

	<u>Ashby</u>	<u>Broughton</u> <u>Astley</u>	<u>Coalville</u>	<u>Earl Shilton</u>	<u>Hinckley</u>	<u>Loughborough</u>	<u>Lutterworth</u>	<u>Market</u> <u>Harborough</u>	<u>Melton</u>	<u>South</u> <u>Wigston</u>	<u>Leicester</u> <u>shire</u> <u>Average</u>	<u>East</u> <u>Midlands</u> <u>Regional</u>	<u>National</u> <u>Average</u>
Vacancy Rate	1	8	15	9	13	7	4	3	3	14		7	8
Comparison Shopping	70	32	55	57	73	79	61	71	66	47		70	68
Convenience Shopping	30	68	45	43	27	21	39	29	34	53		30	32
Percentage of Independents	71	90	64	75	54	57	75	60	72	80		68	68
Percentage of Key Attractor	4	0	9	0	8	10	0	5	2	6		4	4
Percentage of Multiples	18	5	17	15	24	22	18	27	20	6		19	19
Percentage of Regionals	6	5	10	10	14	11	7	8	6	8		9	9
Business Survey													
Compared to last year turnover has increased	48	63	29	48	64	28	47	30	56	17	38	34	35
Compared to last year turnover remained the same	17	13	14	20	9	32	41	26	14	30	24	30	31
Compared to last year turnover has decreased	34	25	57	32	27	40	12	44	30	52	38	36	34
Compared to last year profit has increased	45	38	33	36	50	36	35	20	45	18	34	40	41
Compared to last year profit remained the same	31	38	14	36	20	28	29	28	18	32	29	24	24
Compared to last year profit has decreased	24	25	52	28	30	36	35	52	37	50	38	36	35
Over next year turnover will increase	38	75	32	64	64	48	63	62	66	41	51	47	45
Over next year turnover will stay the same	38	25	27	20	18	24	31	19	26	32	27	37	39
Over next year turnover will decrease	24	0	41	16	18	28	6	19	8	27	22	16	16
Has the business suffered from crime - yes	22	44	43	28	18	46	20	31		24	30	24	29
Visitor Survey													
People visiting daily	20	32	16	38	37	37	25	40	29	30	30	31	32
Weekly or more	51	50	69	53	59	40	60	60	69	54	55	54	52
Travel by car	49	51	70	52	40	43	56	61	62	47	52	45	47
Travel by foot	47	37	10	34	36	29	31	22	31	40	32	39	38
Travel by bus	2	4	14	7	17	21	9	3	7	10	10	12	11
Rate the physical appearance of TC as good or V good	95	66	31	59	51	83	83	100	53	45	68	68	68
Rate the cleanliness of TC as good or V good	78	68	49	70	78	83	93	92	47	39	74	76	77
Rate the variety of shops in TC as good or V good	71	61	14	31	20	72	40	94	31	16	46	44	47
Rate the leisure/cultural activities in TC as good/v good	100	28	25	24	32	83	65	85	37	16	49	51	57
How long will you stay under 2 hours	80	72	67	80	49	40	81	44	63	72	65	74	68
How long will you stay over 2 hours	19	26	31	19	49	60	18	53	35	24	33	26	31
Breakdown of visitors - Locals	36	90	67	86	44	39	44	56	28	82		53	58
Breakdown of visitors - Visitors (neighbouring area)	48	9	25	10	51	51	56	40	42	17		39	34
Breakdown of visitors - Tourists	17	1	9	3	5	10	0	5	30	2		9	8