.5%	4	6.0%	6	2.0%	2	5.0%	5	0.0%	0
ME1 3	0.8%	4	1.2%	2	0.6%	2	2.4%	3	0.0%	0	0.5%	1	0.8%	2	0.8%	2	2.0%	2	0.0%	0	0.0%	1	0.0%	0
ME1 8	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
ME10 1	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.6%	1	0.5%	1	0.4%	1	0.4%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
ME10 2	0.6%	3	0.6%	1	0.6%	2	0.0%	0	0.6%	1	1.0%	2	0.4%	1	0.8%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
ME10 4	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.6%	1	0.5%	1	0.4%	1	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
ME11	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.6%	1	0.0%	0	0.8%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
ME11 5	0.4%	2	1.2%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
ME12	0.8%	4	0.6%	1	0.9%	3	0.8%	1	0.6%	1	1.0%	2	1.3%	3	0.4%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0
ME12 0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
ME12 2	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
ME12 3	0.4%	2	0.6%	1	0.3%	1	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.8%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0
ME12 4	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
ME12 5	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
ME12 7	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
ME13	0.4%	2	0.6%	1	0.3%	1	0.8%	1	0.0%	0	0.5%	1	0.8%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
ME13 9	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
ME14 2	0.8%	4	1.2%	2	0.6%	2	0.8%	1	1.2%	2	0.5%	1	0.8%	2	0.8%	2	3.0%	3	0.0%	0	0.0%	0	2.0%	1

Medway In Centre Survey for GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet												
ME14 5	0.4%	2	0.6%	1	0.3%	1	1.6%	2	0.0%	0	0.0%	0	0.4%	1	0.4%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ME15 6	0.4%	2	0.6%	1	0.3%	1	0.8%	1	0.0%	0	0.5%	1	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
ME15 9	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
ME16 8	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ME17 1	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
ME17 3	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
ME17 4	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ME18 9	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
ME19 5	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
ME2	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ME2 1	0.4%	2	0.0%	0	0.6%	2	0.0%	0	1.2%	2	0.0%	0	0.4%	1	0.4%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	1	0.0%	0
ME2 2	1.0%	5	1.2%	2	0.9%	3	1.6%	2	0.6%	1	1.0%	2	0.0%	0	1.9%	5	2.0%	2	0.0%	0	0.0%	0	2.0%	1	4.0%	2
ME2 3	1.2%	6	1.2%	2	1.2%	4	1.6%	2	0.6%	1	1.5%	3	1.3%	3	1.1%	3	5.0%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	1
ME2 4	0.4%	2	0.6%	1	0.3%	1	0.0%	0	0.6%	1	0.5%	1	0.4%	1	0.4%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
ME20 6	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
ME22	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ME23	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ME23 1	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ME3	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	0	0.5%	1	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ME3 0	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	1.0%	2	0.4%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
ME3 7	0.8%	4	0.0%	0	1.2%	4	0.0%	0	0.6%	1	1.5%	3	0.0%	0	1.5%	4	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0
ME3 9	1.4%	7	0.6%	1	1.8%	6	0.0%	0	2.3%	4	1.5%	3	1.7%	4	1.1%	3	1.0%	1	0.0%	0	2.0%	2	1.0%	1	6.0%	3
ME4	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ME4 0	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
ME4 3	1.0%	5	1.8%	3	0.6%	2	1.6%	2	1.7%	3	0.0%	0	1.3%	3	0.8%	2	1.0%	1	0.0%	0	0.0%	0	4.0%	2	4.0%	2
ME4 4	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
ME4 5	1.2%	6	1.2%	2	1.2%	4	2.4%	3	1.2%	2	0.5%	1	0.4%	1	1.9%	5	1.0%	1	1.0%	1	1.0%	1	0.0%	0	2.0%	1
ME4 6	1.0%	5	1.2%	2	0.9%	3	1.6%	2	0.9%	0	1.5%	3	0.8%	2	1.1%	3	1.0%	1	1.0%	1	2.0%	2	0.0%	0	2.0%	1
ME4 6	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
ME5 0	2.4%	12	4.7%	8	1.2%	4	0.8%	1	4.0%	7	2.0%	4	3.8%	9	1.1%	3	3.0%	3	1.0%	1	3.0%	3	0.0%	0	10.0%	5
ME5 1	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
ME5 2	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
ME5 3	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
ME5 4	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
ME5 6	0.2%	1	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
ME5 7	1.6%	8	0.6%	1	2.1%	7	0.0%	0	2.9%	5	1.5%	3	1.3%	3	1.9%	5	2.0%	2	0.0%	0	3.0%	3	1.0%	1	2.0%	1
ME5 8	2.6%	13	2.4%	4	2.7%	9	1.6%	2	2.3%	4	3.4%	7	3.3%	8	1.9%	5	1.0%	1	1.0%	1	4.0%	4	1.0%	1	8.0%	4
ME5 9	2.6%	13	1.2%	2	3.3%	11	2.4%	3	2.3%	4	3.0%	6	2.1%	5	3.1%	8	2.0%	2	0.0%	0	8.0%	8	1.0%	1	0.0%	0
ME6 1	0.2%	1	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
ME6 5	0.4%	2	1.2%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.8%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ME7	0.6%	3	1.8%	3	0.0%	0	0.8%	1	0.6%	1	0.5%	1	0.4%	1	0.8%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
ME7 1	6.4%	32	4.7%	8	7.3%	24	7.3%	9	5.2%	9	6.9%	14	4.2%	10	8.4%	22	3.0%	3	0.0%	0	1.0%	1	25.0%	25	0.0%	0
ME7 2	6.0%	30	6.5%	11	5.8%	19	9.7%	12	5.2%	9	4.4%	9	5.0%	12	6.9%	18	6.0%	6	3.0%	3	2.0%	2	15.0%	15	4.0%	2
ME7 3	3.4%	17	2.9%	5	3.6%	12	0.0%	0	4.6%	8	4.4%	9	5.4%	13	1.5%	4	0.0%	0	1.0%	1	13.0%	13	1.0%	1	4.0%	2
ME7 4	5.8%	29	4.7%	8	6.4%	21	5.6%	7	9.2%	16	3.0%	6	4.6%	11	6.9%	18	1.0%	1	1.0%	1	5.0%	5	20.0%	20	4.0%	2
ME7 5	3.2%	16	2.9%	5	3.3%	11	5.6%	7	3.5%	6	1.5%	3	2.5%	6	3.8%	10	1.0%	1	0.0%	0	1.0%	1	12.0%	12	2.0%	1
ME7 8	0.2%	1	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

Medway In Centre Survey for GVA

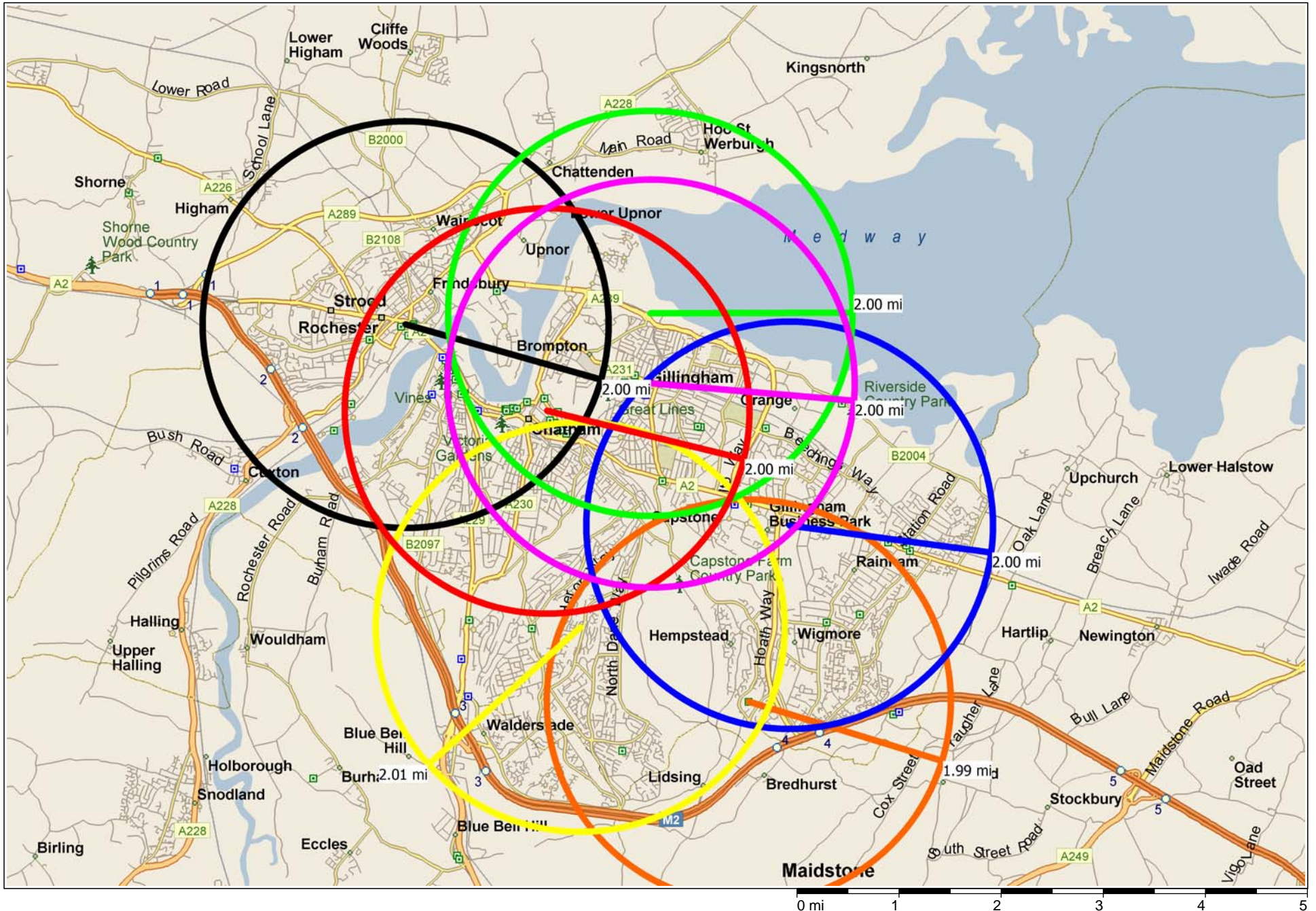
	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Rochester	Rainham	Hempstead Valley	Gillingham Town Centre	Gillingham Retail Park	Chatham Dockside Outlet
ME7 9	0.4%	2	1.2%	2	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0
ME8	0.6%	3	0.0%	0	0.9%	3	0.0%	0	0.0%	0	1.5%	3	0.8%	2
ME8 0	4.0%	20	3.5%	6	4.2%	14	2.4%	3	5.2%	9	3.9%	8	4.6%	11
ME8 1	0.4%	2	0.6%	1	0.3%	1	0.0%	0	0.0%	0	1.0%	2	0.4%	1
ME8 2	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1
ME8 6	3.2%	16	1.8%	3	3.9%	13	4.0%	5	2.3%	4	3.4%	7	3.3%	8
ME8 7	5.0%	25	3.5%	6	5.8%	19	4.8%	6	1.7%	3	7.9%	16	3.8%	9
ME8 8	6.4%	32	4.7%	8	7.3%	24	8.1%	10	5.2%	9	6.4%	13	5.4%	13
ME8 9	6.8%	34	8.2%	14	6.1%	20	2.4%	3	6.4%	11	9.9%	20	7.5%	18
ME9 4	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1
ME9 7	2.4%	12	1.2%	2	3.0%	10	2.4%	3	2.9%	5	2.0%	4	2.5%	6
ME9 8	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.0%	0	0.5%	1	0.4%	1
ME9 9	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.6%	1	0.5%	1	0.0%	0
PA12 1	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
PH33 6	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1
RM16 4	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
SE18 4	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1
SE6 2	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1
SM6 9	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
SW1 3	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1
TN23 6	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
TN24 0	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1
TN24 9	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1
TN30 6	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1
TQ9 6	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1
WR2 6	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1
Refused	0.6%	3	1.2%	2	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	2
Base:	500	170	330	124	173	203	239	261	100	100	100	100	50	50



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Appendix III
Plan showing 2
mile radius
from the main
foodstores
and
supermarkets
in Medway

2 mile radius from main foodstores

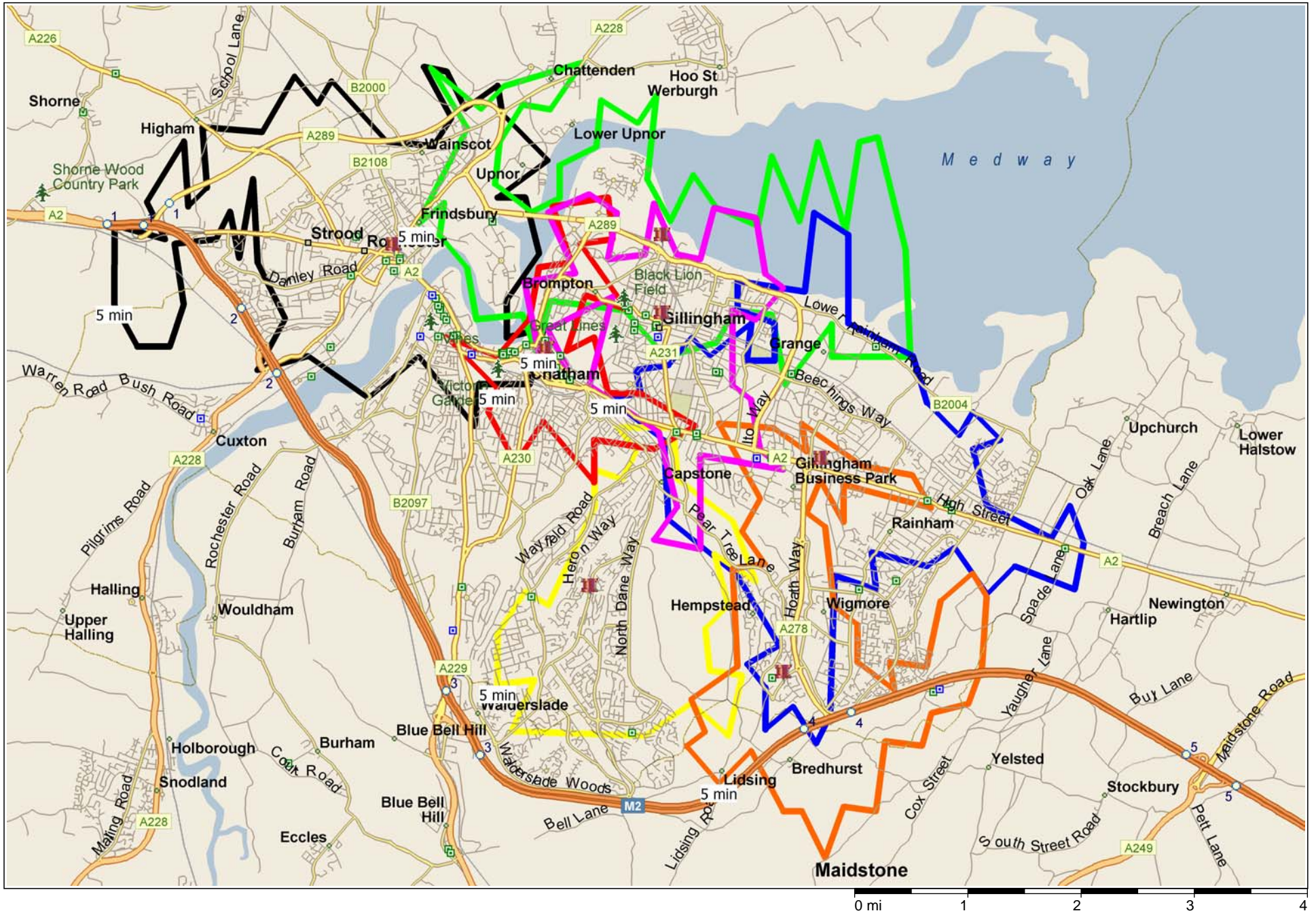




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Appendix IV
Plan showing
a 5 minute
drive time
from the main
foodstores
and
supermarkets
in Medway

5min drivetime from main foodstores

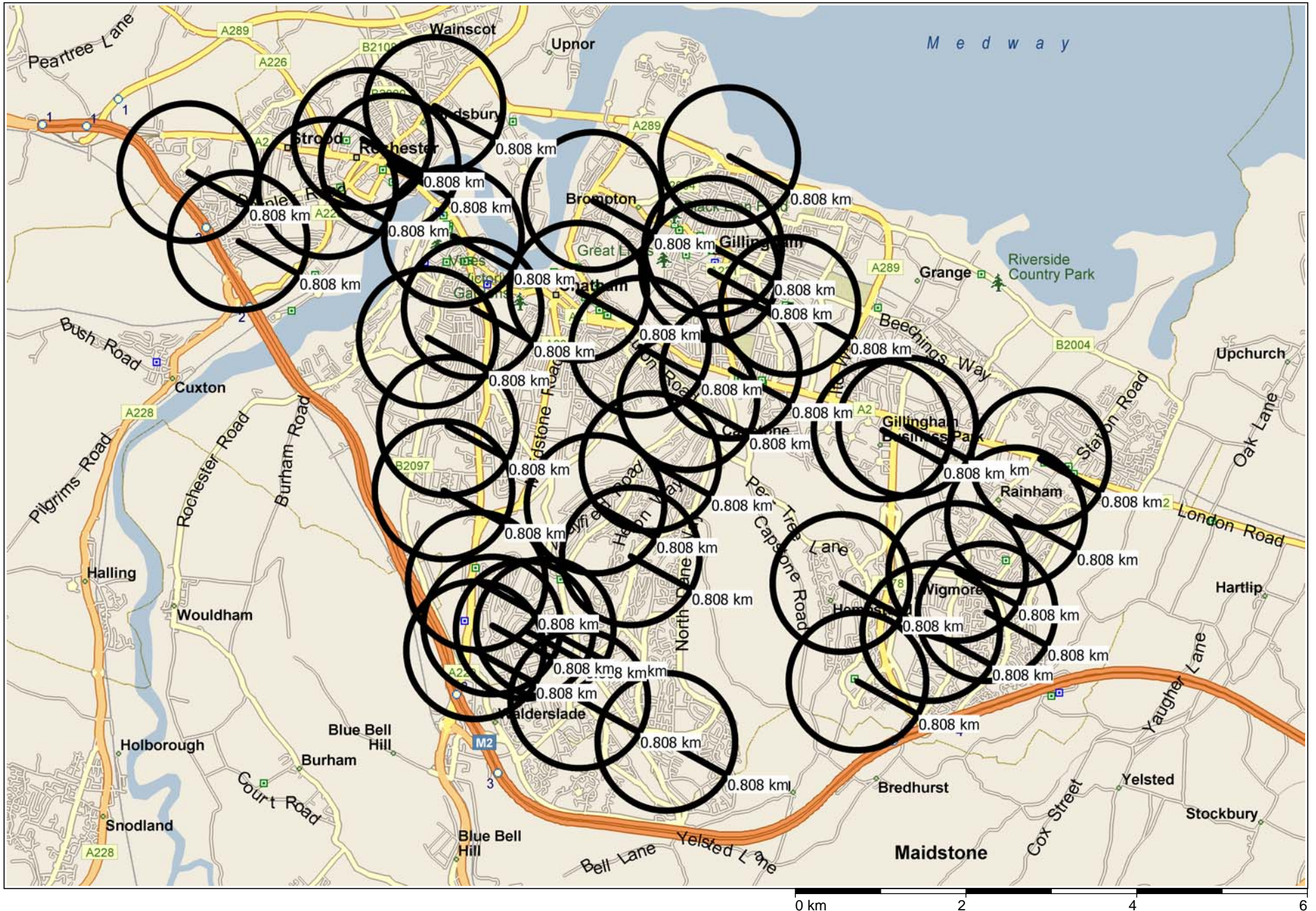




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Appendix V
Plan showing
a 800 metre
radius from
local centres
in Medway

800m Radius from Town Centres Local Centres Supermarkets





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Appendix VI
Hoo peninsula
retail
expenditure
capacity
analysis

CONVENIENCE GOODS EXPENDITURE CAPACITY ASSOCIATED WITH NEW RESIDENTIAL DEVELOPMENT ON THE HOO PENINSULA

50% RETENTION RATE

Units	8000	7000	6000	5000	4000	3000	2000	1500	1000
Persons per unit	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.2
Population	17600	15400	13200	11000	8800	6600	4400	3300	2200
Per capita convenience goods expenditure (£)	£1,959	£1,959	£1,959	£1,959	£1,959	£1,959	£1,959	£1,959	£1,959
Total available convenience goods expenditure	£34.5	£30.2	£25.9	£21.5	£17.2	£12.9	£8.6	£6.5	£4.3
Retention rate (%)	50%	50%	50%	50%	50%	50%	50%	50%	50%
Available expenditure (£m)	£17.2	£15.1	£12.9	£10.8	£8.6	£6.5	£4.3	£3.2	£2.2
Sales density of new floorspace (£/sq m)	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000
Convenience goods floorspace capacity (sq m net)	1437	1257	1077	898	718	539	359	269	180

30% RETENTION RATE

Units	8000	7000	6000	5000	4000	3000	2000	1500	1000
Persons per unit	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.2
Population	17600	15400	13200	11000	8800	6600	4400	3300	2200
Per capita convenience goods expenditure (£)	£1,959	£1,959	£1,959	£1,959	£1,959	£1,959	£1,959	£1,959	£1,959
Total available convenience goods expenditure	£34.5	£30.2	£25.9	£21.5	£17.2	£12.9	£8.6	£6.5	£4.3
Retention rate (%)	30%	30%	30%	30%	30%	30%	30%	30%	30%
Available expenditure (£m)	£10.3	£9.1	£7.8	£6.5	£5.2	£3.9	£2.6	£1.9	£1.3
Sales density of new floorspace (£/sq m)	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000
Convenience goods floorspace capacity (sq m net)	862	754	646	539	431	323	215	162	108