



NEMS market research
22-23 Manor Way
Belasis Hall Technology Park
Billingham
TS23 4HN
Tel 01642 37 33 55
www.nemsmr.co.uk

**Fife Household Survey
for
Fife Council**

March 2016

Job Ref: 220216

This market research and the design of material used to obtain this survey information have been originated by and belong to NEMS market research, and may not be used or reproduced in whole or part without the company's written consent, or that of the Client.

Table of Contents

Introduction:

Research Background & Objectives	3
Research Methodology	3
Sampling	3
Weightings	5
Statistical Accuracy	7
Data Tables	8

Appendices:

Data Tabulations -

By Zone	10-112
By Zone (Weighted)	114-218
By Area	220-278
By Area (Weighted)	280-341

Sample Questionnaire

Map

Introduction

1.1 Research Background & Objectives

To conduct a survey amongst residents in the Fife area to assess shopping habits for main food and grocery shopping, top-up shopping, non-food shopping and leisure activities. Respondents were also asked their opinions on their local town centre.

1.2 Research Methodology

A total of 1,803 telephone interviews were conducted between Thursday 10th March 2016 and Tuesday 29th March 2016. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

1.3 Sampling

1.3.1 Survey Area

The survey area was segmented into 10 zones, defined using postcode sectors. The zone details were:

Zone	Postcode Sectors	Number of Interviews
1	KY11 3, KY11 4, KY11 7, KY11 8, KY12 0, KY12 7, KY12 8, KY12 9*, FK10 4*	340
2	KY11 1, KY11 2, KY11 9	145
3	KY4 0*, KY4 8, KY4 9	100
4	KY1 1, KY1 2, KY1 3, KY1 4, KY2 5, KY2 6, KY3 0, KY3 9, KY5 0*, KY5 8, KY5 9	385
5	KY6 1, KY6 2, KY6 3, KY7 4, KY7 5, KY7 6, KY14 6*, KY14 7*, KY15 7	270
6	KY8 1, KY8 2, KY8 3, KY8 4	100
7	KY8 5, KY8 6	101
8	KY15 4, KY15 5	100
9	DD6 8, DD6 9, KY16 0, KY16 8, KY16 9	160
10	KY9 1, KY10 2, KY10 3	102
Total		1,803

* Denotes partial postcode sector

1.3.2 Telephone Numbers

All available telephone numbers are used to obtain the sample of interviews. This includes published telephone numbers (land-lines and some mobile numbers) but is supplemented with ex-directory numbers as the demographic profile of this sub-set is different to the demographics of the published numbers sample. Ex-directory numbers are randomly generated using the published numbers as a 'seed'. Business numbers are de-duped and excluded.

We don't screen against the TPS (Telephone Preference Service) database, again because the demographic profile of TPS registered numbers is slightly different to the rest of the population. In addition, there is no legal requirement to screen against TPS registered numbers; market research is not classified as unsolicited sales and marketing.

1.3.3 Sample Profile

It should be noted that as per the survey's requirements, the profile of respondents is that of the main shopper / person responsible for most of the food shopping in the household. As such it will always differ from the demographic profile of all adults within the survey area. With any survey among the main shopper / person responsible for most of the food shopping in the household the profile is typically biased more towards females and older people. The age of the main shopper / person responsible for most of the food shopping in the household is becoming older due to the financial constraints on young people setting up home.

A number of measures are put in place to ensure the sample is representative of the profile of the person responsible for most of the food / shopping in the household.

First of all, interviewing is normally spread over a relatively long period of time, certainly longer than the theoretical minimum time it would take. This allows us time to call back people who weren't in when we made the first phone call. If we only interview people who are at home the first time we call, we over-represent people who stay at home the most; these people tend to be older / less economically active.

We also control the age profile of respondents; this is a two-stage process. First of all, we look at the age profile of the survey area according to the latest Census figures. Using a by-product from additional data we collect from a weekly telephone survey of a representative sample of all adults across the country we know the age profile of the main-shopper in any given area. This information is from data based on in excess of 100,000 interviews and is regularly

updated and is therefore probably the most accurate and up to date information of its kind.

Stratified random sampling helps ensure that the sample is as representative as possible. While the system dials the next random selected number for interviewers, all calls are made by interviewers; no automated call handling systems are used.

1.3.4 Time of Interviewing

Approximately two-thirds of all calls are made outside normal working hours.

1.3.5 Monitoring of Calls

At least 5% of telephone interviews are randomly and remotely monitored by Team Leaders to ensure the interviewing is conducted to the requisite standard. Both the dialogue and on-screen entries are monitored and evaluated. Interviewers are offered re-training should these standards not be met.

1.4 Weightings

To correct the small differences between the sample profile and population profile, the data was weighted. The population is of the main shopper in the household. Weightings have been applied to age bands based on an estimated age profile of main shoppers (see section 1.3.3 for details). The weighted totals differ occasionally from the adjusted population due to rounding error. Details of the age weightings are given in the table below:

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-34	17.0%	64	4.6621
35-44	15.7%	167	1.6581
45-54	18.3%	392	0.8220
55-64	19.9%	394	0.8889
65+	29.1%	742	0.6889
(Refused)	n/a	44	1.0000
Total		1,803	

Further weightings were then applied to adjust zone samples to be representative by population. Details of those weightings are given in the table below:

Zone	Population *	Interviews Achieved	Interviews Achieved (Weighted by Age)	Zone Weightings
1	72,860	340	350	1.0262
2	29,872	145	147	1.0052
3	20,876	100	110	0.9396
4	87,085	385	366	1.1752
5	60,333	270	278	1.0711
6	21,983	100	104	1.0449
7	12,459	101	98	0.6308
8	14,871	100	103	0.7140
9	34,177	160	153	1.1004
10	10,682	102	95	0.5576
Total	365,198	1,803		

* Source: Census 2011

1.5 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

For example, if 50% of a sample of 1,803 answers “Yes” to a question, we can be 95% sure that between 47.7% and 52.3% of the population holds the same opinion (i.e. +/- 2.3%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

%ge Response	95% confidence interval
10%	±1.4%
20%	±1.9%
30%	±2.1%
40%	±2.3%
50%	±2.3%

1.6 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

Appendix 1:

Data Tabulations

By Zone

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Q01 Where did you last do your MAIN FOOD shopping for the household?																						
Co-op, High Street, Anstruther	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.0%	2		
Co-op, St Andrews Road, Anstruther	0.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	14.7%	15		
Burntisland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Co-op, High Street, Burntisland	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Aldi, Stenhouse Street, Cowdenbeath	1.6%	28	0.3%	1	0.0%	0	20.0%	20	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Co-op, Dalbeath Crescent, Cowdenbeath	0.1%	2	0.0%	0	0.0%	0	1.0%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Iceland, High Street, Cowdenbeath	0.1%	2	0.0%	0	0.0%	0	1.0%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Morrisons, Main Street, Cowdenbeath	1.4%	26	0.3%	1	0.0%	0	22.0%	22	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Aldi, South Road, Cupar	1.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0	0.0%	0	14.0%	14	1.3%	2	0.0%	0
Co-op, Bonnygate, Cupar	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0
Lidl, Station Road, Cupar	1.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	15.0%	15	1.9%	3	0.0%	0
Tesco Superstore, South Road, Cupar	2.8%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	7	0.0%	0	2.0%	2	41.0%	41	0.6%	1	0.0%	0
Asda, Fulmar Way, Dalgety Bay	2.0%	36	0.0%	0	20.7%	30	0.0%	0	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Western Approach Road, Dalgety Bay	0.5%	9	0.0%	0	4.1%	6	0.0%	0	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Regents Way, Dalgety Bay	0.8%	14	0.0%	0	7.6%	11	0.0%	0	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Arbroath Road, Dundee	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Aldi, The Stack Retail Park, Dundee	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Asda, Kingsway East, Dundee	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	1.0%	1
Asda, Milton of Cragie Retail Park, Dundee	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Lidl, South Ward Road, Dundee	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Marks & Spencer, Brook Street, Dundee	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Sainsbury's, Forfar Road, Dundee	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kingsway West, Dundee	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Tesco Extra, Riverside Drive, Dundee	1.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	18.1%	29	1.0%	1

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Tesco Extra, South Road, Dundee	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Metro, Dundee	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Aldi, Halbeath Road, Dunfermline	2.2%	39	8.5%	29	4.1%	6	2.0%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Nightingale Place, Dunoch Retail Park, Dunfermline	1.4%	26	4.7%	16	6.9%	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
Asda, Halbeath Road Retail Park, Dunfermline	6.8%	122	19.4%	66	8.3%	12	35.0%	35	2.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Leonards Street, Dunfermline	3.1%	56	14.1%	48	5.5%	8	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-op, Chapel Street, Dunfermline	0.1%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Carnegie Drive Retail Park, Dunfermline	0.1%	2	0.3%	1	0.7%	1	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, Halbeath Road, Dunfermline	0.1%	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	0.0%	0
Marks & Spencer, High Street, Dunfermline	0.3%	6	1.2%	4	0.7%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Aberdour Road, Dunfermline	0.5%	9	1.2%	4	0.7%	1	2.0%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Duloch Park, Dunfermline, Fife	5.3%	96	15.6%	53	20.7%	30	3.0%	3	1.6%	6	0.7%	2	0.0%	0	1.0%	1	0.0%	0	0.6%	1	0.0%	0
Tesco Extra, Turnstone Road, Dunfermline	1.4%	25	4.4%	15	4.1%	6	2.0%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Fire Station, Winterthur Lane, Carnegie Drive, Dunfermline	3.4%	61	16.2%	55	0.7%	1	1.0%	1	0.5%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glenrothes	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Flemington Road, Glenrothes	1.7%	31	0.0%	0	0.0%	0	0.0%	0	1.0%	4	9.3%	25	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Asda, Fullerton Road, Glenrothes	5.5%	99	0.0%	0	0.7%	1	0.0%	0	2.9%	11	22.6%	61	7.0%	7	8.9%	9	8.0%	8	0.6%	1	1.0%	1
Co-op, Marchmont Gate, Glenrothes	0.1%	1	0.0%	0	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
Farmfoods, Kingdom Centre, Lyon Way, Glenrothes	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Falklands Gate, Glenrothes	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.3%	1	3.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Leslie Road, Glenrothes	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP garage), Bankhead Park, Glenrothes	0.1%	1	0.0%	0	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
Morrisons, Flemington Road,	6.4%	116	0.0%	0	0.0%	0	0.0%	0	2.3%	9	33.3%	90	8.0%	8	5.0%	5	1.0%	1	0.6%	1	2.0%	2

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Glenrothes																						
Tesco Express, South Parks Road, Glenrothes	0.2%	3	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Inverkeithing	0.1%	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	0.0%	0
Sainsbury's, Station Road, Kinross	0.6%	10	0.3%	1	0.0%	0	2.0%	2	0.0%	0	2.2%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Kirkcaldy	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ferrard Road, Kirkcaldy	1.9%	35	0.0%	0	0.0%	0	0.0%	0	9.1%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, McKenzie Street, Kirkcaldy	0.8%	15	0.0%	0	0.0%	0	0.0%	0	3.4%	13	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Carberry Road, Kirkcaldy	6.8%	123	0.0%	0	0.7%	1	2.0%	2	22.1%	85	1.9%	5	18.0%	18	8.9%	9	1.0%	1	0.0%	0	2.0%	2
Co-op, Dunearn Drive, Kirkcaldy	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, The Postings, Kirkcaldy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Esplanade, Kirkcaldy	0.5%	9	0.0%	0	0.0%	0	1.0%	1	2.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Fife Central Retail Park, Kirkcaldy	0.5%	9	0.6%	2	0.0%	0	0.0%	0	1.3%	5	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Kirkcaldy	0.5%	9	0.0%	0	0.0%	0	0.0%	0	2.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Esplanade, Kirkcaldy	4.0%	73	0.0%	0	2.1%	3	2.0%	2	16.6%	64	0.7%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's, Fife Central Retail Park, Kirkcaldy	3.4%	61	0.0%	0	0.0%	0	1.0%	1	14.3%	55	1.5%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Leven	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Turpie Road, Leven	1.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	13.9%	14	0.0%	0	0.0%	0	6.9%	7
Co-op, Wellesley Road, Leven	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Shorehead, Leven	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Leven	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Lidl, Mitchell Street, Leven	1.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	15	7.9%	8	0.0%	0	0.0%	0	3.9%	4
Sainsbury's, Riverside Road, Leven	4.6%	83	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.7%	2	34.0%	34	37.6%	38	1.0%	1	0.0%	0	6.9%	7
Co-op, High Street, Lochgelly	0.3%	6	0.0%	0	0.0%	0	0.0%	0	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, Cardenden, Lochgelly	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Queensferry Road, Rosyth	0.6%	10	0.9%	3	4.8%	7	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, Tom Morris Drive, St Andrews	1.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	12	15.7%	16
M&S Simply Food, Largo	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.0%	8	4.9%	5

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Road, St Andrews	4.9%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	3.0%	3	4.0%	4	35.0%	56	22.5%	23
Morrisons, Largo Street, St Andrews	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's Local, Market Street, St Andrews	0.6%	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	5.6%	9	1.0%	1
Tesco Metro, Market Street, St Andrews	1.1%	20	5.6%	19	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alloa	0.1%	1	0.0%	0	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
Auchtermuchty	0.1%	1	0.0%	0	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
Brechin	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cellardyke	0.3%	6	1.5%	5	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
England	0.1%	1	0.0%	0	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
Falkland	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fallin	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelty	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Kennoway	0.1%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kincardine	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinghorn	0.1%	1	0.0%	0	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
Ladybank	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Leuchars	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0
Newport-on-Tay	0.1%	2	0.6%	2	0.0%	0	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	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Wormit	3.4%	61	1.8%	6	3.4%	5	1.0%	1	3.9%	15	3.3%	9	0.0%	0	1.0%	1	3.0%	3	5.6%	9	11.8%	12
Internet (Varies)	0.3%	5	0.3%	1	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.6%	1	0.0%	0
(Don't know / can't remember)	0.1%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Base:	1803	340	145	100	385	270	100	101	100	160	102											

Q01A Which Internet retailer did you use on that trip?

Those who last did main food shopping via the Internet at Q01:

Asda	32.8%	20	50.0%	3	0.0%	0	100.0%	1	53.3%	8	33.3%	3	0.0%	0	100.0%	1	0.0%	0	11.1%	1	25.0%	3
Sainsbury's	18.0%	11	16.7%	1	20.0%	1	0.0%	0	20.0%	3	22.2%	2	0.0%	0	0.0%	0	66.7%	2	0.0%	0	16.7%	2
Tesco	49.2%	30	33.3%	2	80.0%	4	0.0%	0	26.7%	4	44.4%	4	0.0%	0	0.0%	0	33.3%	1	88.9%	8	58.3%	7
Base:	61	6	5	1	15	9	0	1	3	9	12											

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk			
Q02 Where did you last go the time before that to do your MAIN FOOD shopping?														
Co-op, High Street, Anstruther	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.9%	3
Co-op, St Andrews Road, Anstruther	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	14
Burntisland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Co-op, High Street, Burntisland	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	4	0.0%	0	0.0%	0
Cowdenbeath	0.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Stenhouse Street, Cowdenbeath	1.4%	25	0.0%	0	0.0%	0	18.0%	18	1.8%	7	0.0%	0	0.0%	0
Co-op, Dalbeath Crescent, Cowdenbeath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Iceland, High Street, Cowdenbeath	0.3%	6	0.0%	0	0.0%	0	5.0%	5	0.3%	1	0.0%	0	0.0%	0
Morrisons, Main Street, Cowdenbeath	1.1%	20	0.0%	0	0.0%	0	18.0%	18	0.5%	2	0.0%	0	0.0%	0
Cupar	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Aldi, South Road, Cupar	1.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	7	0.0%	0
Co-op, Bonnygate, Cupar	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Lidl, Station Road, Cupar	1.0%	18	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0	0.0%	0
Tesco Superstore, South Road, Cupar	2.7%	49	0.0%	0	0.0%	0	0.0%	0	3.0%	8	0.0%	0	0.0%	0
Asda, Fulmar Way, Dalgety Bay	1.8%	33	0.0%	0	17.2%	25	0.0%	0	2.1%	8	0.0%	0	0.0%	0
Co-op, Lt Sales Avenue, Dalgety Bay	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Western Approach Road, Dalgety Bay	0.7%	12	0.0%	0	6.2%	9	0.0%	0	0.8%	3	0.0%	0	0.0%	0
Tesco Metro, Regents Way, Dalgety Bay	0.8%	15	0.0%	0	8.3%	12	0.0%	0	0.8%	3	0.0%	0	0.0%	0
Aldi, Arbroath Road, Dundee	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Kingsway East, Dundee	0.2%	4	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Kirkton, Dundee	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Asda, Milton of Cragie Retail Park, Dundee	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Brook Street, Dundee	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Morrisons, Forfar Road, Dundee	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Baldovie Road, Claypotts, Dundee	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Express, Nethergate,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Dundee																						
Tesco Extra, Kingsway West, Dundee	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Tesco Extra, Riverside Drive, Dundee	1.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	16.3%	26	1.0%	1		
Tesco Extra, South Road, Dundee	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0		
Tesco Metro, Dundee	0.1%	1	0.0%	0	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
Aldi, Halbeath Road, Dunfermline	2.0%	36	7.6%	26	2.8%	4	4.0%	4	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Nightingale Place, Dunoch Retail Park, Dunfermline	1.8%	32	4.1%	14	9.7%	14	2.0%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Halbeath Road Retail Park, Dunfermline	7.0%	126	22.6%	77	6.2%	9	28.0%	28	2.9%	11	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Leonards Street, Dunfermline	2.7%	48	12.4%	42	4.1%	6	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-op, Chapel Street, Dunfermline	0.1%	1	0.3%	1	0.0%	0	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-op, Queensferry Road, Dunfermline	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Carnegie Drive Retail Park, Dunfermline	0.1%	1	0.3%	1	0.0%	0	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, Halbeath Road, Dunfermline	0.3%	5	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Dunfermline	0.8%	15	2.9%	10	1.4%	2	1.0%	1	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Aberdour Road, Dunfermline	0.6%	11	1.2%	4	1.4%	2	2.0%	2	0.5%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Duloch Park, Dunfermline, Fife	4.9%	89	14.4%	49	17.2%	25	5.0%	5	2.1%	8	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.6%	1	0.0%	0
Tesco Extra, Turnstone Road, Dunfermline	1.2%	21	3.2%	11	4.1%	6	2.0%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Fire Station, Winterthur Lane, Carnegie Drive, Dunfermline	3.1%	55	13.8%	47	2.1%	3	2.0%	2	0.5%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glenrothes	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Flemington Road, Glenrothes	1.9%	35	0.0%	0	0.0%	0	0.0%	0	1.8%	7	9.6%	26	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Asda, Fullerton Road, Glenrothes	4.6%	83	0.0%	0	0.0%	0	0.0%	0	1.8%	7	20.4%	55	5.0%	5	8.9%	9	6.0%	6	0.6%	1	0.0%	0
Farmfoods, Kingdom Centre, Lyon Way, Glenrothes	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Falklands Gate, Glenrothes	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	11	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Leslie Road,	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.3%	1	3.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
Glenrothes											
Marks & Spencer (BP garage), Bankhead Park, Glenrothes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Flemington Road, Glenrothes	5.9%	106	0.0%	0	0.0%	0	2.9%	11	28.5%	77	6.0%
Tesco Express, South Parks Road, Glenrothes	0.2%	3	0.3%	1	0.0%	0	0.0%	0	0.7%	2	0.0%
Sainsbury's, Station Road, Kinross	0.3%	6	0.3%	1	0.7%	1	2.0%	2	0.0%	0	0.7%
Kirkcaldy	0.6%	11	0.0%	0	0.0%	0	2.3%	9	0.4%	1	1.0%
Aldi, Ferrard Road, Kirkcaldy	1.9%	34	0.0%	0	0.0%	0	8.8%	34	0.0%	0	0.0%
Aldi, McKenzie Street, Kirkcaldy	0.8%	14	0.0%	0	0.0%	0	3.1%	12	0.4%	1	0.0%
Asda, Carberry Road, Kirkcaldy	5.7%	102	0.0%	0	1.4%	2	16.9%	65	1.1%	3	17.0%
Co-op, Dunearn Drive, Kirkcaldy	0.2%	3	0.3%	1	0.0%	0	0.5%	2	0.0%	0	0.0%
Lidl, Esplanade, Kirkcaldy	0.4%	7	0.0%	0	0.0%	0	1.6%	6	0.0%	0	0.0%
M&S Simply Food, Fife Central Retail Park, Kirkcaldy	0.4%	8	0.3%	1	0.0%	0	1.0%	4	1.1%	3	0.0%
Marks & Spencer, High Street, Kirkcaldy	1.1%	19	0.0%	0	0.0%	0	3.6%	14	1.5%	4	1.0%
Morrisons, The Esplanade, Kirkcaldy	3.7%	67	0.0%	0	2.8%	4	15.1%	58	0.4%	1	2.0%
Sainsbury's, Fife Central Retail Park, Kirkcaldy	4.3%	77	0.6%	2	0.7%	1	15.6%	60	4.4%	12	0.0%
Leven	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Aldi, Turpie Road, Leven	1.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%
Co-op, Wellesley Road, Leven	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Farmfoods, Shorehead, Leven	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%
Iceland, High Street, Leven	0.8%	14	0.0%	0	0.0%	0	0.8%	3	0.0%	0	7.0%
Lidl, Mitchell Street, Leven	1.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%
Sainsbury's, Riverside Road, Leven	4.3%	78	0.0%	0	0.0%	0	0.8%	3	0.0%	0	27.0%
Lochgelly	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%
Co-op, High Street, Lochgelly	0.2%	4	0.0%	0	0.0%	0	1.0%	4	0.0%	0	0.0%
Tesco Express, Station Road, Cardenden, Lochgelly	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Castleandhill Road, Rosyth	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%
Tesco Metro, Queensferry	0.6%	11	0.6%	2	6.2%	9	0.0%	0	0.0%	0	0.0%

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
Road, Rosyth											
Aldi, Tom Morris Drive, St Andrews	1.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Largo Road, St Andrews	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Largo Street, St Andrews	4.7%	85	0.0%	0	0.0%	0	0.0%	0	3.0%	3	2.0%
Sainsbury's Local, Market Street, St Andrews	0.3%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.9%
Tesco Metro, Market Street, St Andrews	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%
Alloa	1.2%	21	6.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%
Charlestown	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Craik	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dollar	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Edinburgh	0.4%	8	0.9%	3	2.1%	3	0.0%	0	0.3%	1	0.0%
England	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%
Kelty	0.2%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%
Kennoway	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Kincardine	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Kinghorn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%
Ladybank	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%
Markinch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%
Methil	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Newport-on-Tay	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Oakley	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Perth	0.8%	14	0.3%	1	0.0%	0	0.0%	0	4.4%	12	0.0%
St Monans	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Stirling	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Strathmiglo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%
Thornton	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%
Internet	2.9%	53	1.8%	6	3.4%	5	1.0%	1	3.4%	13	3.7%
(Varies)	0.8%	14	0.9%	3	0.0%	0	0.0%	0	1.3%	5	0.7%
(Don't know / can't remember)	0.7%	12	0.9%	3	0.7%	1	1.0%	1	0.5%	2	0.4%
Base:	1803		340		145		100		385		270
									100		101
										100	
										160	
											102

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Q02A Which Internet retailer did you use on that trip?																						
<i>Those who did their main food shopping the time before last via the Internet at Q02:</i>																						
Asda	3.8%	2	0	0	0	0	0	0	0	0	0											
Morrisons	0.0%	0	0	0	0	0	0	0	0	0	0											
Iceland	0.0%	0	0	0	0	0	0	0	0	0	0											
Sainsbury's	7.5%	4	0	0	0	15.4%	2	20.0%	2	0.0%	0											
Tesco	24.5%	13	16.7%	1	40.0%	2	0.0%	0	23.1%	3	20.0%											
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
No response	64.2%	34	83.3%	5	60.0%	3	100.0%	1	61.5%	8	60.0%											
Base:		53		6		5		1		13		10		1		0		2		8		7

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk	
Q03 Where did you LAST go to do small, day-to-day TOP-UP food shopping?												
Anstruther	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	8
Co-op, High Street, Anstruther	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6
Co-op, St Andrews Road, Anstruther	2.0%	36	0.0%	0	0.0%	0	0.0%	0	1.0%	1	34.3%	35
Burntisland	0.4%	8	0.0%	0	0.0%	0	2.1%	8	0.0%	0	0.0%	0
Co-op, High Street, Burntisland	1.2%	22	0.3%	1	0.0%	0	5.2%	20	0.4%	1	0.0%	0
Cowdenbeath	0.6%	10	0.0%	0	0.0%	0	7.0%	7	0.8%	3	0.0%	0
Aldi, Stenhouse Street, Cowdenbeath	1.0%	18	0.0%	0	0.0%	0	16.0%	16	0.5%	2	0.0%	0
Co-op, Dalbeath Crescent, Cowdenbeath	0.4%	7	0.0%	0	0.0%	0	5.0%	5	0.5%	2	0.0%	0
Farmfoods, High Street, Cowdenbeath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Cowdenbeath	0.3%	5	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Morrisons, Main Street, Cowdenbeath	1.3%	24	0.0%	0	0.7%	1	22.0%	22	0.3%	1	0.0%	0
Cupar	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7
Aldi, South Road, Cupar	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.4%	1	11.0%	11
Co-op, Bonnygate, Cupar	1.4%	26	0.0%	0	0.0%	0	0.0%	0	1.9%	5	19.0%	19
Lidl, Station Road, Cupar	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13
Tesco Superstore, South Road, Cupar	1.6%	28	0.0%	0	0.0%	0	0.0%	0	1.1%	3	22.0%	22
Dalgety Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Fulmar Way, Dalgety Bay	1.4%	25	0.0%	0	15.2%	22	0.0%	0	0.5%	2	0.4%	1
Co-op, Lt Sales Avenue, Dalgety Bay	0.6%	11	0.0%	0	7.6%	11	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP garage), Harbour Drive, Dalgety Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Western Approach Road, Dalgety Bay	0.7%	12	0.0%	0	6.2%	9	0.0%	0	0.8%	3	0.0%	0
Tesco Metro, Regents Way, Dalgety Bay	0.8%	14	0.0%	0	9.7%	14	0.0%	0	0.0%	0	0.0%	0
Dundee	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Aldi, Arbroath Road, Dundee	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Aldi, The Stack Retail Park, Dundee	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Asda, Kingsway East, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Asda, Kirkton, Dundee	0.0%	0	0.0%	0	0.0%	0	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, Milton of Cragie Retail Park, Dundee	0.0%	0	0.0%	0	0.0%	0	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-op, Campfield Square, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cowgate, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Macalpine Road, Dundee	0.0%	0	0.0%	0	0.0%	0	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, Pitkerro Road, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, South Ward Road, Dundee	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0
Marks & Spencer, Brook Street, Dundee	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Marks & Spencer, Murrygate, Dundee	0.0%	0	0.0%	0	0.0%	0	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, Forfar Road, Dundee	0.0%	0	0.0%	0	0.0%	0	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, Baldovie Road, Claypotts, Dundee	0.0%	0	0.0%	0	0.0%	0	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, Forfar Road, Dundee	0.0%	0	0.0%	0	0.0%	0	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 Express, Hawkhill, Dundee	0.0%	0	0.0%	0	0.0%	0	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 Express, Nethergate, Dundee	0.0%	0	0.0%	0	0.0%	0	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 Extra, Kingsway West, Dundee	0.0%	0	0.0%	0	0.0%	0	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 Extra, Methven Street, Dundee	0.0%	0	0.0%	0	0.0%	0	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 Extra, Riverside Drive, Dundee	0.2%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	1
Tesco Extra, South Road, Dundee	0.0%	0	0.0%	0	0.0%	0	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 Metro, Dundee	0.1%	1	0.0%	0	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
Dunfermline	1.6%	29	7.6%	26	2.1%	3	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, Halbeath Road, Dunfermline	1.4%	25	6.5%	22	1.4%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Nightingale Place, Dunoch Retail Park, Dunfermline	1.3%	23	5.3%	18	2.1%	3	1.0%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Halbeath Road Retail Park, Dunfermline	1.8%	33	6.2%	21	1.4%	2	8.0%	8	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Leonards Street, Dunfermline	1.7%	30	7.6%	26	2.1%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Chapel Street,	1.0%	18	4.4%	15	0.7%	1	1.0%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
Dunfermline											
Co-op, Queensferry Road, Dunfermline	0.3%	5	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Dobbies Farm Foodhall, Fife Leisure Park, Whimbrell Place, Dunfermline	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Carnegie Drive Retail Park, Dunfermline	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Halbeath Road, Dunfermline	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, High Street, Dunfermline	1.1%	20	4.7%	16	0.7%	1	3.0%	3	0.0%	0	0.0%
Tesco Express, Aberdour Road, Dunfermline	0.9%	17	4.4%	15	0.0%	0	1.0%	1	0.0%	0	0.4%
Tesco Extra, Duloch Park, Dunfermline, Fife	1.9%	35	5.6%	19	9.0%	13	1.0%	1	0.3%	1	0.0%
Tesco Extra, Turnstone Road, Dunfermline	0.7%	12	2.1%	7	3.4%	5	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Fire Station, Winterthur Lane, Carnegie Drive, Dunfermline	1.6%	29	8.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%
Glenrothes											
Aldi, Flemington Road, Glenrothes	2.1%	38	0.0%	0	0.0%	0	0.0%	0	1.0%	4	12.2%
Asda, Fullerton Road, Glenrothes	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.3%	1	4.1%
Co-op, Marchmont Gate, Glenrothes	1.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%
Farmfoods, Kingdom Centre, Lyon Way, Glenrothes	2.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%
Iceland, Falklands Gate, Glenrothes	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%
Lidl, Leslie Road, Glenrothes	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Marks & Spencer (BP garage), Bankhead Park, Glenrothes	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%
Morrisons, Flemington Road, Glenrothes	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.5%	2	3.0%
Tesco Express, South Parks Road, Glenrothes	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%
Inverkeithing											
Farmfoods, High Street, Inverkeithing	1.8%	33	0.0%	0	0.0%	0	1.0%	1	0.5%	2	10.0%
Kinross											
Sainsbury's, Station Road, Kinross	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.3%	1	1.9%

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Kinross																						
Kirkcaldy	1.4%	25	0.0%	0	0.7%	1	0.0%	0	6.0%	23	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ferrard Road, Kirkcaldy	2.1%	37	0.0%	0	0.0%	0	0.0%	0	9.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, McKenzie Street, Kirkcaldy	0.7%	12	0.3%	1	0.0%	0	0.0%	0	2.3%	9	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Carberry Road, Kirkcaldy	1.2%	21	0.0%	0	0.0%	0	0.0%	0	5.2%	20	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dunearn Drive, Kirkcaldy	1.2%	22	1.8%	6	0.0%	0	0.0%	0	3.6%	14	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Farmfoods, The Postings, Kirkcaldy	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Esplanade, Kirkcaldy	0.8%	15	0.0%	0	0.0%	0	1.0%	1	3.4%	13	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Fife Central Retail Park, Kirkcaldy	0.7%	13	0.3%	1	0.0%	0	1.0%	1	2.3%	9	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Kirkcaldy	0.9%	17	0.0%	0	0.0%	0	0.0%	0	3.9%	15	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Esplanade, Kirkcaldy	1.1%	20	0.3%	1	1.4%	2	0.0%	0	4.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fife Central Retail Park, Kirkcaldy	1.7%	30	0.0%	0	0.7%	1	0.0%	0	7.0%	27	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leven	1.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	10.9%	11	0.0%	0	0.0%	0	2.0%	2
Aldi, Turpie Road, Leven	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	12	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Co-op, Wellesley Road, Leven	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Shorehead, Leven	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Leven	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	3.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Mitchell Street, Leven	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Riverside Road, Leven	1.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	17.0%	17	9.9%	10	0.0%	0	0.0%	0	2.0%	2
Lochgelly	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Lochgelly	1.0%	18	0.0%	0	0.0%	0	0.0%	0	4.4%	17	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, Cardenden, Lochgelly	0.3%	6	0.0%	0	0.0%	0	0.0%	0	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosyth	0.2%	4	0.0%	0	2.8%	4	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-op, Castleandhill Road, Rosyth	0.3%	6	0.0%	0	4.1%	6	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 Local, Unwin Avenue, Rosyth	0.4%	8	1.5%	5	2.1%	3	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 Metro, Queensferry Road, Rosyth	0.7%	12	0.3%	1	7.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Andrews	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	8	1.0%	1
Aldi, Tom Morris Drive, St Andrews	0.7%	13	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	10	2.0%	2

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
M&S Simply Food, Largo Road, St Andrews	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.3%	10	3.9%	4
Morrisons, Largo Street, St Andrews	1.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	13.1%	21	2.9%	3
Sainsbury's Local, Market Street, St Andrews	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.6%	1	0.0%	0
Tesco Metro, Market Street, St Andrews	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	9.4%	15	0.0%	0
Tayport	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0
Co-op, Nelson Street, Tayport	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	8	0.0%	0
Aberdour	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alloa	0.2%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ardrossen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Auchtermuchty	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballingry	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Balmullo	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0
Balridgeburn	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brechin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckhaven	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cairneyhill	0.1%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardenden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cellardyke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ceres	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Charlestown	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colinsburgh	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Crail	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	11.8%	12
Crossford	0.5%	9	2.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crosshill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dairsie	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dollar	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dysart	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Wemyss	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.2%	3	0.6%	2	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elie & Earlsferry	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
England	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Falkland	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fallin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freuchie	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gauldry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Guardbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelty	0.5%	9	0.0%	0	0.0%	0	9.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennoway	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	11.9%	12	0.0%	0	0.0%	0	0.0%	0
Kincardine	0.3%	6	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinghorn	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbarns	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Kingskettle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline		Zone 2 - Dalgety Bay / Rosyth		Zone 3 - Cowdenbeath/ Kelty		Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk								
Ladybank	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Leslie	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Leuchars	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	8	0.0%	0		
Limekilns	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Lochore	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Lundin Links	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	0.0%	0	0.0%	0	0.0%	0		
Markinch	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Methil	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0		
Newburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Newport-on-Tay	1.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	22	0.0%	0		
North Queensferry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0		
Oakley	0.9%	16	4.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Perth	0.2%	3	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Pittenweem	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1		
Saline	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Springfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0		
St Monans	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.9%	3		
Steelend	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Stirling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Strathkinness	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Strathmiglo	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Thornton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Windygates	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0		
Wormit	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0		
Internet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
(Varies)	1.9%	34	1.8%	6	3.4%	5	1.0%	1	1.6%	6	1.9%	5	3.0%	3	3.0%	3	2.0%	2	1.3%	2	1.0%	1
(Don't know / can't remember)	0.8%	14	0.6%	2	2.8%	4	0.0%	0	0.3%	1	0.7%	2	1.0%	1	0.0%	0	2.0%	2	1.3%	2	0.0%	0
(Don't do top-up shopping)	16.5%	298	15.0%	51	11.0%	16	13.0%	13	19.7%	76	17.0%	46	20.0%	20	27.7%	28	11.0%	11	13.8%	22	14.7%	15
Base:		1803		340		145		100		385		270		100		101		100		160		102

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Q03A Which Internet retailer did you use on that trip?																						
<i>Those who last did top-up shopping via the Internet at Q03:</i>																						
Asda	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										
Iceland	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										
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
(Don't know / can't remember)	100.0%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0										
Base:		1	0	0	0	1	0	0	0	0	0	0										
MeanScore: visits per week																						
Q04 On average, how often do you do your MAIN food shopping?																						
Daily	1.9%	35	0.9%	3	0.0%	0	6.0%	6	1.0%	4	3.0%	8	3.0%	3	1.0%	1	4.0%	4	1.3%	2	3.9%	4
Between 2 and 6 times a week	10.6%	191	10.9%	37	9.7%	14	6.0%	6	10.1%	39	8.9%	24	17.0%	17	10.9%	11	16.0%	16	13.8%	22	4.9%	5
Weekly	66.0%	1190	68.2%	232	69.0%	100	71.0%	71	63.6%	245	65.9%	178	63.0%	63	72.3%	73	65.0%	65	63.8%	102	59.8%	61
2-3 times a month	12.1%	219	10.6%	36	13.1%	19	12.0%	12	13.2%	51	13.3%	36	14.0%	14	8.9%	9	6.0%	6	10.6%	17	18.6%	19
Once a month	6.7%	120	5.9%	20	7.6%	11	3.0%	3	8.8%	34	6.3%	17	3.0%	3	6.9%	7	7.0%	7	5.0%	8	9.8%	10
Less frequently than once a month	0.3%	5	0.6%	2	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.6%	1	0.0%	0
(Don't know / can't remember / varies)	2.4%	43	2.9%	10	0.7%	1	2.0%	2	2.9%	11	2.6%	7	0.0%	0	0.0%	0	1.0%	1	5.0%	8	2.9%	3
Mean:		1.33		1.29		1.17		1.47		1.24		1.34		1.60		1.29		1.64		1.41		1.23
Base:		1803		340		145		100		385		270		100		101		100		160		102

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
MeanScore: visits per week																						
Q05 On average, how often do you do your TOP-UP food shopping?																						
<i>Those who do top-up shopping at Q03:</i>																						
Daily	11.8%	178	8.0%	23	9.3%	12	11.5%	10	10.4%	32	12.5%	28	11.3%	9	11.0%	8	21.3%	19	15.9%	22	17.2%	15
Between 2 and 6 times a week	48.7%	733	54.3%	157	55.0%	71	46.0%	40	46.6%	144	48.2%	108	53.8%	43	47.9%	35	44.9%	40	39.9%	55	46.0%	40
Weekly	26.8%	403	24.6%	71	31.0%	40	32.2%	28	25.6%	79	25.9%	58	23.8%	19	30.1%	22	22.5%	20	31.9%	44	25.3%	22
2-3 times a month	2.5%	37	4.2%	12	0.8%	1	1.1%	1	2.3%	7	0.9%	2	6.3%	5	4.1%	3	1.1%	1	0.7%	1	4.6%	4
Once a month	1.2%	18	1.0%	3	0.8%	1	0.0%	0	1.0%	3	1.8%	4	1.3%	1	2.7%	2	2.2%	2	0.7%	1	1.1%	1
Less frequently than once a month	0.6%	9	1.0%	3	0.8%	1	0.0%	0	1.0%	3	0.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
(Don't know / can't remember / varies)	8.4%	127	6.9%	20	2.3%	3	9.2%	8	13.3%	41	10.3%	23	3.8%	3	4.1%	3	6.7%	6	10.9%	15	5.7%	5
<i>Mean:</i>		3.34		3.22		3.25		3.27		3.30		3.42		3.34		3.14		3.79		3.40		3.53
<i>Base:</i>		1505		289		129		87		309		224		80		73		89		138		87

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline		Zone 2 - Dalgety Bay / Rosyth		Zone 3 - Cowdenbeath/ Kelty		Zone 4 - Kirkcaldy		Zone 5 - Glenrothes		Zone 6 - Leven/ Methil		Zone 7 - Kennoway		Zone 8 - Cupar		Zone 9 - St. Andrews		Zone 10 - East Neuk		
Q06 Could you tell me what other things you usually combine with doing your MAIN food shopping? [MR]																						
<i>Excluding those who do their main food shopping via the Internet at Q01:</i>																						
Fast food outlets / takeaways	0.1%	2	0.0%	0	0.7%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Get petrol / fuel	6.7%	116	9.0%	30	7.1%	10	3.0%	3	5.1%	19	8.8%	23	5.0%	5	5.0%	5	5.2%	5	7.9%	12	4.4%	4
Non-food shopping	12.9%	224	11.1%	37	7.9%	11	11.1%	11	13.0%	48	14.6%	38	13.0%	13	16.0%	16	11.3%	11	10.6%	16	25.6%	23
Pub	0.2%	4	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Restaurants/ cafés	4.7%	82	2.4%	8	4.3%	6	4.0%	4	6.8%	25	5.7%	15	3.0%	3	8.0%	8	3.1%	3	4.0%	6	4.4%	4
Taking children to / from school	0.4%	7	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.4%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Visit family and friends	2.4%	41	0.6%	2	1.4%	2	1.0%	1	2.7%	10	4.6%	12	1.0%	1	1.0%	1	3.1%	3	4.0%	6	3.3%	3
Visit financial / professional services (e.g. banks, building societies, estate agents)	4.1%	71	2.1%	7	5.0%	7	3.0%	3	4.9%	18	3.1%	8	4.0%	4	3.0%	3	6.2%	6	5.3%	8	7.8%	7
Visit other services such as travel agents, hairdressers, betting shops, libraries etc.	1.7%	30	1.8%	6	3.6%	5	0.0%	0	1.1%	4	1.1%	3	3.0%	3	1.0%	1	4.1%	4	1.3%	2	2.2%	2
Visit specialist food shops (e.g. butchers, bakers, deli, fishmongers etc.)	1.4%	25	0.9%	3	0.7%	1	2.0%	2	0.5%	2	3.1%	8	0.0%	0	0.0%	0	3.1%	3	3.3%	5	1.1%	1
Work	2.0%	34	1.8%	6	0.7%	1	2.0%	2	2.2%	8	1.5%	4	1.0%	1	0.0%	0	4.1%	4	2.6%	4	4.4%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go for a walk	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.4%	1	2.0%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Go swimming	0.3%	5	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Health activity (e.g. play sport, visit the gym, exercise class etc.)	0.5%	9	0.0%	0	0.7%	1	0.0%	0	0.8%	3	0.8%	2	0.0%	0	1.0%	1	1.0%	1	0.7%	1	0.0%	0
Other food shopping	0.6%	11	0.9%	3	0.0%	0	0.0%	0	0.5%	2	1.1%	3	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Pick up / drop off a friend / relative	0.2%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.1%	1
Visit leisure facility	1.0%	18	0.6%	2	0.0%	0	0.0%	0	0.3%	1	1.9%	5	0.0%	0	1.0%	1	0.0%	0	2.6%	4	5.6%	5
Visit recycling centre / amenity tip	0.2%	3	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Walking the dog	0.3%	5	0.6%	2	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Window shopping / browsing	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Nothing)	64.3%	1120	67.4%	225	71.4%	100	76.8%	76	64.3%	238	57.5%	150	66.0%	66	61.0%	61	69.1%	67	62.9%	95	46.7%	42
(Don't know / varies)	2.6%	45	4.2%	14	0.7%	1	0.0%	0	1.9%	7	4.2%	11	2.0%	2	2.0%	2	1.0%	1	0.7%	1	6.7%	6
Base:		1742		334		140		99		370		261		100		100		97		151		90

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline		Zone 2 - Dalgety Bay / Rosyth		Zone 3 - Cowdenbeath/ Kelty		Zone 4 - Kirkcaldy		Zone 5 - Glenrothes		Zone 6 - Leven/ Methil		Zone 7 - Kennoway		Zone 8 - Cupar		Zone 9 - St. Andrews		Zone 10 - East Neuk		
Q07 Moving on to NON-FOOD shopping, where do you most often buy clothes, shoes and other fashion items? You can mention up to two answers. [MR]																						
Dundee	15.9%	287	0.0%	0	0.0%	0	0.0%	0	1.6%	6	17.0%	46	12.0%	12	15.8%	16	61.0%	61	63.8%	102	43.1%	44
Dunfermline	24.2%	437	57.6%	196	57.9%	84	61.0%	61	16.1%	62	9.3%	25	3.0%	3	4.0%	4	1.0%	1	0.0%	0	1.0%	1
Carnegie Retail Park, Carnegie Drive, Dunfermline	0.4%	7	1.8%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halbeath Retail Park, Halbeath Road, Dunfermline	1.2%	22	5.3%	18	0.7%	1	2.0%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Halbeath Road Retail Park, Dunfermline	0.1%	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	0.0%	0
Tesco Extra, Duloch Park, Dunfermline	0.2%	4	0.3%	1	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glenrothes	5.8%	104	0.9%	3	0.0%	0	0.0%	0	5.2%	20	17.8%	48	12.0%	12	11.9%	12	6.0%	6	0.6%	1	2.0%	2
Saltire Retail Park, Pentland Park, Glenrothes	0.8%	15	0.0%	0	0.0%	0	0.0%	0	1.0%	4	3.0%	8	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Kirkcaldy	25.2%	455	5.3%	18	9.0%	13	26.0%	26	53.2%	205	23.3%	63	53.0%	53	52.5%	53	7.0%	7	1.9%	3	13.7%	14
Asda, Carberry Road, Kirkcaldy	0.4%	7	0.0%	0	0.0%	0	0.0%	0	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fife Central Retail Park, Kirkcaldy	6.0%	108	1.8%	6	2.1%	3	3.0%	3	14.8%	57	9.6%	26	3.0%	3	5.0%	5	0.0%	0	0.6%	1	3.9%	4
Leven	2.0%	36	0.0%	0	0.0%	0	1.0%	1	0.3%	1	0.7%	2	14.0%	14	10.9%	11	0.0%	0	0.0%	0	6.9%	7
Riverside Retail Park, Riverside Road, Leven	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Perth	3.4%	61	0.9%	3	0.7%	1	1.0%	1	1.3%	5	13.0%	35	1.0%	1	3.0%	3	6.0%	6	3.1%	5	1.0%	1
Asda, Perth	0.1%	2	0.0%	0	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
Stirling	1.4%	25	4.7%	16	1.4%	2	2.0%	2	0.5%	2	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sterling Mills Outlet Shopping Village, The Devon Way, Tillicoultry	0.3%	5	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order	18.0%	324	17.1%	58	15.9%	23	12.0%	12	17.7%	68	18.1%	49	13.0%	13	16.8%	17	28.0%	28	20.0%	32	23.5%	24
(Don't buy these goods)	2.1%	38	2.6%	9	0.0%	0	6.0%	6	1.3%	5	1.5%	4	5.0%	5	3.0%	3	0.0%	0	1.3%	2	3.9%	4
(Don't know / varies)	2.4%	44	2.4%	8	2.8%	4	1.0%	1	1.8%	7	3.3%	9	4.0%	4	2.0%	2	2.0%	2	3.1%	5	2.0%	2
Aberdeen	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	1
Abroad	0.4%	8	0.0%	0	0.7%	1	0.0%	0	0.5%	2	0.4%	1	2.0%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Alloa	0.1%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anstruther	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Broughty Ferry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cardenden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Cupar	0.6%	10	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	1.0%	1	2.0%	2	2.5%	4	0.0%	0
Dalgety Bay	0.3%	6	0.3%	1	2.8%	4	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Kilbride	0.1%	2	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	15.7%	283	20.0%	68	25.5%	37	9.0%	9	19.2%	74	15.2%	41	8.0%	8	13.9%	14	9.0%	9	8.1%	13	9.8%	10
England	0.2%	3	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Falkirk	0.2%	4	0.6%	2	0.7%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falkland	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline		Zone 2 - Dalgety Bay / Rosyth		Zone 3 - Cowdenbeath/ Kelty		Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil		Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk							
Glasgow	2.2%	40	2.9%	10	2.1%	3	2.0%	2	2.3%	9	3.3%	9	1.0%	1	1.0%	1	2.0%	2	0.6%	1	2.0%	2
Guardbridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Inverkeithing	0.1%	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	0.0%	0
Kingsbarns	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Livingston	4.3%	78	9.4%	32	12.4%	18	7.0%	7	2.9%	11	2.2%	6	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Newport-on-Tay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Pittenweem	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Andrews	3.7%	67	0.0%	0	0.7%	1	0.0%	0	0.5%	2	1.1%	3	0.0%	0	5.0%	5	5.0%	5	19.4%	31	19.6%	20
Strathmiglo	0.1%	1	0.0%	0	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
Base:		1803		340		145		100		385		270		100		101		100		160		102

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Q08 Where do you most often buy furniture, floor coverings and soft furnishings? You can mention up to two answers. [MR]																						
Dundee	8.3%	149	0.0%	0	0.0%	0	0.0%	0	1.3%	5	7.8%	21	1.0%	1	5.9%	6	32.0%	32	42.5%	68	15.7%	16
Gallagher Retail Park, East Dock Street, Dundee	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Kingsway West RP, Dundee	1.2%	22	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.4%	1	1.0%	1	1.0%	1	6.0%	6	3.8%	6	5.9%	6
Dunfermline	9.9%	178	22.9%	78	22.1%	32	23.0%	23	5.7%	22	4.4%	12	6.0%	6	2.0%	2	2.0%	2	0.0%	0	1.0%	1
Carnegie Retail Park, Carnegie Drive, Dunfermline	2.3%	42	5.9%	20	8.3%	12	4.0%	4	1.3%	5	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halbeath Retail Park, Halbeath Road, Dunfermline	8.0%	145	21.2%	72	19.3%	28	20.0%	20	3.6%	14	2.6%	7	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Glenrothes	3.2%	58	0.3%	1	0.0%	0	1.0%	1	1.6%	6	12.6%	34	4.0%	4	4.0%	4	7.0%	7	0.6%	1	0.0%	0
Saltire Retail Park, Pentland Park, Glenrothes	0.9%	16	0.0%	0	0.0%	0	0.0%	0	0.3%	1	3.7%	10	2.0%	2	1.0%	1	0.0%	0	0.0%	0	2.0%	2
Kirkcaldy	9.4%	170	2.4%	8	3.4%	5	4.0%	4	21.0%	81	10.7%	29	15.0%	15	15.8%	16	6.0%	6	1.3%	2	3.9%	4
Fife Central Retail Park, Kirkcaldy	7.4%	134	1.8%	6	0.7%	1	3.0%	3	17.9%	69	9.6%	26	7.0%	7	6.9%	7	6.0%	6	1.3%	2	6.9%	7
Leven	1.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	12.9%	13	0.0%	0	0.6%	1	1.0%	1
Riverside Retail Park, Riverside Road, Leven	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	2.0%	2
Perth	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.3%	1	3.3%	9	0.0%	0	0.0%	0	5.0%	5	1.3%	2	0.0%	0
B&Q, Perth	0.1%	1	0.0%	0	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
St Catherine's Retail Park, Perth	0.1%	1	0.0%	0	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
Stirling	1.3%	23	2.1%	7	2.1%	3	0.0%	0	1.0%	4	3.0%	8	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Springkerse Retail park, Stirling	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tillicoultry	0.3%	5	0.6%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Sterling Furniture, Moss Road, Tillicoultry	0.2%	4	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Sterling Mills Outlet Shopping Village, The Devon Way, Tillicoultry	0.9%	16	2.4%	8	0.7%	1	0.0%	0	1.3%	5	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Internet / mail order	12.5%	225	12.6%	43	10.3%	15	9.0%	9	14.3%	55	12.2%	33	11.0%	11	11.9%	12	15.0%	15	11.3%	18	13.7%	14
(Don't buy these goods)	20.1%	362	17.6%	60	11.0%	16	29.0%	29	22.9%	88	21.9%	59	30.0%	30	20.8%	21	10.0%	10	18.1%	29	19.6%	20
(Don't know / varies)	8.3%	149	8.2%	28	12.4%	18	8.0%	8	7.5%	29	9.3%	25	10.0%	10	8.9%	9	2.0%	2	6.9%	11	8.8%	9
Alloa	0.1%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anstruther	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.3%	2	6.9%	7
Auchtermuchty	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Balridgeburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Broughty Ferry	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	3.1%	5	2.0%	2
Buckhaven	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	5.0%	5	5.9%	6	0.0%	0	0.0%	0	2.0%	2
Burntisland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Cardenden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowdenbeath	0.2%	4	0.0%	0	0.0%	0	3.0%	3	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline		Zone 2 - Dalgety Bay / Rosyth		Zone 3 - Cowdenbeath/ Kelty		Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk		
Crail	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Cupar	1.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	5	1.9%	13	2.5%	4	2.9%	3
Dalgety Bay	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Edinburgh	9.8%	177	12.6%	43	15.2%	22	5.0%	5	11.9%	19	7.0%	6	11.0%	11	6.3%	10
Elie & Earlsferry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Falkirk	0.4%	7	1.8%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow	0.5%	9	0.6%	2	0.0%	0	0.0%	0	0.8%	3	0.7%	1	0.6%	1	0.0%	0
Guardbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0
Inverkeithing	0.6%	11	0.9%	3	1.4%	2	0.0%	0	1.3%	5	0.0%	0	0.0%	0	1.0%	1
Kincardine	0.2%	3	0.0%	0	0.7%	1	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Lesley	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	4	1.0%	1	0.0%	0	0.0%	0
Leuchars	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Livingston	0.6%	11	1.5%	5	0.7%	1	2.0%	2	0.3%	1	0.0%	1	0.6%	1	0.0%	0
Lochgelly	0.2%	3	0.0%	0	0.7%	1	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Methil	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.4%	4	7.9%	8	0.0%	0
Montrose	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Newport-on-Tay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0
Oakley	0.1%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pentland Retail Park, Straiton	0.1%	2	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pittenweem	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	7
Rosyth	0.2%	3	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Andrews	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6	2.0%	2
Strathmiglo	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	1	0.0%	0
Base:	1803	340	145	100	385	270	100	101	100	160	102					

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
Q09 Where do you most often buy large domestic electrical appliances (such as fridges, washing machines, vacuum cleaners etc.)? You can mention up to two answers. [MR]											
Dundee	5.0%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Currys PC World, Kingsway West Retail Park Dundee	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gallagher Retail Park, East Dock Street, Dundee	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingsway West RP, Dundee	0.9%	17	0.0%	0	0.0%	0	0.0%	0	4.0%	4	3.8%
Dunfermline	5.5%	99	15.6%	53	15.2%	22	17.0%	17	1.6%	6	0.4%
Carnegie Retail Park, Carnegie Drive, Dunfermline	2.5%	45	7.4%	25	9.0%	13	5.0%	5	0.5%	2	0.0%
Halbeath Retail Park, Halbeath Road, Dunfermline	13.6%	246	45.6%	155	31.7%	46	36.0%	36	1.8%	7	0.4%
Glenrothes	1.3%	23	0.0%	0	0.0%	0	0.0%	0	0.3%	1	6.7%
Saltire Retail Park, Pentland Park, Glenrothes	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.8%	3	1.9%
Kirkcaldy	6.4%	116	0.0%	0	2.1%	3	8.0%	8	11.2%	43	10.0%
Fife Central Retail Park, Kirkcaldy	24.0%	432	2.1%	7	3.4%	5	7.0%	7	56.6%	218	39.3%
Leven	2.0%	36	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.4%
Riverside Retail Park, Riverside Road, Leven	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.4%	1	7.0%
Perth	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
Currys PC World, St Catherines Retail Park, Perth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%
St Catherine's Retail Park, Perth	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Stirling	0.2%	4	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / mail order (Don't buy these goods)	31.1%	560	31.5%	107	40.0%	58	25.0%	25	23.1%	89	28.1%
(Don't know / varies)	8.9%	161	5.3%	18	4.8%	7	15.0%	15	10.6%	41	8.1%
Alloa	2.6%	46	2.4%	8	3.4%	5	3.0%	3	1.8%	7	4.1%
Arbroath	0.1%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Buckhaven	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Burntisland	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%
Burntisland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%
Cowdenbeath	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Cupar	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%
Dalgety Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%
Edinburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Falkirk	4.1%	74	4.7%	16	6.2%	9	2.0%	2	3.1%	12	4.8%
Falkland	0.3%	6	1.2%	4	0.0%	0	0.0%	0	0.7%	2	0.0%
Falkland	0.2%	3	0.6%	2	0.0%	0	0.0%	0	0.3%	1	0.0%
Glasgow	0.1%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%
Livingston	0.2%	4	0.6%	2	0.7%	1	0.0%	0	0.0%	0	0.0%
Newport-on-Tay	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
Rosyth	0.1% 2	0.3% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.0% 1	0.0% 0	0.0% 0	0.0% 0
St Andrews	1.7% 30	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.0% 1	6.0% 6	10.0% 16	6.9% 7
Thornton	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.6% 1	0.0% 0
Base:	1803	340	145	100	385	270	100	101	100	160	102

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Q10 Where do you most often buy DIY and hardware goods? You can mention up to two answers. [MR]																						
Dundee	5.8%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0	0.0%	0	21.0%	21	44.4%	71	8.8%	9
B&Q, Kings Cross Road, Kingsway West, Dundee	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.0%	1	5.6%	9	1.0%	1
Kingsway West RP, Dundee	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	6.0%	6	5.6%	9	1.0%	1
Dunfermline	8.3%	150	24.1%	82	24.1%	35	24.0%	24	1.8%	7	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carnegie Retail Park, Carnegie Drive, Dunfermline	9.5%	172	30.3%	103	31.0%	45	16.0%	16	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Halbeath Retail Park, Halbeath Road, Dunfermline	12.8%	230	41.8%	142	28.3%	41	36.0%	36	2.3%	9	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Carnegie Drive Retail Park, Dunfermline	0.2%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Halbeath Retail Park, Halbeath Road, Dunfermline	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Halbeath Motor Park, Dunfermline	0.2%	3	0.6%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glenrothes	4.7%	84	0.0%	0	0.0%	0	0.0%	0	1.8%	7	24.4%	66	0.0%	0	5.0%	5	5.0%	5	0.0%	0	1.0%	1
Saltire Retail Park, Pentland Park, Glenrothes	6.2%	112	0.3%	1	0.0%	0	0.0%	0	2.1%	8	32.2%	87	4.0%	4	2.0%	2	9.0%	9	0.6%	1	0.0%	0
Screwfix, Newark Road South, Eastfield Industrial Estate, Glenrothes	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Kirkcaldy	5.5%	100	0.0%	0	1.4%	2	5.0%	5	13.2%	51	7.4%	20	6.0%	6	8.9%	9	3.0%	3	1.3%	2	2.0%	2
Fife Central Retail Park, Kirkcaldy	20.5%	369	1.8%	6	4.8%	7	9.0%	9	58.2%	224	24.8%	67	8.0%	8	11.9%	12	16.0%	16	1.9%	3	16.7%	17
Screwfix, Frederick Wilson Park, Kirkcaldy	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	3	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leven	3.9%	71	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.7%	2	23.0%	23	23.8%	24	1.0%	1	0.0%	0	18.6%	19
Riverside Retail Park, Riverside Road, Leven	5.8%	105	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.4%	1	37.0%	37	39.6%	40	2.0%	2	0.0%	0	22.5%	23
Perth	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0	0.0%	0	1.0%	1	0.6%	1	0.0%	0
B&Q, Perth	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Homebase, St Catherines Retail Park, Old Market Road, Perth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Catherine's Retail Park, Perth	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springkerse Retail park, Stirling	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sterling Mills Outlet Shopping Village, The Devon Way, Tillicoultry	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order	5.2%	94	5.0%	17	9.0%	13	2.0%	2	3.6%	14	4.4%	12	7.0%	7	5.0%	5	5.0%	5	6.3%	10	8.8%	9

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline		Zone 2 - Dalgety Bay / Rosyth		Zone 3 - Cowdenbeath/ Kelty		Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk									
(Don't buy these goods)	16.1%	290	11.5%	39	6.9%	10	25.0%	25	20.5%	79	13.3%	36	27.0%	27	16.8%	17	14.0%	14	15.0%	24	18.6%	19	
(Don't know / varies)	1.8%	33	1.5%	5	4.1%	6	1.0%	1	1.8%	7	3.0%	8	3.0%	3	0.0%	0	2.0%	2	0.6%	1	0.0%	0	
Alloa	0.2%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Anstruther	0.6%	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	1.3%	2	7.8%	8	
Burntisland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cowdenbeath	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cupar	1.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	23.0%	23	0.6%	1	0.0%	0	
Edinburgh	0.7%	12	0.9%	3	3.4%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	2	0.0%	0	1.0%	1	
Elie & Earlsferry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
England	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Falkirk	0.2%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Falkland	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Glasgow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
Inverkeithing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Inverurie	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
Livingston	0.1%	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	0.0%	0	
Lochgelly	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Rosyth	0.1%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
St Andrews	3.6%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	7.0%	7	26.9%	43	12.7%	43	12.7%	13	
Base:		1803		340		145		100		385		270		100		101		100		160		102	

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Q11 Where do you most often buy other items of a mainly personal nature, such as sports goods, jewellery, books, toys, CDs, DVDs, computers, mobiles, cameras, electronic games etc.? You can mention up to two answers. [MR]																						
Dundee	5.4%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	15	1.0%	1	3.0%	3	20.0%	20	28.1%	45	12.7%	13
Kingsway West RP, Dundee	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Dunfermline	10.3%	185	25.9%	88	35.2%	51	23.0%	23	4.9%	19	1.1%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carnegie Retail Park, Carnegie Drive, Dunfermline	0.7%	13	2.4%	8	2.8%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halbeath Retail Park, Halbeath Road, Dunfermline	2.0%	36	5.6%	19	1.4%	2	9.0%	9	1.0%	4	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Halbeath Road Retail Park, Dunfermline	0.1%	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	0.0%	0
Asda, St Leonards Street, Dunfermline	0.1%	2	0.6%	2	0.0%	0	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 Extra, Duloch Park, Dunfermline	0.2%	4	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Glenrothes	4.9%	89	0.0%	0	0.0%	0	1.0%	1	1.0%	4	27.0%	73	3.0%	3	5.0%	5	2.0%	2	0.0%	0	1.0%	1
Saltire Retail Park, Pentland Park, Glenrothes	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkcaldy	10.2%	184	0.3%	1	2.8%	4	4.0%	4	29.4%	113	6.7%	18	16.0%	16	18.8%	19	3.0%	3	1.3%	2	3.9%	4
Asda, Carberry Road, Kirkcaldy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fife Central Retail Park, Kirkcaldy	3.5%	63	1.2%	4	0.7%	1	5.0%	5	9.6%	37	2.6%	7	0.0%	0	5.9%	6	1.0%	1	0.6%	1	1.0%	1
Leven	2.2%	39	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	18.0%	18	16.8%	17	0.0%	0	0.0%	0	2.0%	2
Riverside Retail Park, Riverside Road, Leven	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Perth	1.1%	20	0.6%	2	0.7%	1	0.0%	0	0.0%	0	4.8%	13	0.0%	0	0.0%	0	3.0%	3	0.6%	1	0.0%	0
Asda, Perth	0.1%	1	0.0%	0	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
Stirling	0.3%	5	0.6%	2	0.7%	1	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springkerse Retail park, Stirling	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order (Don't buy these goods)	35.1%	632	42.9%	146	45.5%	66	26.0%	26	30.9%	119	33.7%	91	24.0%	24	21.8%	22	43.0%	43	37.5%	60	34.3%	35
(Don't know / varies)	22.9%	413	20.3%	69	12.4%	18	33.0%	33	25.2%	97	21.5%	58	38.0%	38	30.7%	31	12.0%	12	17.5%	28	28.4%	29
Abroad	3.4%	62	3.5%	12	2.8%	4	3.0%	3	3.6%	14	5.6%	15	5.0%	5	1.0%	1	3.0%	3	1.3%	2	2.9%	3
Alloa	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alloa	0.2%	4	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anstruther	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ballingry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowdenbeath	0.2%	4	0.0%	0	0.0%	0	2.0%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cupar	1.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	19.0%	19	1.3%	2	0.0%	0
Dalgety Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	5.2%	93	4.7%	16	13.8%	20	2.0%	2	6.2%	24	5.9%	16	1.0%	1	3.0%	3	2.0%	2	2.5%	4	4.9%	5
Falkirk	0.2%	4	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow	0.3%	6	0.6%	2	0.0%	0	0.0%	0	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Livingston	0.9%	17	1.5%	5	2.8%	4	2.0%	2	1.0%	4	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport-on-Tay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Pittenweem	0.1%	1	0.0%	0	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
St Andrews	4.3%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3	1.0%	1	5.0%	5	11.0%	11	20.6%	33	23.5%	24
Ullapool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Kinross	0.1%	1	0.3%	1	0.0%	0	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:	1803	340	145	100	385	270	100	101	100	160	102											

MeanScore: Very frequently=3, Quite frequently=2, Occasionally=1, Never=0

Q12 How often do you use the Internet for buying NON-FOOD goods, such as personal items and household goods?

Very frequently	15.8%	285	14.7%	50	18.6%	27	6.0%	6	16.1%	62	17.0%	46	15.0%	15	16.8%	17	22.0%	22	16.3%	26	13.7%	14
Quite frequently	24.4%	440	30.6%	104	36.6%	53	19.0%	19	20.8%	80	23.3%	63	15.0%	15	14.9%	15	24.0%	24	27.5%	44	22.5%	23
Occasionally	28.2%	508	30.6%	104	26.2%	38	27.0%	27	27.0%	104	23.3%	63	28.0%	28	21.8%	22	33.0%	33	33.1%	53	35.3%	36
Never	31.6%	569	23.8%	81	18.6%	27	48.0%	48	36.1%	139	36.3%	98	42.0%	42	46.5%	47	21.0%	21	23.1%	37	28.4%	29
(Don't know)	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	1.24	1.36	1.55	0.83	1.17	1.21	1.03	1.02	1.47	1.37	1.22											
Base:	1803	340	145	100	385	270	100	101	100	160	102											

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Q13 What is the main reason why you never do NON-FOOD shopping via the Internet?																						
<i>Those who never buy non-food goods via the Internet at Q12:</i>																						
Can't check the quality of the goods before buying	4.9%	28	3.7%	3	7.4%	2	0.0%	0	7.2%	10	6.1%	6	4.8%	2	4.3%	2	0.0%	0	2.7%	1	6.9%	2
Can't examine / feel the products (e.g. can't try clothes on)	6.7%	38	12.3%	10	11.1%	3	0.0%	0	3.6%	5	7.1%	7	14.3%	6	6.4%	3	4.8%	1	2.7%	1	6.9%	2
Delivery charges	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to find what I want	0.7%	4	1.2%	1	11.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to return items	0.0%	0	0.0%	0	0.0%	0	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 have access to the Internet / computer	36.2%	206	25.9%	21	18.5%	5	50.0%	24	42.4%	59	37.8%	37	21.4%	9	36.2%	17	23.8%	5	43.2%	16	44.8%	13
Don't like using computers	23.4%	133	25.9%	21	29.6%	8	16.7%	8	19.4%	27	20.4%	20	33.3%	14	31.9%	15	14.3%	3	24.3%	9	27.6%	8
Don't trust the Internet (unsafe)	7.2%	41	9.9%	8	7.4%	2	12.5%	6	7.9%	11	7.1%	7	2.4%	1	2.1%	1	9.5%	2	8.1%	3	0.0%	0
Goods can be damaged in transit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Having to be in to receive deliveries	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Internet shopping is taking away trade from the High Street	1.8%	10	1.2%	1	0.0%	0	2.1%	1	0.0%	0	3.1%	3	2.4%	1	4.3%	2	9.5%	2	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can't afford to pay in cash for goods	0.5%	3	1.2%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Can't spare the time / too busy	1.2%	7	1.2%	1	0.0%	0	4.2%	2	2.2%	3	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to use (e.g. poor eyesight)	0.9%	5	0.0%	0	0.0%	0	4.2%	2	0.7%	1	1.0%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Never used / don't know how to use the Internet	2.8%	16	0.0%	0	0.0%	0	4.2%	2	2.9%	4	4.1%	4	9.5%	4	0.0%	0	9.5%	2	0.0%	0	0.0%	0
Not interested in shopping online	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.4%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Prefer to visit the shops in person	2.6%	15	4.9%	4	7.4%	2	0.0%	0	1.4%	2	3.1%	3	0.0%	0	0.0%	0	9.5%	2	2.7%	1	3.4%	1
Someone else does it for me	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many junk emails afterwards	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No particular reason)	8.4%	48	9.9%	8	3.7%	1	6.3%	3	9.4%	13	8.2%	8	7.1%	3	8.5%	4	4.8%	1	10.8%	4	10.3%	3
(Don't know / not sure)	1.2%	7	2.5%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.1%	1	4.8%	1	5.4%	2	0.0%	0
Base:		569		81		27		48		139		98		42		47		21		37		29

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Q14 Thinking about Internet shopping for NON-FOOD items, such as personal items and household goods, what do you like most about shopping on the Internet?																						
<i>Those who buy non-food goods via the Internet at Q12:</i>																						
Allows me to compare goods / prices at my leisure	4.5%	55	5.4%	14	7.6%	9	1.9%	1	4.9%	12	3.5%	6	8.6%	5	1.9%	1	2.5%	2	3.3%	4	1.4%	1
Better quality goods online	1.1%	13	3.5%	9	0.8%	1	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Can download items purchased online	0.2%	2	0.4%	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	0.0%	0
Can get finance to pay for goods online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can read reviews of products online	0.6%	7	1.5%	4	0.0%	0	1.9%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Can shop 24 hours	2.4%	29	3.9%	10	3.4%	4	1.9%	1	0.8%	2	2.3%	4	1.7%	1	3.7%	2	1.3%	1	2.4%	3	1.4%	1
Can use my loyalty points online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices online	7.9%	98	8.5%	22	8.5%	10	7.7%	4	6.1%	15	7.6%	13	19.0%	11	5.6%	3	11.4%	9	7.3%	9	2.7%	2
City / town centre too large to walk round	0.5%	6	0.4%	1	1.7%	2	1.9%	1	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient	47.3%	584	45.9%	119	50.8%	60	63.5%	33	44.3%	109	45.3%	78	34.5%	20	48.1%	26	49.4%	39	49.6%	61	53.4%	39
Delivery service / saves carrying goods home	6.1%	75	2.7%	7	5.1%	6	1.9%	1	5.7%	14	5.8%	10	10.3%	6	9.3%	5	8.9%	7	10.6%	13	8.2%	6
Disabled / can't walk far	1.1%	13	0.8%	2	0.0%	0	1.9%	1	3.3%	8	0.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Don't have any shops near me	0.6%	8	0.8%	2	1.7%	2	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.8%	1	1.4%	1
Don't have to find a parking space / drive there	0.2%	3	0.0%	0	0.8%	1	0.0%	0	0.4%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't like store shopping	0.9%	11	0.4%	1	1.7%	2	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	4.1%	3
Easier to find the special offers online	0.8%	10	1.2%	3	0.0%	0	1.9%	1	0.8%	2	1.7%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Get better guarantees online	0.2%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Greater choice / range online	11.2%	138	13.9%	36	9.3%	11	0.0%	0	12.2%	30	15.1%	26	12.1%	7	7.4%	4	6.3%	5	9.8%	12	9.6%	7
I can't get to the shops	0.6%	8	0.0%	0	0.8%	1	0.0%	0	1.2%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Makes it easier to keep to a budget	0.3%	4	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No car available / don't drive	0.3%	4	0.8%	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
Saves time	2.6%	32	1.9%	5	0.0%	0	0.0%	0	2.8%	7	4.7%	8	3.4%	2	5.6%	3	1.3%	1	3.3%	4	2.7%	2
There is no delivery fee / the fee is low	0.3%	4	0.0%	0	0.8%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon Prime	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Availability of goods / always in stock	0.2%	3	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Can buy goods that are unavailable in the shops	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.4%	1
Don't have to go outside	0.4%	5	0.0%	0	0.0%	0	1.9%	1	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Full description / photos of items	0.3%	4	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline		Zone 2 - Dalgety Bay / Rosyth		Zone 3 - Cowdenbeath/ Kelty		Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk								
Generally easier	1.5%	18	0.8%	2	0.8%	1	0.0%	0	2.0%	5	2.9%	5	0.0%	0	3.7%	2	3.8%	3	0.0%	0	0.0%	0
I like technology	0.1%	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	0.0%	0
Less distractions	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More hygienic	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
No crowds / queues	0.2%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No pre-planning needed	0.1%	1	0.4%	1	0.0%	0	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 travelling	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Reliability	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
(No particular reason)	5.3%	65	3.9%	10	3.4%	4	7.7%	4	5.7%	14	2.9%	5	5.2%	3	11.1%	6	5.1%	4	6.5%	8	9.6%	7
(Don't know / not sure)	1.2%	15	1.5%	4	0.0%	0	3.8%	2	1.2%	3	1.2%	2	1.7%	1	1.9%	1	1.3%	1	0.0%	0	1.4%	1
Base:		1234		259		118		52		246		172		58		54		79		123		73

MeanScore: Very frequently=3, Quite frequently=2, Occasionally=1, Never=0

Q15 Looking into the future, how frequently do you intend to use the Internet for NON-FOOD shopping?

Very frequently	20.0%	360	20.0%	68	27.6%	40	8.0%	8	20.0%	77	20.0%	54	15.0%	15	18.8%	19	23.0%	23	23.1%	37	18.6%	19
Quite frequently	23.4%	421	28.2%	96	33.1%	48	20.0%	20	17.4%	67	21.9%	59	23.0%	23	17.8%	18	25.0%	25	24.4%	39	25.5%	26
Occasionally	26.0%	469	26.8%	91	22.1%	32	22.0%	22	27.3%	105	27.0%	73	19.0%	19	19.8%	20	29.0%	29	30.0%	48	29.4%	30
Never	28.2%	509	20.6%	70	17.2%	25	49.0%	49	32.5%	125	28.1%	76	42.0%	42	43.6%	44	19.0%	19	21.3%	34	24.5%	25
(Don't know)	2.4%	44	4.4%	15	0.0%	0	1.0%	1	2.9%	11	3.0%	8	1.0%	1	0.0%	0	4.0%	4	1.3%	2	2.0%	2
Mean:		1.36		1.50		1.71		0.87		1.26		1.35		1.11		1.12		1.54		1.50		1.39
Base:		1803		340		145		100		385		270		100		101		100		160		102

MeanScore: visits per week

D16 Thinking about Dunfermline Town Centre, how often do you visit it, on average?

Those who live within zones 1,2 & 3:

Daily	3.4%	20	5.3%	18	0.7%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every 2 days	1.2%	7	1.8%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Between 3 times and six times a week	11.5%	67	13.8%	47	9.0%	13	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weekly	28.0%	164	31.8%	108	23.4%	34	22.0%	22	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 month	15.7%	92	15.6%	53	17.2%	25	14.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	20.5%	120	15.3%	52	29.7%	43	25.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less frequently than once a month	11.3%	66	10.3%	35	9.7%	14	17.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	7.7%	45	5.0%	17	9.7%	14	14.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	4	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.24		1.52		0.90		0.77		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Base:		585		340		145		100		0		0		0		0		0		0		0

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk													
D17 How do you normally travel to Dunfermline Town Centre?																								
<i>Those who visit Dunfermline Town Centre at D16:</i>																								
Drive self in car / van	59.3%	320	54.8%	177	74.8%	98	52.3%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Passenger in car / van	8.3%	45	7.7%	25	8.4%	11	10.5%	9	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	10.2%	55	16.7%	54	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	20.7%	112	19.5%	63	14.5%	19	34.9%	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
Taxi	0.4%	2	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (wheelchair, scooter etc.)	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / varies)	0.6%	3	0.6%	2	0.0%	0	1.2%	1	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:		540		323		131		86		0		0		0		0		0		0		0		0

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline		Zone 2 - Dalgety Bay / Rosyth		Zone 3 - Cowdenbeath/ Kelty		Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk		
D18 What typically, are your main reasons for visiting Dunfermline Town Centre (i.e. what range of things do you do when you get there)? [MR]																
<i>Those who visit Dunfermline Town Centre at D16:</i>																
Buy fast food / takeaways	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	13.9%	75	17.3%	56	7.6%	10	10.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gaming	0.4%	2	0.0%	0	0.8%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Get petrol / fuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meet family and friends	4.8%	26	4.6%	15	3.8%	5	7.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	41.3%	223	43.3%	140	28.2%	37	53.5%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping generally	26.3%	142	22.3%	72	42.0%	55	17.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports / leisure facilities	1.9%	10	2.5%	8	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taking children to / from school	0.6%	3	0.3%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	0.6%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit clubs, halls, societies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit financial / professional services (e.g. banks, building societies, estate agents etc.)	16.3%	88	21.4%	69	7.6%	10	10.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit other services (such as travel agents, hairdressers, betting shops, libraries etc.)	9.3%	50	11.8%	38	6.9%	9	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit pubs	3.5%	19	5.3%	17	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit restaurants / cafés	21.9%	118	24.1%	78	21.4%	28	14.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk around / browse	27.2%	147	23.5%	76	29.0%	38	38.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work / study	4.1%	22	5.0%	16	3.8%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donate items to 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
Go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pick up / drop off a friend / relative	0.7%	4	0.6%	2	0.8%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit medical services (doctor, dentist, optician, vet etc.)	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the beach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the park	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.7%	4	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No particular main reason)	1.3%	7	0.9%	3	2.3%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		540		323		131		86		0		0		0		0

Fife Household Survey Fife Council

Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
-------	-------------------------	-------------------------------------	-----------------------------------	-----------------------	------------------------	---------------------------	----------------------	-------------------	-------------------------	------------------------

MeanScore: hours per visit

D19 On average, how long do you normally spend in Dunfermline Town Centre when you visit?

Those who visit Dunfermline Town Centre at D16:

Less than 30 minutes	3.5%	19	3.7%	12	4.6%	6	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
30 minutes - 59 minutes	13.5%	73	15.8%	51	11.5%	15	8.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 hour – 1 hour 59 minutes	35.6%	192	35.9%	116	35.9%	47	33.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 hours – 2 hours 59 minutes	35.6%	192	31.9%	103	42.7%	56	38.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 hours – 3 hours 59 minutes	6.5%	35	5.9%	19	3.8%	5	12.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 hours or more	2.6%	14	3.4%	11	0.8%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.8%	15	3.4%	11	0.8%	1	3.5%	3	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>1.98</i>		<i>1.95</i>		<i>1.91</i>		<i>2.20</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>
<i>Base:</i>		540		323		131		86		0		0		0		0		0		0		0

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline		Zone 2 - Dalgety Bay / Rosyth		Zone 3 - Cowdenbeath/ Kelty		Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk						
D20 What do you LIKE MOST about Dunfermline Town Centre for shopping and as a place to visit generally? [MR]																				
<i>Those who visit Dunfermline Town Centre at D16:</i>																				
Attractive environment generally	5.7%	31	6.2%	20	5.3%	7	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Availability of parking	1.1%	6	0.9%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Childrens' play park	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean streets	1.1%	6	1.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home / convenient / close to work	26.3%	142	29.1%	94	23.7%	31	19.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy / pleasant to walk about / pedestrian areas	3.7%	20	3.1%	10	4.6%	6	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evening / nightlife	0.0%	0	0.0%	0	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	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / community atmosphere	0.9%	5	1.2%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Historic character	1.7%	9	2.5%	8	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure facilities	0.6%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice day out	0.6%	3	0.3%	1	0.8%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.9%	5	0.9%	3	0.8%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	0.9%	5	0.0%	0	2.3%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of cafes & restaurants	4.3%	23	4.0%	13	5.3%	7	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of pubs	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of clothes shops	1.9%	10	1.5%	5	2.3%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of independent shops	1.5%	8	0.6%	2	0.8%	1	5.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops	2.4%	13	2.5%	8	0.0%	0	5.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range / choice of shops generally	9.1%	49	6.8%	22	13.7%	18	10.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range / choice of clothes shops	1.7%	9	1.5%	5	0.8%	1	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range / choice of larger stores	2.2%	12	1.9%	6	1.5%	2	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of independent shops	0.6%	3	0.6%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Service in 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
Other	3.7%	20	3.4%	11	3.8%	5	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact layout / shops close together	3.9%	21	2.2%	7	10.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Covered shopping area	1.3%	7	1.2%	4	1.5%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easily accessible	0.7%	4	0.9%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	1.1%	6	1.5%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a Debenhams store	0.6%	3	0.6%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / don't	37.2%	201	40.9%	132	32.1%	42	31.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
like or dislike) (Don't know / can't remember)	1.9% 10	2.2% 7	0.8% 1	2.3% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Base:	540	323	131	86	0	0	0	0	0	0	0

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline		Zone 2 - Dalgety Bay / Rosyth		Zone 3 - Cowdenbeath/ Kelty		Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk		
D21 What do you DISLIKE MOST about Dunfermline Town Centre for shopping and as a place to visit generally? [MR]																
<i>Those who visit Dunfermline Town Centre at D16:</i>																
Anti-social behaviour	1.1%	6	1.2%	4	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derelict / unattractive sites	5.7%	31	7.7%	25	3.1%	4	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to 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
Dirty streets / cleaning	1.9%	10	2.8%	9	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient parking	4.3%	23	4.3%	14	5.3%	7	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack / limited leisure facilities	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of pedestrian areas	0.6%	3	0.6%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited parking	6.5%	35	6.2%	20	2.3%	3	14.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of larger stores	2.6%	14	1.9%	6	3.8%	5	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant shops	9.4%	51	10.5%	34	8.4%	11	7.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor pedestrian access / connections in the town	1.3%	7	1.5%	5	0.8%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security / policing	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.6%	3	0.6%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices	1.3%	7	1.2%	4	1.5%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.4%	2	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	1.5%	8	1.9%	6	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of cafés & restaurants	1.7%	9	1.5%	5	1.5%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	12.8%	69	15.5%	50	12.2%	16	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of clothes shops	5.7%	31	8.1%	26	2.3%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of shops generally	27.8%	150	33.1%	107	22.9%	30	15.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Service in 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
Too far from home / place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	0.9%	5	0.9%	3	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment generally	5.7%	31	5.9%	19	6.9%	9	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.9%	21	5.3%	17	2.3%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cars in the pedestrian areas	0.6%	3	0.3%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive parking	5.9%	32	5.6%	18	6.1%	8	7.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Needs a complete refurbishment	0.6%	3	0.6%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesirable clientele (e.g. beggars, homeless people, drug addicts etc.)	2.0%	11	2.8%	9	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline		Zone 2 - Dalgety Bay / Rosyth		Zone 3 - Cowdenbeath/ Kelty		Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk						
Too many charity shops	5.9%	32	6.8%	22	5.3%	7	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many cheap shops	1.5%	8	1.5%	5	1.5%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uneven / broken pavements	0.7%	4	0.3%	1	0.8%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	28.0%	151	22.0%	71	33.6%	44	41.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.7%	4	0.6%	2	0.8%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		540		323		131		86		0		0		0		0		0		0

MeanScore: Good=2, Average=1, Poor=-1

D22 Overall, how do you rate Dunfermline Town Centre on the following aspects as 'Good', 'Average' or 'Poor'? [MR/PR]

Those who visit Dunfermline Town Centre at D16:

As a pleasant place to visit

Good	38.7%	209	33.1%	107	45.0%	59	50.0%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	44.8%	242	46.4%	150	42.7%	56	41.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	16.3%	88	20.4%	66	12.2%	16	7.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.06		0.92		1.21		1.36		0.00		0.00		0.00		0.00		0.00		0.00
Base:		540		323		131		86		0		0		0		0		0		0

Parking availability

Good	38.9%	210	32.8%	106	53.4%	70	39.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	26.1%	141	29.7%	96	21.4%	28	19.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	23.3%	126	26.6%	86	17.6%	23	19.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	11.7%	63	10.8%	35	7.6%	10	20.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.91		0.77		1.20		1.00		0.00		0.00		0.00		0.00		0.00		0.00
Base:		540		323		131		86		0		0		0		0		0		0

Quality of shops

Good	24.1%	130	18.0%	58	29.8%	39	38.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	47.0%	254	47.4%	153	45.0%	59	48.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	28.3%	153	34.1%	110	25.2%	33	11.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.6%	3	0.6%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.67		0.50		0.79		1.15		0.00		0.00		0.00		0.00		0.00		0.00
Base:		540		323		131		86		0		0		0		0		0		0

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline		Zone 2 - Dalgety Bay / Rosyth		Zone 3 - Cowdenbeath/ Kelty		Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Range and choice of shops																									
Good	19.3%	104	15.8%	51	21.4%	28	29.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Average	43.7%	236	41.5%	134	45.0%	59	50.0%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		
Poor	36.5%	197	42.4%	137	33.6%	44	18.6%	16	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)	0.6%	3	0.3%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		
Mean:		0.46		0.31		0.54		0.92		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00	
Base:		540		323		131		86		0		0		0		0		0		0		0		0	
Range and quality of restaurants and cafes																									
Good	40.7%	220	38.1%	123	44.3%	58	45.3%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Average	38.3%	207	40.9%	132	30.5%	40	40.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor	11.9%	64	11.8%	38	14.5%	19	8.1%	7	0.0%	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)	9.1%	49	9.3%	30	10.7%	14	5.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:		1.19		1.16		1.17		1.31		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00	0.00
Base:		540		323		131		86		0		0		0		0		0		0		0		0	0
Town centre environment																									
Good	35.6%	192	30.7%	99	38.2%	50	50.0%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Average	43.3%	234	45.5%	147	43.5%	57	34.9%	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%
Poor	19.6%	106	22.6%	73	18.3%	24	10.5%	9	0.0%	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%	8	1.2%	4	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:		0.96		0.85		1.02		1.30		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00	0.00
Base:		540		323		131		86		0		0		0		0		0		0		0		0	0

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline		Zone 2 - Dalgety Bay / Rosyth		Zone 3 - Cowdenbeath/ Kelty		Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk		
D23 What improvements to Dunfermline Town Centre would make you visit there more often? [MR]																
<i>Those who visit Dunfermline Town Centre at D16:</i>																
An outdoor market	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 public transport	0.9%	5	0.9%	3	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better sign posting	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	4.3%	23	5.6%	18	3.1%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Covered shopping malls	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 the environment generally	8.1%	44	9.0%	29	7.6%	10	5.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	1.7%	9	2.2%	7	0.8%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower prices	0.6%	3	0.0%	0	1.5%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	3.1%	17	4.0%	13	2.3%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better restaurants / cafés	6.1%	33	6.8%	22	6.9%	9	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better shops generally	43.5%	235	48.0%	155	43.5%	57	26.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / cheaper parking	12.0%	65	12.1%	39	11.5%	15	12.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More department stores / larger stores	11.5%	62	11.8%	38	12.2%	16	9.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities	0.4%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More non- retail services	0.4%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised streets	1.9%	10	1.5%	5	3.1%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More security / policing	0.6%	3	0.3%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More specialist shops	9.6%	52	10.8%	35	5.3%	7	11.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better clothes & fashion stores	9.4%	51	9.9%	32	7.6%	10	10.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	5.2%	28	5.3%	17	3.8%	5	7.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.7%	4	0.9%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better pavement maintenance	0.9%	5	1.2%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	0.9%	5	1.2%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	1.7%	9	2.2%	7	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cheap shops (i.e. Poundland, 99p store etc.)	0.6%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	2.8%	15	3.4%	11	2.3%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better independent shops	1.3%	7	2.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More children's shops / activities	0.7%	4	0.3%	1	1.5%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove beggars / drug addicts from the streets	1.3%	7	1.9%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / no change)	19.3%	104	15.5%	50	22.1%	29	29.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.6%	30	4.3%	14	5.3%	7	10.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		540		323		131		86		0		0		0		0

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk	
D24 On average, how often do you visit Dunfermline Town Centre in the evenings (i.e. after 6pm)?												
<i>Those who visit Dunfermline Town Centre at D16:</i>												
Daily	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Every 2 days	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Between 3 times and 6 times a week	0.7%	4	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	
Weekly	2.0%	11	2.8%	9	0.8%	1	1.2%	1	0.0%	0	0.0%	
2-3 times a month	4.1%	22	5.9%	19	0.8%	1	2.3%	2	0.0%	0	0.0%	
Once a month	7.0%	38	7.4%	24	6.1%	8	7.0%	6	0.0%	0	0.0%	
Less frequently than once a month	22.8%	123	23.5%	76	29.0%	38	10.5%	9	0.0%	0	0.0%	
Never	62.0%	335	58.2%	188	62.6%	82	75.6%	65	0.0%	0	0.0%	
(Don't know / varies)	1.1%	6	0.6%	2	0.8%	1	3.5%	3	0.0%	0	0.0%	
<i>Mean:</i>		<i>0.13</i>		<i>0.18</i>		<i>0.06</i>		<i>0.06</i>		<i>0.00</i>		<i>0.00</i>
<i>Base:</i>		<i>540</i>		<i>323</i>		<i>131</i>		<i>86</i>		<i>0</i>		<i>0</i>

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk									
D25 Why do you never visit Dunfermline Town Centre? [MR]																				
<i>Those who never visit Dunfermline Town Centre at D16:</i>																				
Anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derelect / unattractive sites	2.2%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to 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
Dirty streets / cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient parking	8.9%	4	0.0%	0	21.4%	3	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of pedestrian 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
Limited parking	11.1%	5	0.0%	0	0.0%	0	35.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of larger stores	2.2%	1	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant 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
Poor pedestrian access / connections in the town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	2.2%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of cafés & restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	8.9%	4	5.9%	1	7.1%	1	14.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of clothes shops	4.4%	2	0.0%	0	7.1%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of shops generally	13.3%	6	35.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Service in 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
Too far from home / place of work	2.2%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	2.2%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment generally	6.7%	3	5.9%	1	14.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	8.9%	4	23.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled / housebound	13.3%	6	5.9%	1	14.3%	2	21.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	22.2%	10	23.5%	4	21.4%	3	21.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.4%	2	0.0%	0	7.1%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		45		17		14		14		0		0		0		0		0		0

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline		Zone 2 - Dalgety Bay / Rosyth		Zone 3 - Cowdenbeath/ Kelty		Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk		
D26 What would make you visit Dunfermline Town Centre more often in the evenings? [MR]																
<i>Those who live within zones 1, 2 or 3:</i>																
Better town centre environment	0.3%	2	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier access / less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved parking facilities	0.7%	4	0.0%	0	1.4%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved town centre security	1.9%	11	2.9%	10	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer / later opening hours	0.3%	2	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs	3.1%	18	3.8%	13	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better restaurants / cafés	9.6%	56	12.4%	42	6.9%	10	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cultural facilities	0.9%	5	1.2%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More evening events	2.4%	14	2.4%	8	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More family orientated facilities	0.5%	3	0.6%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities	0.5%	3	0.3%	1	0.7%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More night clubs	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More things to do generally	1.2%	7	1.5%	5	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Music / arts / performances / concerts	3.6%	21	2.9%	10	2.8%	4	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops open later	1.0%	6	0.9%	3	1.4%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.5%	9	1.5%	5	0.7%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice / quality of shops	1.2%	7	0.9%	3	1.4%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better policing / security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free baby-sitting service	0.5%	3	0.6%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better shows on at the theatre	0.5%	3	0.0%	0	1.4%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events for adults	0.5%	3	0.6%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events for children	0.5%	3	0.6%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events for the elderly	1.0%	6	0.6%	2	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a cinema	0.7%	4	0.9%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	71.8%	420	70.6%	240	75.9%	110	70.0%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.4%	14	2.1%	7	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		585		340		145		100		0		0		0		0

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk										
D27 Do you take part in any of the following leisure activities when you visit Dunfermline Town Centre? [MR/PR]																					
<i>Those who visit Dunfermline Town Centre at D16:</i>																					
Bingo	4.1%	22	3.7%	12	3.8%	5	5.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cinema	27.6%	149	27.2%	88	33.6%	44	19.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leisure centre / gym	19.4%	105	23.5%	76	16.8%	22	8.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nightclub / disco	4.8%	26	4.0%	13	6.1%	8	5.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pub / wine bar	40.0%	216	42.7%	138	42.7%	56	25.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Restaurants / cafés	59.4%	321	63.5%	205	61.8%	81	40.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swimming	23.9%	129	27.6%	89	24.4%	32	9.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ten-pin bowling	16.3%	88	14.2%	46	22.9%	30	14.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Theatre / concert	52.4%	283	54.5%	176	56.5%	74	38.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.6%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(None)	20.9%	113	17.6%	57	16.8%	22	39.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		540		323		131		86		0		0		0		0		0		0	

MeanScore: visits per week

K16 Thinking about Kirkcaldy Town Centre, how often do you visit it, on average?

Those who live within zones 4, 6 & 7:

Daily	2.0%	12	0.0%	0	0.0%	0	0.0%	0	2.9%	11	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Every 2 days	1.2%	7	0.0%	0	0.0%	0	0.0%	0	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Between 3 times and six times a week	8.4%	49	0.0%	0	0.0%	0	0.0%	0	11.4%	44	0.0%	0	1.0%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Weekly	21.2%	124	0.0%	0	0.0%	0	0.0%	0	24.7%	95	0.0%	0	15.0%	15	13.9%	14	0.0%	0	0.0%	0	0.0%	0
2-3 times a month	14.2%	83	0.0%	0	0.0%	0	0.0%	0	16.6%	64	0.0%	0	11.0%	11	7.9%	8	0.0%	0	0.0%	0	0.0%	0
Once a month	19.3%	113	0.0%	0	0.0%	0	0.0%	0	16.1%	62	0.0%	0	26.0%	26	24.8%	25	0.0%	0	0.0%	0	0.0%	0
Less frequently than once a month	18.1%	106	0.0%	0	0.0%	0	0.0%	0	15.3%	59	0.0%	0	21.0%	21	25.7%	26	0.0%	0	0.0%	0	0.0%	0
Never	14.5%	85	0.0%	0	0.0%	0	0.0%	0	10.1%	39	0.0%	0	25.0%	25	20.8%	21	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.2%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	4	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.93</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>1.18</i>		<i>0.00</i>		<i>0.35</i>		<i>0.54</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>
Base:		586		0		0		0		385		0		100		101		0		0		0

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
K17 How do you normally travel to Kirkcaldy Town Centre?																						
<i>Those who visit Kirkcaldy Town Centre at K16:</i>																						
Drive self in car / van	52.1%	261	0.0%	0	0.0%	0	0.0%	0	47.4%	164	0.0%	0	57.3%	43	67.5%	54	0.0%	0	0.0%	0	0.0%	0
Passenger in car / van	12.8%	64	0.0%	0	0.0%	0	0.0%	0	12.1%	42	0.0%	0	16.0%	12	12.5%	10	0.0%	0	0.0%	0	0.0%	0
Walk	8.6%	43	0.0%	0	0.0%	0	0.0%	0	12.4%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	23.6%	118	0.0%	0	0.0%	0	0.0%	0	24.0%	83	0.0%	0	26.7%	20	18.8%	15	0.0%	0	0.0%	0	0.0%	0
Taxi	1.0%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (wheelchair, scooter 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
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.4%	7	0.0%	0	0.0%	0	0.0%	0	1.7%	6	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Base:		501		0		0		0		346		0		75		80		0		0		0

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk													
K18 What typically, are your main reasons for visiting Kirkcaldy Town Centre (i.e. what range of things do you do when you get there)? [MR]																								
<i>Those who visit Kirkcaldy Town Centre at K16:</i>																								
Buy fast food / 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		
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		
Food shopping	19.4%	97	0.0%	0	0.0%	0	0.0%	0	20.2%	70	0.0%	0	13.3%	10	21.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gaming	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 petrol / fuel	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meet family and friends	4.4%	22	0.0%	0	0.0%	0	0.0%	0	4.9%	17	0.0%	0	2.7%	2	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	35.9%	180	0.0%	0	0.0%	0	0.0%	0	35.5%	123	0.0%	0	29.3%	22	43.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping generally	33.5%	168	0.0%	0	0.0%	0	0.0%	0	32.9%	114	0.0%	0	42.7%	32	27.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports / leisure facilities	2.0%	10	0.0%	0	0.0%	0	0.0%	0	2.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taking children to / from school	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit clubs, halls, societies	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit financial / professional services (e.g. banks, building societies, estate agents etc.)	9.0%	45	0.0%	0	0.0%	0	0.0%	0	12.4%	43	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit other services (such as travel agents, hairdressers, betting shops, libraries etc.)	6.4%	32	0.0%	0	0.0%	0	0.0%	0	8.1%	28	0.0%	0	2.7%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit pubs	1.4%	7	0.0%	0	0.0%	0	0.0%	0	1.4%	5	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit restaurants / cafés	13.2%	66	0.0%	0	0.0%	0	0.0%	0	16.5%	57	0.0%	0	5.3%	4	6.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk around / browse	27.3%	137	0.0%	0	0.0%	0	0.0%	0	29.8%	103	0.0%	0	20.0%	15	23.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work / study	1.8%	9	0.0%	0	0.0%	0	0.0%	0	1.7%	6	0.0%	0	1.3%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donate items to charity shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pick up / drop off a friend / relative	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit medical services (doctor, dentist, optician, vet etc.)	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the beach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / can't remember)	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	2.7%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No particular main reason)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		501		0		0		0		346		0		75		80		0		0		0		0

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
MeanScore: hours per visit																						
K19 On average, how long do you normally spend in Kirkcaldy Town Centre when you visit?																						
<i>Those who visit Kirkcaldy Town Centre at K16:</i>																						
Less than 30 minutes	4.6%	23	0.0%	0	0.0%	0	0.0%	0	4.6%	16	0.0%	0	6.7%	5	2.5%	2	0.0%	0	0.0%	0	0.0%	0
30 minutes - 59 minutes	13.4%	67	0.0%	0	0.0%	0	0.0%	0	14.2%	49	0.0%	0	12.0%	9	11.3%	9	0.0%	0	0.0%	0	0.0%	0
1 hour – 1 hour 59 minutes	39.9%	200	0.0%	0	0.0%	0	0.0%	0	44.8%	155	0.0%	0	22.7%	17	35.0%	28	0.0%	0	0.0%	0	0.0%	0
2 hours – 2 hours 59 minutes	31.3%	157	0.0%	0	0.0%	0	0.0%	0	26.9%	93	0.0%	0	40.0%	30	42.5%	34	0.0%	0	0.0%	0	0.0%	0
3 hours – 3 hours 59 minutes	5.2%	26	0.0%	0	0.0%	0	0.0%	0	5.2%	18	0.0%	0	6.7%	5	3.8%	3	0.0%	0	0.0%	0	0.0%	0
4 hours or more	2.0%	10	0.0%	0	0.0%	0	0.0%	0	2.0%	7	0.0%	0	2.7%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.6%	18	0.0%	0	0.0%	0	0.0%	0	2.3%	8	0.0%	0	9.3%	7	3.8%	3	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		<i>1.87</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>1.82</i>		<i>0.00</i>		<i>2.04</i>		<i>1.96</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>
Base:		501		0		0		0		346		0		75		80		0		0		0

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
K20 What do you LIKE MOST about Kirkcaldy Town Centre for shopping and as a place to visit generally? [MR]																						
<i>Those who visit Kirkcaldy Town Centre at K16:</i>																						
Attractive environment generally	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Availability of parking	2.2%	11	0.0%	0	0.0%	0	0.0%	0	2.0%	7	0.0%	0	4.0%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Childrens' play park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean streets	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home / convenient / close to work	18.0%	90	0.0%	0	0.0%	0	0.0%	0	22.5%	78	0.0%	0	8.0%	6	7.5%	6	0.0%	0	0.0%	0	0.0%	0
Easy / pleasant to walk about / pedestrian areas	3.2%	16	0.0%	0	0.0%	0	0.0%	0	2.6%	9	0.0%	0	6.7%	5	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Evening / nightlife	0.0%	0	0.0%	0	0.0%	0	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	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / community atmosphere	1.2%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	5	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Historic character	0.0%	0	0.0%	0	0.0%	0	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 facilities	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice day out	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Prices	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	1.3%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Quality / range of cafes & restaurants	3.0%	15	0.0%	0	0.0%	0	0.0%	0	2.0%	7	0.0%	0	5.3%	4	5.0%	4	0.0%	0	0.0%	0	0.0%	0
Quality / range of pubs	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of clothes shops	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of independent shops	0.8%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	2.7%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Range / choice of shops generally	10.4%	52	0.0%	0	0.0%	0	0.0%	0	7.8%	27	0.0%	0	20.0%	15	12.5%	10	0.0%	0	0.0%	0	0.0%	0
Range / choice of clothes shops	1.8%	9	0.0%	0	0.0%	0	0.0%	0	1.2%	4	0.0%	0	2.7%	2	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Range / choice of larger stores	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	4.0%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Range of independent shops	1.0%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Security / policing	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Service in 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
Other	2.8%	14	0.0%	0	0.0%	0	0.0%	0	2.6%	9	0.0%	0	2.7%	2	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Compact layout / shops close together	2.4%	12	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	6.7%	5	5.0%	4	0.0%	0	0.0%	0	0.0%	0
Covered shopping area	2.2%	11	0.0%	0	0.0%	0	0.0%	0	1.2%	4	0.0%	0	4.0%	3	5.0%	4	0.0%	0	0.0%	0	0.0%	0
Easily accessible	1.2%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	4	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	1.8%	9	0.0%	0	0.0%	0	0.0%	0	2.3%	8	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a Marks & Spencer store	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	2.7%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Large town centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Range / choice of cheap shops	0.6%	3	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	48.1%	241	0.0%	0	0.0%	0	51.4%	178	0.0%	0	30.7%	23	50.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.6%	8	0.0%	0	0.0%	0	1.2%	4	0.0%	0	4.0%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		501		0		0		346		0		75		80		0		0		0		0

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk												
K21 What do you DISLIKE MOST about Kirkcaldy Town Centre for shopping and as a place to visit generally? [MR]																							
<i>Those who visit Kirkcaldy Town Centre at K16:</i>																							
Anti-social behaviour	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derelict / unattractive sites	6.0%	30	0.0%	0	0.0%	0	0.0%	0	6.6%	23	0.0%	0	2.7%	2	6.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Difficult to 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%
Dirty streets / cleaning	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Inconvenient parking	4.6%	23	0.0%	0	0.0%	0	0.0%	0	5.8%	20	0.0%	0	2.7%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lack / limited leisure facilities	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lack of pedestrian areas	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Limited parking	5.4%	27	0.0%	0	0.0%	0	0.0%	0	6.1%	21	0.0%	0	5.3%	4	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Limited range of larger stores	1.8%	9	0.0%	0	0.0%	0	0.0%	0	2.3%	8	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More cafés / café culture needed	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Numbers of vacant shops	16.0%	80	0.0%	0	0.0%	0	0.0%	0	15.9%	55	0.0%	0	17.3%	13	15.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor pedestrian access / connections in the town	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor shop / building frontages	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Prices	0.8%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Public transport	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality / choice of food shops and supermarkets	3.0%	15	0.0%	0	0.0%	0	0.0%	0	3.8%	13	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality / range of cafés & restaurants	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality of shops generally	7.6%	38	0.0%	0	0.0%	0	0.0%	0	8.7%	30	0.0%	0	4.0%	3	6.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Range of clothes shops	4.4%	22	0.0%	0	0.0%	0	0.0%	0	4.3%	15	0.0%	0	2.7%	2	6.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Range of shops generally	26.3%	132	0.0%	0	0.0%	0	0.0%	0	32.4%	112	0.0%	0	9.3%	7	16.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%
Service in shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Too far from home / place of work	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Traffic congestion	1.2%	6	0.0%	0	0.0%	0	0.0%	0	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Unattractive environment generally	3.2%	16	0.0%	0	0.0%	0	0.0%	0	4.0%	14	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	3.8%	19	0.0%	0	0.0%	0	0.0%	0	4.6%	16	0.0%	0	1.3%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Cars in the pedestrian areas	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Disabled people who park anywhere	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Expensive parking	1.6%	8	0.0%	0	0.0%	0	0.0%	0	1.7%	6	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Limited disabled access	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Needs a complete refurbishment	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Not enough free parking	2.4%	12	0.0%	0	0.0%	0	0.0%	0	2.6%	9	0.0%	0	1.3%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	4.0%	20	0.0%	0	0.0%	0	0.0%	0	4.3%	15	0.0%	0	1.3%	1	5.0%	4	0.0%	0	0.0%	0	0.0%	0
Undesirable clientele (e.g. beggars, homeless people, drug addicts etc.)	2.8%	14	0.0%	0	0.0%	0	0.0%	0	3.5%	12	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	29.3%	147	0.0%	0	0.0%	0	0.0%	0	23.1%	80	0.0%	0	53.3%	40	33.8%	27	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Base:		501		0		0		0		346		0		75		80		0		0		0

MeanScore: Good=2, Average=1, Poor=-1

K22 Overall, how do you rate Kirkcaldy Town Centre on the following aspects as 'Good', 'Average' or 'Poor'? [MR/PR]

Those who visit Kirkcaldy Town Centre at K16:

As a pleasant place to visit

Good	29.1%	146	0.0%	0	0.0%	0	0.0%	0	24.6%	85	0.0%	0	54.7%	41	25.0%	20	0.0%	0	0.0%	0	0.0%	0
Average	44.7%	224	0.0%	0	0.0%	0	0.0%	0	43.6%	151	0.0%	0	37.3%	28	56.3%	45	0.0%	0	0.0%	0	0.0%	0
Poor	25.5%	128	0.0%	0	0.0%	0	0.0%	0	31.5%	109	0.0%	0	8.0%	6	16.3%	13	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Mean:		0.78		0.00		0.00		0.00		0.61		0.00		1.39		0.92		0.00		0.00		0.00
Base:		501		0		0		0		346		0		75		80		0		0		0

Parking availability

Good	35.7%	179	0.0%	0	0.0%	0	0.0%	0	30.3%	105	0.0%	0	48.0%	36	47.5%	38	0.0%	0	0.0%	0	0.0%	0
Average	26.7%	134	0.0%	0	0.0%	0	0.0%	0	25.4%	88	0.0%	0	33.3%	25	26.3%	21	0.0%	0	0.0%	0	0.0%	0
Poor	22.6%	113	0.0%	0	0.0%	0	0.0%	0	28.3%	98	0.0%	0	4.0%	3	15.0%	12	0.0%	0	0.0%	0	0.0%	0
(Don't know)	15.0%	75	0.0%	0	0.0%	0	0.0%	0	15.9%	55	0.0%	0	14.7%	11	11.3%	9	0.0%	0	0.0%	0	0.0%	0
Mean:		0.89		0.00		0.00		0.00		0.69		0.00		1.47		1.20		0.00		0.00		0.00
Base:		501		0		0		0		346		0		75		80		0		0		0

Quality of shops

Good	22.0%	110	0.0%	0	0.0%	0	0.0%	0	19.4%	67	0.0%	0	44.0%	33	12.5%	10	0.0%	0	0.0%	0	0.0%	0
Average	45.9%	230	0.0%	0	0.0%	0	0.0%	0	44.8%	155	0.0%	0	41.3%	31	55.0%	44	0.0%	0	0.0%	0	0.0%	0
Poor	31.3%	157	0.0%	0	0.0%	0	0.0%	0	35.3%	122	0.0%	0	14.7%	11	30.0%	24	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Mean:		0.59		0.00		0.00		0.00		0.49		0.00		1.15		0.51		0.00		0.00		0.00
Base:		501		0		0		0		346		0		75		80		0		0		0

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Range and choice of shops																						
Good	18.0%	90	0.0%	0	0.0%	0	0.0%	0	14.7%	51	0.0%	0	37.3%	28	13.8%	11	0.0%	0	0.0%	0	0.0%	0
Average	39.1%	196	0.0%	0	0.0%	0	0.0%	0	36.7%	127	0.0%	0	38.7%	29	50.0%	40	0.0%	0	0.0%	0	0.0%	0
Poor	41.3%	207	0.0%	0	0.0%	0	0.0%	0	47.1%	163	0.0%	0	24.0%	18	32.5%	26	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.6%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	5	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Mean:		0.34	0.00	0.00	0.00	0.00	0.19	0.00	0.89	0.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:		501	0	0	0	0	346	0	75	80	0	0	0	0	0	0	0	0	0	0	0	0
Range and quality of restaurants and cafes																						
Good	31.3%	157	0.0%	0	0.0%	0	0.0%	0	29.8%	103	0.0%	0	44.0%	33	26.3%	21	0.0%	0	0.0%	0	0.0%	0
Average	34.9%	175	0.0%	0	0.0%	0	0.0%	0	37.0%	128	0.0%	0	28.0%	21	32.5%	26	0.0%	0	0.0%	0	0.0%	0
Poor	19.4%	97	0.0%	0	0.0%	0	0.0%	0	19.7%	68	0.0%	0	17.3%	13	20.0%	16	0.0%	0	0.0%	0	0.0%	0
(Don't know)	14.4%	72	0.0%	0	0.0%	0	0.0%	0	13.6%	47	0.0%	0	10.7%	8	21.3%	17	0.0%	0	0.0%	0	0.0%	0
Mean:		0.91	0.00	0.00	0.00	0.00	0.89	0.00	1.10	0.83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:		501	0	0	0	0	346	0	75	80	0	0	0	0	0	0	0	0	0	0	0	0
Town centre environment																						
Good	31.9%	160	0.0%	0	0.0%	0	0.0%	0	26.3%	91	0.0%	0	61.3%	46	28.8%	23	0.0%	0	0.0%	0	0.0%	0
Average	43.9%	220	0.0%	0	0.0%	0	0.0%	0	46.0%	159	0.0%	0	29.3%	22	48.8%	39	0.0%	0	0.0%	0	0.0%	0
Poor	22.4%	112	0.0%	0	0.0%	0	0.0%	0	25.7%	89	0.0%	0	9.3%	7	20.0%	16	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.8%	9	0.0%	0	0.0%	0	0.0%	0	2.0%	7	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Mean:		0.87	0.00	0.00	0.00	0.00	0.74	0.00	1.43	0.88	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:		501	0	0	0	0	346	0	75	80	0	0	0	0	0	0	0	0	0	0	0	0

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
K23 What improvements to Kirkcaldy Town Centre would make you visit there more often? [MR]																						
<i>Those who visit Kirkcaldy Town Centre at K16:</i>																						
An outdoor market	0.0%	0	0.0%	0	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 public transport	1.2%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	4	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Better sign posting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	2.2%	11	0.0%	0	0.0%	0	0.0%	0	2.0%	7	0.0%	0	2.7%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Covered shopping malls	0.0%	0	0.0%	0	0.0%	0	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 the environment generally	5.8%	29	0.0%	0	0.0%	0	0.0%	0	6.9%	24	0.0%	0	2.7%	2	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	1.6%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	5	0.0%	0	1.3%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Lower prices	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
More / better food shops	5.4%	27	0.0%	0	0.0%	0	0.0%	0	6.6%	23	0.0%	0	4.0%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0
More / better restaurants / cafés	4.0%	20	0.0%	0	0.0%	0	0.0%	0	4.0%	14	0.0%	0	2.7%	2	5.0%	4	0.0%	0	0.0%	0	0.0%	0
More / better shops generally	44.9%	225	0.0%	0	0.0%	0	0.0%	0	50.0%	173	0.0%	0	33.3%	25	33.8%	27	0.0%	0	0.0%	0	0.0%	0
More / cheaper parking	9.2%	46	0.0%	0	0.0%	0	0.0%	0	11.3%	39	0.0%	0	4.0%	3	5.0%	4	0.0%	0	0.0%	0	0.0%	0
More department stores / larger stores	11.8%	59	0.0%	0	0.0%	0	0.0%	0	13.9%	48	0.0%	0	10.7%	8	3.8%	3	0.0%	0	0.0%	0	0.0%	0
More leisure facilities	1.4%	7	0.0%	0	0.0%	0	0.0%	0	1.7%	6	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More nightlife	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More non- retail services	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised streets	1.4%	7	0.0%	0	0.0%	0	0.0%	0	1.7%	6	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More security / policing	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More specialist shops	5.6%	28	0.0%	0	0.0%	0	0.0%	0	7.5%	26	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better clothes & fashion stores	7.4%	37	0.0%	0	0.0%	0	0.0%	0	9.2%	32	0.0%	0	1.3%	1	5.0%	4	0.0%	0	0.0%	0	0.0%	0
Other	4.0%	20	0.0%	0	0.0%	0	0.0%	0	2.6%	9	0.0%	0	6.7%	5	7.5%	6	0.0%	0	0.0%	0	0.0%	0
A complete refurbishment	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Better disabled access	1.0%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Free parking	3.0%	15	0.0%	0	0.0%	0	0.0%	0	3.8%	13	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Less charity shops	1.4%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	4.4%	22	0.0%	0	0.0%	0	0.0%	0	5.8%	20	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Lower business rents / rates	0.8%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better independent shops	1.2%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	5	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a cinema	1.2%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	4	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Remove beggars / drug addicts from the streets	1.8%	9	0.0%	0	0.0%	0	0.0%	0	2.0%	7	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Stop the misuse of parking (e.g. parking on the High Street, non-disabled people in the disabled parking etc.)	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
(Nothing / no change)	23.6%	118	0.0%	0	0.0%	0	0.0%	0	17.3%	60	0.0%	0	42.7%	32	32.5%	26	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.6%	18	0.0%	0	0.0%	0	0.0%	0	3.8%	13	0.0%	0	4.0%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Base:		501		0		0		0		346		0		75		80		0		0		0

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk	
K24 On average, how often do you visit Kirkcaldy Town Centre in the evenings (i.e. after 6pm)?												
<i>Those who visit Kirkcaldy Town Centre at K16:</i>												
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every 2 days	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Between 3 times and 6 times a week	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Weekly	1.8%	9	0.0%	0	0.0%	0	2.0%	7	0.0%	0	0.0%	0
2-3 times a month	1.6%	8	0.0%	0	0.0%	0	2.0%	7	0.0%	0	1.3%	1
Once a month	3.6%	18	0.0%	0	0.0%	0	4.3%	15	0.0%	0	1.3%	1
Less frequently than once a month	11.2%	56	0.0%	0	0.0%	0	12.1%	42	0.0%	0	12.0%	9
Never	80.8%	405	0.0%	0	0.0%	0	78.6%	272	0.0%	0	81.3%	61
(Don't know / varies)	0.8%	4	0.0%	0	0.0%	0	0.6%	2	0.0%	0	1.3%	1
<i>Mean:</i>	<i>0.06</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.07</i>		<i>0.00</i>	
Base:		501		0		0		0	346		0	

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk												
K25 Why do you never visit Kirkcaldy Town Centre? [MR]																							
<i>Those who never visit Kirkcaldy Town Centre at K16:</i>																							
Anti-social behaviour	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derelict / unattractive sites	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Difficult to 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%
Dirty streets / cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Inconvenient parking	2.4%	2	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lack / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lack of pedestrian 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	0.0%
Limited parking	3.5%	3	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Limited range of larger stores	4.7%	4	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Numbers of vacant shops	2.4%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor pedestrian access / connections in the town	4.7%	4	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor shop / building frontages	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Provision of toilets	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Public transport	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality / choice of food shops and supermarkets	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality / range of cafés & restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality of shops generally	3.5%	3	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Range of clothes shops	4.7%	4	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Range of shops generally	21.2%	18	0.0%	0	0.0%	0	0.0%	0	23.1%	9	0.0%	0	20.0%	5	19.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Service in 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%
Too far from home / place of work	8.2%	7	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	28.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Unattractive environment generally	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	11.8%	10	0.0%	0	0.0%	0	0.0%	0	10.3%	4	0.0%	0	16.0%	4	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Disabled / housebound	10.6%	9	0.0%	0	0.0%	0	0.0%	0	10.3%	4	0.0%	0	16.0%	4	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Preference for other towns	3.5%	3	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing in particular / don't like or dislike)	25.9%	22	0.0%	0	0.0%	0	0.0%	0	25.6%	10	0.0%	0	32.0%	8	19.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	4.7%	4	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	4.0%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		85		0		0		0		39		0		25		21		0		0		0	

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
K26 What would make you visit Kirkcaldy Town Centre more often in the evenings? [MR]																						
<i>Those who live within zones 4, 6 & 7:</i>																						
Better town centre environment	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier access / less traffic congestion	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved parking facilities	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved town centre security	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Longer / later opening hours	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs	2.2%	13	0.0%	0	0.0%	0	0.0%	0	2.6%	10	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better restaurants / cafés	7.3%	43	0.0%	0	0.0%	0	0.0%	0	7.5%	29	0.0%	0	8.0%	8	5.9%	6	0.0%	0	0.0%	0	0.0%	0
More cultural facilities	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More evening events	1.9%	11	0.0%	0	0.0%	0	0.0%	0	2.6%	10	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More family orientated facilities	0.9%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities	2.9%	17	0.0%	0	0.0%	0	0.0%	0	3.1%	12	0.0%	0	2.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0
More night clubs	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More things to do generally	1.0%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Music / arts / performances / concerts	2.6%	15	0.0%	0	0.0%	0	0.0%	0	3.4%	13	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Shops open later	1.4%	8	0.0%	0	0.0%	0	0.0%	0	1.6%	6	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Other	1.0%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	4	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice / quality of shops	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport links	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better shows on at the theatre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	3	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Open another cinema	4.8%	28	0.0%	0	0.0%	0	0.0%	0	5.2%	20	0.0%	0	1.0%	1	6.9%	7	0.0%	0	0.0%	0	0.0%	0
(Nothing)	73.9%	433	0.0%	0	0.0%	0	0.0%	0	72.7%	280	0.0%	0	77.0%	77	75.2%	76	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.4%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	4	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Base:		586		0		0		0		385		0		100		101		0		0		0

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
K27 Do you take part in any of the following leisure activities when you visit Kirkcaldy Town Centre? [MR/PR]																						
<i>Those who visit Kirkcaldy Town Centre at K16:</i>																						
Bingo	2.6%	13	0.0%	0	0.0%	0	0.0%	0	2.3%	8	0.0%	0	2.7%	2	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Cinema	4.4%	22	0.0%	0	0.0%	0	0.0%	0	4.6%	16	0.0%	0	2.7%	2	5.0%	4	0.0%	0	0.0%	0	0.0%	0
Leisure centre / gym	6.0%	30	0.0%	0	0.0%	0	0.0%	0	7.8%	27	0.0%	0	2.7%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Nightclub / disco	2.6%	13	0.0%	0	0.0%	0	0.0%	0	2.3%	8	0.0%	0	4.0%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Pub / wine bar	26.7%	134	0.0%	0	0.0%	0	0.0%	0	28.9%	100	0.0%	0	26.7%	20	17.5%	14	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafés	41.1%	206	0.0%	0	0.0%	0	0.0%	0	42.5%	147	0.0%	0	49.3%	37	27.5%	22	0.0%	0	0.0%	0	0.0%	0
Swimming	12.2%	61	0.0%	0	0.0%	0	0.0%	0	14.7%	51	0.0%	0	6.7%	5	6.3%	5	0.0%	0	0.0%	0	0.0%	0
Ten-pin bowling	2.2%	11	0.0%	0	0.0%	0	0.0%	0	1.7%	6	0.0%	0	2.7%	2	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Theatre / concert	25.3%	127	0.0%	0	0.0%	0	0.0%	0	29.5%	102	0.0%	0	18.7%	14	13.8%	11	0.0%	0	0.0%	0	0.0%	0
Other	0.8%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None)	39.7%	199	0.0%	0	0.0%	0	0.0%	0	34.7%	120	0.0%	0	38.7%	29	62.5%	50	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Base:		501		0		0		0		346		0		75		80		0		0		0

MeanScore: visits per week

G16 Thinking about Glenrothes Town Centre, how often do you visit it, on average?
Those who live within zone 5:

Daily	4.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every 2 days	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Between 3 times and six times a week	16.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weekly	28.1%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.1%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 times a month	14.4%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	13.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less frequently than once a month	12.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	8.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.4%	1	0.0%	0	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
<i>Mean:</i>		<i>1.53</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>1.53</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>
Base:		270		0		0		0		0		270		0		0		0		0		0

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk													
G17 How do you normally travel to Glenrothes Town Centre?																								
<i>Those who visit Glenrothes Town Centre at G16:</i>																								
Drive self in car / van	60.3%	149	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	60.3%	149	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Passenger in car / van	11.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	9.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	17.4%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Disability vehicle (wheelchair, scooter 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
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / varies)	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		247		0		0		0		0		0		247		0		0		0		0		0

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk	
G18 What typically, are your main reasons for visiting Glenrothes Town Centre (i.e. what range of things do you do when you get there)? [MR]												
<i>Those who visit Glenrothes Town Centre at G16:</i>												
Buy fast food / takeaways	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	15.8%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gaming	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Get petrol / fuel	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Meet family and friends	4.0%	10	0.0%	0	0.0%	0	0.0%	0	4.0%	10	0.0%	0
Non-food shopping	34.8%	86	0.0%	0	0.0%	0	0.0%	0	34.8%	86	0.0%	0
Shopping generally	29.6%	73	0.0%	0	0.0%	0	0.0%	0	29.6%	73	0.0%	0
Sports / leisure facilities	1.2%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0
Taking children to / from school	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Visit clubs, halls, societies	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Visit financial / professional services (e.g. banks, building societies, estate agents etc.)	23.9%	59	0.0%	0	0.0%	0	0.0%	0	23.9%	59	0.0%	0
Visit other services (such as travel agents, hairdressers, betting shops, libraries etc.)	8.5%	21	0.0%	0	0.0%	0	0.0%	0	8.5%	21	0.0%	0
Visit pubs	1.2%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0
Visit restaurants / cafés	9.7%	24	0.0%	0	0.0%	0	0.0%	0	9.7%	24	0.0%	0
Walk around / browse	17.0%	42	0.0%	0	0.0%	0	0.0%	0	17.0%	42	0.0%	0
Work / study	4.5%	11	0.0%	0	0.0%	0	0.0%	0	4.5%	11	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donate items to charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pick up / drop off a friend / relative	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Visit medical services (doctor, dentist, optician, vet etc.)	1.2%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0
Visit the beach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
(No particular main reason)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Base:		247		0		0		0		247		0

Fife Household Survey Fife Council

Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
-------	-------------------------	-------------------------------------	-----------------------------------	-----------------------	------------------------	---------------------------	----------------------	-------------------	-------------------------	------------------------

MeanScore: hours per visit

G19 On average, how long do you normally spend in Glenrothes Town Centre when you visit?

Those who visit Glenrothes Town Centre at G16:

Less than 30 minutes	9.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
30 minutes - 59 minutes	34.4%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.4%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 hour – 1 hour 59 minutes	39.7%	98	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.7%	98	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 hours – 2 hours 59 minutes	11.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 hours – 3 hours 59 minutes	0.4%	1	0.0%	0	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
4 hours or more	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.31		0.00		0.00		0.00		0.00		1.31		0.00		0.00		0.00		0.00		0.00
Base:		247		0		0		0		0		247		0		0		0		0		0

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
G20 What do you LIKE MOST about Glenrothes Town Centre for shopping and as a place to visit generally? [MR]																						
<i>Those who visit Glenrothes Town Centre at G16:</i>																						
Attractive environment generally	4.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Availability of parking	3.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Childrens' play park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean streets	3.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home / convenient / close to work	22.3%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy / pleasant to walk about / pedestrian areas	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evening / nightlife	0.0%	0	0.0%	0	0.0%	0	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	3.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / community atmosphere	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Historic character	0.0%	0	0.0%	0	0.0%	0	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 facilities	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice day out	1.2%	3	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of cafes & restaurants	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of clothes shops	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of independent shops	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range / choice of shops generally	5.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range / choice of clothes 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
Range / choice of larger 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
Range of independent 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
Security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Service in 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
Other	4.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact layout / shops close together	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Covered shopping area	14.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	42.5%	105	0.0%	0	0.0%	0	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 / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
Base:	247	0	0	0	0	247	0	0	0	0	0

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk									
G21 What do you DISLIKE MOST about Glenrothes Town Centre for shopping and as a place to visit generally? [MR]																				
<i>Those who visit Glenrothes Town Centre at G16:</i>																				
Anti-social behaviour	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derelict / unattractive sites	5.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to 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
Dirty streets / cleaning	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient parking	0.4%	1	0.0%	0	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 / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of pedestrian 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
Limited parking	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of larger stores	6.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant shops	14.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor pedestrian access / connections in the town	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of cafés & restaurants	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of pubs	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	15.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of clothes shops	11.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of shops generally	28.7%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.7%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Service in 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
Too far from home / place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment generally	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	4.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outdated / old-fashioned	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many cheap shops	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	31.2%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.2%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk	
remember)												
Base:	247	0	0	0	0	247	0	0	0	0	0	
MeanScore: Good=2, Average=1, Poor=-1												
G22 Overall, how do you rate Glenrothes Town Centre on the following aspects as 'Good', 'Average' or 'Poor'? [MR/PR]												
<i>Those who visit Glenrothes Town Centre at G16:</i>												
As a pleasant place to visit												
Good	30.4%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	45.7%	113	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	23.9%	59	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
Mean:	0.83		0.00		0.00		0.00		0.00		0.00	
Base:	247	0	0	0	0	247	0	0	0	0	0	
Parking availability												
Good	72.9%	180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	15.8%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	5.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	1.66		0.00		0.00		0.00		0.00		0.00	
Base:	247	0	0	0	0	247	0	0	0	0	0	
Quality of shops												
Good	12.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	44.1%	109	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	43.3%	107	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
Mean:	0.26		0.00		0.00		0.00		0.00		0.00	
Base:	247	0	0	0	0	247	0	0	0	0	0	
Range and choice of shops												
Good	8.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	32.0%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	58.7%	145	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	-0.11		0.00		0.00		0.00		0.00		0.00	
Base:	247	0	0	0	0	247	0	0	0	0	0	

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk													
Range and quality of restaurants and cafes																								
Good	21.5%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Average	34.4%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	32.4%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	11.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:		247	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Town centre environment																								
Good	37.2%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	39.3%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	22.3%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.93	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:		247	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Fife Household Survey

Fife Council

Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk										
G23 What improvements to Glenrothes Town Centre would make you visit there more often? [MR]																				
<i>Those who visit Glenrothes Town Centre at G16:</i>																				
An outdoor market	0.0%	0	0.0%	0	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 public transport	0.4%	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
Better sign posting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	1.2%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Covered shopping malls	0.4%	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
Improve the environment generally	8.1%	20	0.0%	0	0.0%	0	0.0%	0	8.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	5.3%	13	0.0%	0	0.0%	0	0.0%	0	5.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better restaurants / cafés	6.9%	17	0.0%	0	0.0%	0	0.0%	0	6.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better shops generally	57.1%	141	0.0%	0	0.0%	0	0.0%	0	57.1%	141	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / cheaper parking	2.0%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More department stores / larger stores	17.4%	43	0.0%	0	0.0%	0	0.0%	0	17.4%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities	0.4%	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
More nightlife	0.4%	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
More non- retail services	2.4%	6	0.0%	0	0.0%	0	0.0%	0	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More security / policing	0.4%	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
More specialist shops	12.1%	30	0.0%	0	0.0%	0	0.0%	0	12.1%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better clothes & fashion stores	10.5%	26	0.0%	0	0.0%	0	0.0%	0	10.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Refurbishment	4.0%	10	0.0%	0	0.0%	0	0.0%	0	4.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it more spacious / lighter	1.2%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A Marks and Spencers	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More activities for children	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / no change)	15.8%	39	0.0%	0	0.0%	0	0.0%	0	15.8%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.2%	8	0.0%	0	0.0%	0	0.0%	0	3.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		247		0		0		0		247		0		0		0		0		0

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk	
G24 On average, how often do you visit Glenrothes Town Centre in the evenings (i.e. after 6pm)?												
<i>Those who visit Glenrothes Town Centre at G16:</i>												
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Every 2 days	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Between 3 times and 6 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Weekly	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
2-3 times a month	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	
Once a month	2.8%	7	0.0%	0	0.0%	0	2.8%	7	0.0%	0	0.0%	
Less frequently than once a month	13.0%	32	0.0%	0	0.0%	0	13.0%	32	0.0%	0	0.0%	
Never	81.8%	202	0.0%	0	0.0%	0	81.8%	202	0.0%	0	0.0%	
(Don't know / varies)	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	
<i>Mean:</i>		<i>0.04</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>
<i>Base:</i>		<i>247</i>		<i>0</i>		<i>0</i>		<i>0</i>		<i>0</i>		<i>0</i>

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
G25 Why do you never visit Glenrothes Town Centre? [MR]											
<i>Those who never visit Glenrothes Town Centre at G16:</i>											
Anti-social behaviour	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derelict / unattractive sites	8.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Difficult to stop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dirty streets / cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Inconvenient parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lack / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lack of pedestrian areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Limited parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Limited range of larger stores	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Numbers of vacant shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor pedestrian access / connections in the town	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor shop / building frontages	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality / choice of food shops and supermarkets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality / range of cafés & restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality of shops generally	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Range of clothes shops	8.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Range of shops generally	34.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Too far from home / place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Unattractive environment generally	8.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing in particular / don't like or dislike)	43.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	8.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		23	0	0	0	0	0	23	0	0	0

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
G26 What would make you visit Glenrothes Town Centre more often in the evenings? [MR]																						
<i>Those who live within zone 5:</i>																						
Better town centre environment	0.4%	1	0.0%	0	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
Easier access / less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved parking facilities	0.4%	1	0.0%	0	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
Improved town centre security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer / later opening hours	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs	3.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better restaurants	10.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cultural facilities	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More evening events	3.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More family orientated facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities	3.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More night clubs	0.4%	1	0.0%	0	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
More things to do generally	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Music / arts / performances / concerts	4.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops open later	7.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	67.0%	181	0.0%	0	0.0%	0	0.0%	0	0.0%	0	67.0%	181	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		270		0		0		0		0		270		0		0		0		0		0

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk	
G27 Do you take part in any of the following leisure activities when you visit Glenrothes Town Centre? [MR/PR]												
<i>Those who visit Glenrothes Town Centre at G16:</i>												
Bingo	6.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	29.6%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre / gym	7.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nightclub / disco	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pub / wine bar	10.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants	23.9%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swimming	8.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ten-pin bowling	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre / concert	38.1%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowls	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
(None)	36.4%	90	0.0%	0	0.0%	0	0.0%	0	36.4%	90	0.0%	0
(Don't know / can't remember)	1.2%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0
Base:		247		0		0		0		247		0

MeanScore: visits per week

C16 Thinking about Cupar Town Centre, how often do you visit it, on average?

Those who live within zone 8:

Daily	17.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	17	0.0%	0	0.0%	0	
Every 2 days	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	
Between 3 times and six times a week	24.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	24	0.0%	0	0.0%	0	
Weekly	34.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.0%	34	0.0%	0	0.0%	0	
2-3 times a month	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	
Once a month	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0	
Less frequently than once a month	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	
Never	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mean:		2.91		0.00		0.00		0.00		0.00		0.00		0.00	2.91		0.00		0.00		0.00
Base:		100		0		0		0		0		0		0	100		0		0		0

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk									
C17 How do you normally travel to Cupar Town Centre?																				
<i>Those who visit Cupar Town Centre at C16:</i>																				
Drive self in car / van	51.0%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.0%	49	0.0%	0	0.0%	0
Passenger in car / van	0.0%	0	0.0%	0	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	40.6%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.6%	39	0.0%	0	0.0%	0
Bus	7.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	7	0.0%	0	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Disability vehicle (wheelchair, scooter 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
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	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 / varies)	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Base:		96		0		0		0		0		0		0		96		0		0

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk									
C18 What typically, are your main reasons for visiting Cupar Town Centre (i.e. what range of things do you do when you get there)? [MR]																				
<i>Those who visit Cupar Town Centre at C16:</i>																				
Buy fast food / 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
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
Food shopping	25.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	24	0.0%	0	0.0%	0
Gaming	0.0%	0	0.0%	0	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 petrol / fuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meet family and friends	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0
Non-food shopping	20.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	20	0.0%	0	0.0%	0
Shopping generally	38.5%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.5%	37	0.0%	0	0.0%	0
Sports / leisure facilities	5.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	5	0.0%	0	0.0%	0
Taking children to / from school	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit clubs, halls, societies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit financial / professional services (e.g. banks, building societies, estate agents etc.)	21.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.9%	21	0.0%	0	0.0%	0
Visit other services (such as travel agents, hairdressers, betting shops, libraries etc.)	18.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	18	0.0%	0	0.0%	0
Visit pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit restaurants / cafés	10.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	10	0.0%	0	0.0%	0
Walk around / browse	11.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	11	0.0%	0	0.0%	0
Work / study	11.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	11	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donate items to 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
Go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pick up / drop off a friend / relative	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Visit medical services (doctor, dentist, optician, vet 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
Visit the beach	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Visit the market	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Visit the park	0.0%	0	0.0%	0	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 / can't remember)	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(No particular main reason)	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Base:		96		0		0		0		0		0		0	96		0		0	0

Fife Household Survey Fife Council

Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
-------	-------------------------	-------------------------------------	-----------------------------------	-----------------------	------------------------	---------------------------	----------------------	-------------------	-------------------------	------------------------

MeanScore: hours per visit

C19 On average, how long do you normally spend in Cupar Town Centre when you visit?

Those who visit Cupar Town Centre at C16:

Less than 30 minutes	27.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.1%	26	0.0%	0	0.0%	0
30 minutes - 59 minutes	28.1%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.1%	27	0.0%	0	0.0%	0
1 hour – 1 hour 59 minutes	29.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.2%	28	0.0%	0	0.0%	0
2 hours – 2 hours 59 minutes	7.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	7	0.0%	0	0.0%	0
3 hours – 3 hours 59 minutes	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
4 hours or more	6.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	6	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
<i>Mean:</i>		<i>1.35</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>1.35</i>		<i>0.00</i>		<i>0.00</i>
<i>Base:</i>		96		0		0		0		0		0		0		0		96		0		0

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
C20 What do you LIKE MOST about Cupar Town Centre for shopping and as a place to visit generally? [MR]											
<i>Those who visit Cupar Town Centre at C16:</i>											
Attractive environment generally	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Availability of parking	6.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Childrens' play park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Clean streets	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Close to home / convenient / close to work	17.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Easy / pleasant to walk about / pedestrian areas	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Evening / nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Free parking	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Friendly / community atmosphere	10.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Historic character	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nice day out	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Prices	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality / choice of food shops and supermarkets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality / range of cafes & restaurants	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality of clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality of independent shops	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality of shops	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Range / choice of shops generally	11.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Range / choice of clothes shops	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Range / choice of larger stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Range of independent shops	6.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Compact shopping area	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Familiarity / habit	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing in particular / don't like or dislike)	38.5%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		96		0		0		0		0	

Fife Household Survey Fife Council

Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
-------	-------------------------	----------------------------------	-----------------------------------	-----------------------	------------------------	---------------------------	----------------------	-------------------	-------------------------	------------------------

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk									
C21 What do you DISLIKE MOST about Cupar Town Centre for shopping and as a place to visit generally? [MR]																				
<i>Those who visit Cupar Town Centre at C16:</i>																				
Anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derelect / unattractive sites	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Difficult to 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
Dirty streets / cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient parking	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Lack / limited leisure facilities	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Lack of pedestrian areas	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Limited parking	6.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	6	0.0%	0	0.0%	0
Limited range of larger stores	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant shops	7.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	7	0.0%	0	0.0%	0
Poor pedestrian access / connections in the town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Public transport	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Quality / range of cafés & restaurants	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	9.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	9	0.0%	0	0.0%	0
Range of clothes shops	14.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	14	0.0%	0	0.0%	0
Range of shops generally	40.6%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.6%	39	0.0%	0	0.0%	0
Service in 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
Too far from home / place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	9.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	9	0.0%	0	0.0%	0
Unattractive environment generally	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Too many Charity / betting shops	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	28.1%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.1%	27	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	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:		96		0		0		0		0		0		0	96		0		0	0

Fife Household Survey

Fife Council

Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
-------	-------------------------	-------------------------------------	-----------------------------------	-----------------------	------------------------	---------------------------	----------------------	-------------------	-------------------------	------------------------

MeanScore: Good=2, Average=1, Poor=-1

C22 Overall, how do you rate Cupar Town Centre on the following aspects as 'Good', 'Average' or 'Poor'? [MR/PR]

Those who visit Cupar Town Centre at C16:

As a pleasant place to visit

Good	43.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.8%	42	0.0%	0	0.0%	0	
Average	40.6%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.6%	39	0.0%	0	0.0%	0	
Poor	14.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	14	0.0%	0	0.0%	0	
(Don't know)	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	
Mean:		1.15		0.00		0.00		0.00		0.00		0.00		0.00		0.00	1.15		0.00		0.00		0.00
Base:		96		0		0		0		0		0		0		0	96		0		0		0

Parking availability

Good	59.4%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.4%	57	0.0%	0	0.0%	0	
Average	18.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	18	0.0%	0	0.0%	0	
Poor	9.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	9	0.0%	0	0.0%	0	
(Don't know)	12.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	12	0.0%	0	0.0%	0	
Mean:		1.46		0.00		0.00		0.00		0.00		0.00		0.00		0.00	1.46		0.00		0.00		0.00
Base:		96		0		0		0		0		0		0		0	96		0		0		0

Quality of shops

Good	26.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	25	0.0%	0	0.0%	0	
Average	35.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.4%	34	0.0%	0	0.0%	0	
Poor	37.5%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.5%	36	0.0%	0	0.0%	0	
(Don't know)	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	
Mean:		0.51		0.00		0.00		0.00		0.00		0.00		0.00		0.00	0.51		0.00		0.00		0.00
Base:		96		0		0		0		0		0		0		0	96		0		0		0

Range and choice of shops

Good	6.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	6	0.0%	0	0.0%	0	
Average	36.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.5%	35	0.0%	0	0.0%	0	
Poor	56.3%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	56.3%	54	0.0%	0	0.0%	0	
(Don't know)	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	
Mean:		-0.07		0.00		0.00		0.00		0.00		0.00		0.00		0.00	-0.07		0.00		0.00		0.00
Base:		96		0		0		0		0		0		0		0	96		0		0		0

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk									
Range and quality of restaurants and cafes																				
Good	34.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.4%	33	0.0%	0	0.0%	0
Average	31.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.3%	30	0.0%	0	0.0%	0
Poor	22.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	22	0.0%	0	0.0%	0
(Don't know)	11.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	11	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.87</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.87</i>		<i>0.00</i>		<i>0.00</i>
Base:		96		0		0		0		0		0		0		96		0		0
Town centre environment																				
Good	45.8%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.8%	44	0.0%	0	0.0%	0
Average	39.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.6%	38	0.0%	0	0.0%	0
Poor	13.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	13	0.0%	0	0.0%	0
(Don't know)	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
<i>Mean:</i>		<i>1.19</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>1.19</i>		<i>0.00</i>		<i>0.00</i>
Base:		96		0		0		0		0		0		0		96		0		0

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk									
C23 What improvements to Cupar Town Centre would make you visit there more often? [MR]																				
<i>Those who visit Cupar Town Centre at C16:</i>																				
An outdoor market	0.0%	0	0.0%	0	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 public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better sign posting	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Cleaner streets	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Covered shopping malls	0.0%	0	0.0%	0	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 the environment generally	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0
Less traffic congestion	9.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	9	0.0%	0	0.0%	0
Lower prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
More / better restaurants / cafés	9.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	9	0.0%	0	0.0%	0
More / better shops generally	46.9%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.9%	45	0.0%	0	0.0%	0
More / cheaper parking	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0
More department stores / larger stores	12.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	12	0.0%	0	0.0%	0
More leisure facilities	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
More nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More non- retail services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised streets	10.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	10	0.0%	0	0.0%	0
More security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More specialist shops	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0
More / better clothes & fashion stores	10.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	10	0.0%	0	0.0%	0
Other	5.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	5	0.0%	0	0.0%	0
Less charity shops	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Less heavy traffic through the centre	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
(Nothing / no change)	15.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	15	0.0%	0	0.0%	0
(Don't know)	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0
Base:		96		0		0		0		0		0		0		96		0		0

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk	
C24 On average, how often do you visit Cupar Town Centre in the evenings (i.e. after 6pm)?												
<i>Those who visit Cupar Town Centre at C16:</i>												
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every 2 days	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Between 3 times and 6 times a week	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	4	0.0%	0
Weekly	5.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	5	0.0%	0
2-3 times a month	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	4	0.0%	0
Once a month	8.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	8	0.0%	0
Less frequently than once a month	17.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	17	0.0%	0
Never	59.4%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	57	0.0%	0
(Don't know / varies)	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0
<i>Mean:</i>	<i>0.31</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>	<i>0.31</i>		<i>0.00</i>
<i>Base:</i>		96		0		0		0		96		0

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk									
C25 Why do you never visit Cupar Town Centre? [MR]																				
<i>Those who never visit Cupar Town Centre at C16:</i>																				
Anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derelict / unattractive sites	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to 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
Dirty streets / cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient parking	0.0%	0	0.0%	0	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 / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of pedestrian 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
Limited parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of larger 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
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant 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
Poor pedestrian access / connections in the town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of cafés & restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of clothes shops	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0
Range of shops generally	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0
Service in 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
Too far from home / place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0
Unattractive environment generally	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	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:		4		0		0		0		0		0		0	4		0		0	0

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk									
C26 What would make you visit Cupar Town Centre more often in the evenings? [MR]																				
<i>Those who live within zone 8:</i>																				
Better town centre environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier access / less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved parking facilities	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Improved town centre security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer / later opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0
More / better restaurants	19.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	19	0.0%	0	0.0%	0
More cultural facilities	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
More evening events	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More family orientated facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
More night clubs	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More things to do generally	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Music / arts / performances / concerts	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Shops open later	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	71.0%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	71.0%	71	0.0%	0	0.0%	0
(Don't know)	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Base:		100		0		0		0		0		0		0		100		0		0

C27 Do you take part in any of the following leisure activities when you visit Cupar Town Centre? [MR/PR]

Those who visit Cupar Town Centre at C16:

Bingo	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Cinema	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Leisure centre / gym	19.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	19	0.0%	0	0.0%	0
Nightclub / disco	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Pub / wine bar	25.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	24	0.0%	0	0.0%	0
Restaurants	50.0%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	48	0.0%	0	0.0%	0
Swimming	18.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	18	0.0%	0	0.0%	0
Ten-pin bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre / concert	7.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	7	0.0%	0	0.0%	0
Other	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(None)	36.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.5%	35	0.0%	0	0.0%	0
(Don't know / can't remember)	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Base:		96		0		0		0		0		0		0		96		0		0

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk									
MeanScore: visits per week																				
S16 Thinking about St Andrews Town Centre, how often do you visit it, on average?																				
<i>Those who live within zones 9 & 10:</i>																				
Daily	7.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	16	3.9%	4
Every 2 days	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	1.0%	1
Between 3 times and six times a week	11.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	21	9.8%	10
Weekly	23.3%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	33	27.5%	28
2-3 times a month	15.6%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	21	19.6%	20
Once a month	13.4%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	21	13.7%	14
Less frequently than once a month	14.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	27	11.8%	12
Never	9.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	13	12.7%	13
(Don't know / varies)	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0
<i>Mean:</i>		<i>1.52</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>1.75</i>		<i>1.18</i>
Base:		262		0		0		0		0		0		0		0		160		102

S17 How do you normally travel to St Andrews Town Centre?*Those who visit St Andrews Town Centre at S16:*

Drive self in car / van	66.5%	157	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	65.3%	96	68.5%	61
Passenger in car / van	6.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	11.2%	10
Walk	10.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	24	1.1%	1
Bus	13.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	17	16.9%	15
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	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
Disability vehicle (wheelchair, scooter 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
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	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 / varies)	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	2.2%	2
Base:		236		0		0		0		0		0		0		0		147		89

Fife Household Survey

Fife Council

Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk										
S18 What typically, are your main reasons for visiting St Andrews Town Centre (i.e. what range of things do you do when you get there)? [MR]																				
<i>Those who visit St Andrews Town Centre at S16:</i>																				
Buy fast food / 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
Cinema	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Food shopping	16.5%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	21	20.2%	18
Gaming	0.0%	0	0.0%	0	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 petrol / fuel	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.2%	2
Meet family and friends	9.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	14	9.0%	8
Non-food shopping	20.8%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	25	27.0%	24
Shopping generally	31.4%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	49	28.1%	25
Sports / leisure facilities	5.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	8	6.7%	6
Taking children to / from school	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Theatre	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.2%	2
Visit clubs, halls, societies	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.1%	1
Visit financial / professional services (e.g. banks, building societies, estate agents etc.)	14.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	17	19.1%	17
Visit other services (such as travel agents, hairdressers, betting shops, libraries etc.)	7.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	12	5.6%	5
Visit pubs	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	2.2%	2
Visit restaurants / cafés	23.3%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	31	27.0%	24
Walk around / browse	27.1%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.2%	40	27.0%	24
Work / study	11.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	19	7.9%	7
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donate items to 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
Go to church	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Pick up / drop off a friend / relative	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Visit medical services (doctor, dentist, optician, vet etc.)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Visit the beach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the market	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Visit the park	0.0%	0	0.0%	0	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 / can't remember)	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.1%	1
(No particular main reason)	0.0%	0	0.0%	0	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:		236		0		0		0		0		0		0		0		147		89

Fife Household Survey Fife Council

Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
-------	-------------------------	-------------------------------------	-----------------------------------	-----------------------	------------------------	---------------------------	----------------------	-------------------	-------------------------	------------------------

MeanScore: hours per visit

S19 On average, how long do you normally spend in St Andrews Town Centre when you visit?

Those who visit St Andrews Town Centre at S16:

Less than 30 minutes	6.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	13	3.4%	3
30 minutes - 59 minutes	11.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	20	7.9%	7
1 hour – 1 hour 59 minutes	39.0%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.1%	56	40.4%	36
2 hours – 2 hours 59 minutes	29.2%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	35	38.2%	34
3 hours – 3 hours 59 minutes	3.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	6	3.4%	3
4 hours or more	5.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	9	3.4%	3
(Don't know / varies)	4.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	8	3.4%	3
<i>Mean:</i>		<i>1.96</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>1.92</i>		<i>2.02</i>
<i>Base:</i>		<i>236</i>		<i>0</i>		<i>0</i>		<i>0</i>		<i>0</i>		<i>0</i>		<i>0</i>		<i>0</i>		<i>0</i>		<i>147</i>		<i>89</i>

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
S20 What do you LIKE MOST about St Andrews Town Centre for shopping and as a place to visit generally? [MR]																						
<i>Those who visit St Andrews Town Centre at S16:</i>																						
Attractive environment generally	17.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	22	22.5%	20
Availability of parking	3.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	6	1.1%	1
Childrens' play park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean streets	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.2%	2
Close to home / convenient / close to work	14.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	20	14.6%	13
Easy / pleasant to walk about / pedestrian areas	6.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	9	7.9%	7
Evening / nightlife	0.0%	0	0.0%	0	0.0%	0	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	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Friendly / community atmosphere	7.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	15	3.4%	3
Historic character	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	1.1%	1
Leisure facilities	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Nice day out	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	6	0.0%	0
Prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Quality / range of cafes & restaurants	6.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	12	4.5%	4
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of clothes shops	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Quality of independent shops	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	2.2%	2
Quality of shops	3.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	6	3.4%	3
Range / choice of shops generally	17.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	29	14.6%	13
Range / choice of clothes shops	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Range / choice of larger 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
Range of independent shops	9.3%	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	6.1%	9	14.6%	13
Security / policing	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Service in 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
Other	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.2%	2
Compact shopping area	3.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	4.5%	4
Familiarity / habit	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	2.2%	2
Open air town centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.1%	1
(Nothing in particular / don't like or dislike)	27.5%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.9%	41	27.0%	24
(Don't know / can't remember)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
Base:	236	0	0	0	0	0	0	0	0	147	89

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk							
S21 What do you DISLIKE MOST about St Andrews Town Centre for shopping and as a place to visit generally? [MR]																		
<i>Those who visit St Andrews Town Centre at S16:</i>																		
Anti-social behaviour	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Derelict / unattractive sites	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Difficult to 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
Dirty streets / cleaning	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Inconvenient parking	9.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	10	13.5%	12
Lack / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of pedestrian areas	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Limited parking	17.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	20	24.7%	22
Limited range of larger stores	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.4%	3
More cafés / café culture needed	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Numbers of vacant shops	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	1.1%	1
Poor pedestrian access / connections in the town	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	1.1%	1
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Prices	3.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	4.5%	4
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.1%	1
Quality / choice of food shops and supermarkets	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Quality / range of cafés & restaurants	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.4%	3
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	4.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	9	1.1%	1
Range of clothes shops	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	1.1%	1
Range of shops generally	12.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	21	10.1%	9
Service in 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
Too far from home / place of work	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Traffic congestion	3.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	6	2.2%	2
Unattractive environment generally	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Other	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Too many charity shops	5.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	6	6.7%	6
Too many cafes / restaurants	3.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	3.4%	3
Too busy / crowded	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.5%	4
Expensive parking	4.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	8	3.4%	3
Students	3.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	2.2%	2
Poor road layout	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
(Nothing in particular / don't	37.7%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.5%	58	34.8%	31

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk	
like or dislike) (Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	236	0	0	0	0	0	0	0	0	147	89	

MeanScore: Good=2, Average=1, Poor=-1

S22 Overall, how do you rate St Andrews Town Centre on the following aspects as 'Good', 'Average' or 'Poor'? [MR/PR]

Those who visit St Andrews Town Centre at S16:

As a pleasant place to visit

Good	83.9%	198	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	83.0%	122	85.4%	76
Average	12.7%	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	15.0%	22	9.0%	8
Poor	3.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	5.6%	5
(Don't know)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Mean:	1.78		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		1.81		1.74	
Base:	236	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	147	89		

Parking availability

Good	24.2%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.2%	37	22.5%	20
Average	31.8%	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	34.0%	50	28.1%	25
Poor	37.7%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.7%	48	46.1%	41
(Don't know)	6.4%	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	8.2%	12	3.4%	3
Mean:	0.45		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.56		0.28	
Base:	236	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	147	89		

Quality of shops

Good	57.2%	135	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	57.8%	85	56.2%	50
Average	29.7%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.3%	43	30.3%	27
Poor	11.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	17	12.4%	11
(Don't know)	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.1%	1
Mean:	1.34		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		1.35		1.32	
Base:	236	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	147	89		

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk				
Range and choice of shops															
Good	34.7%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	34.7%	51	34.8%	31
Average	39.0%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	40.8%	60	36.0%	32
Poor	25.8%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	23.8%	35	29.2%	26
(Don't know)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.7%	1	0.0%	0
Mean:		0.83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.87		0.76	
Base:		236	0	0	0	0	0	0	0	0	0	147		89	
Range and quality of restaurants and cafes															
Good	79.2%	187	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	80.3%	118	77.5%	69
Average	11.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10.9%	16	12.4%	11
Poor	3.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.4%	5	2.2%	2
(Don't know)	6.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5.4%	8	7.9%	7
Mean:		1.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.78		1.79	
Base:		236	0	0	0	0	0	0	0	0	0	147		89	
Town centre environment															
Good	78.4%	185	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	78.2%	115	78.7%	70
Average	16.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	17.7%	26	15.7%	14
Poor	3.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.7%	4	4.5%	4
(Don't know)	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.4%	2	1.1%	1
Mean:		1.73	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.74		1.70	
Base:		236	0	0	0	0	0	0	0	0	0	147		89	

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk									
S23 What improvements to St Andrews Town Centre would make you visit there more often? [MR]																				
<i>Those who visit St Andrews Town Centre at S16:</i>																				
An outdoor market	0.0%	0	0.0%	0	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 public transport	3.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	4.5%	4
Better sign posting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	4.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	8	2.2%	2
Covered shopping malls	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Improve the environment generally	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	1.1%	1
Less traffic congestion	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0
Lower prices	3.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	4.5%	4
More / better food shops	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
More / better restaurants / cafés	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5
More / better shops generally	21.2%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.8%	32	20.2%	18
More / cheaper parking	25.0%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	33	29.2%	26
More department stores / larger stores	4.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	8	3.4%	3
More leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More non- retail services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised streets	5.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	9	3.4%	3
More security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More specialist shops	3.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	3.4%	3
More / better clothes & fashion stores	4.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	5.6%	5
Other	4.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	9	1.1%	1
Less charity shops	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.4%	3
Less food shops and restaurants	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.4%	3
Less students	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.1%	1
(Nothing / no change)	31.4%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	49	28.1%	25
(Don't know)	3.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	4.5%	4
Base:		236		0		0		0		0		0		0		0		147		89

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk				
S24 On average, how often do you visit St Andrews Town Centre in the evenings (i.e. after 6pm)?															
<i>Those who visit St Andrews Town Centre at S16:</i>															
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Every 2 days	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Between 3 times and 6 times a week	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	
Weekly	4.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	9	2.2%	2	
2-3 times a month	6.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	13	3.4%	3	
Once a month	10.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	16	9.0%	8	
Less frequently than once a month	29.2%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	35	38.2%	34	
Never	46.6%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.9%	69	46.1%	41	
(Don't know / varies)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	
<i>Mean:</i>	<i>0.24</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.31</i>		<i>0.11</i>
<i>Base:</i>	<i>236</i>		<i>0</i>		<i>0</i>		<i>0</i>		<i>0</i>		<i>0</i>		<i>147</i>		<i>89</i>

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk									
S25 Why do you never visit St Andrews Town Centre? [MR]																				
<i>Those who never visit St Andrews Town Centre at S16:</i>																				
Anti-social behaviour	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0
Derelict / unattractive sites	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to 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
Dirty streets / cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient parking	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	2
Lack / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of pedestrian 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
Limited parking	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	2
Limited range of larger stores	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	7.7%	1
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant 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
Poor pedestrian access / connections in the town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.0%	0	0.0%	0	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	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1
Quality / choice of food shops and supermarkets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of cafés & restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	15.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	23.1%	3
Range of clothes shops	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1
Range of shops generally	30.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.1%	3	38.5%	5
Service in 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
Too far from home / place of work	15.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	2	15.4%	2
Traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment generally	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	34.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.8%	7	15.4%	2
(Don't know / can't remember)	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0
Base:		26		0		0		0		0		0		0		0		13		13

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
S26 What would make you visit St Andrews Town Centre more often in the evenings? [MR]																						
<i>Those who live within zones 9 & 10:</i>																						
Better town centre environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier access / less traffic congestion	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	1
Improved parking facilities	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	1
Improved town centre security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer / later opening hours	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
More / better pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better restaurants	2.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	2.0%	2	2.0%	2
More cultural facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More evening events	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
More family orientated facilities	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.0%	1	1.0%	1
More leisure facilities	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	3.9%	4	3.9%	4
More night clubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More things to do generally	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Music / arts / performances / concerts	3.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	4.9%	5	4.9%	5
Shops open later	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Improved bus service	2.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	1.0%	1	1.0%	1
Cheaper prices	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
(Nothing)	83.6%	219	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	83.1%	133	84.3%	86	84.3%	86
(Don't know)	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	1.0%	1	1.0%	1
Base:		262		0		0		0		0		0		0		0		160		102		102

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
S27 Do you take part in any of the following leisure activities when you visit St Andrews Town Centre? [MR/PR]																						
<i>Those who visit St Andrews Town Centre at S16:</i>																						
Bingo	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.1%	1								
Cinema	44.1%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.5%	58	51.7%	46								
Leisure centre / gym	11.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	17	11.2%	10								
Nightclub / disco	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.1%	1								
Pub / wine bar	38.1%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.4%	55	39.3%	35								
Restaurants	74.2%	175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	75.5%	111	71.9%	64								
Swimming	20.3%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	27	23.6%	21								
Ten-pin bowling	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	1.1%	1								
Theatre / concert	48.7%	115	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.3%	74	46.1%	41								
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
(None)	13.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	20	13.5%	12								
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Base:	236	0	0	0	0	0	0	0	0	147	89											
Q28 How many short breaks (up to about 4 days) have you taken in the last 12 months?																						
None	42.4%	764	36.2%	123	34.5%	50	52.0%	52	46.8%	180	42.6%	115	52.0%	52	48.5%	49	34.0%	34	38.8%	62	46.1%	47
One	13.6%	245	14.4%	49	14.5%	21	11.0%	11	15.1%	58	12.6%	34	12.0%	12	14.9%	15	13.0%	13	11.3%	18	13.7%	14
Two	16.7%	301	20.9%	71	16.6%	24	13.0%	13	16.4%	63	14.8%	40	7.0%	7	11.9%	12	18.0%	18	19.4%	31	21.6%	22
Three	12.0%	216	13.8%	47	13.8%	20	12.0%	12	10.9%	42	12.6%	34	12.0%	12	9.9%	10	8.0%	8	13.1%	21	9.8%	10
Four	6.0%	109	5.9%	20	9.0%	13	5.0%	5	3.6%	14	8.5%	23	7.0%	7	4.0%	4	10.0%	10	5.6%	9	3.9%	4
Five or more	7.5%	135	7.6%	26	10.3%	15	4.0%	4	6.5%	25	6.3%	17	7.0%	7	7.9%	8	15.0%	15	8.1%	13	4.9%	5
(Don't know / can't remember)	1.8%	33	1.2%	4	1.4%	2	3.0%	3	0.8%	3	2.6%	7	3.0%	3	3.0%	3	2.0%	2	3.8%	6	0.0%	0
Base:	1803	340	145	100	385	270	100	101	100	160	102											
Q29 Where are these usually taken? [MR/PR]																						
<i>Those who have taken short breaks at Q28:</i>																						
Fife																						
0	91.8%	954	92.6%	201	87.4%	83	93.8%	45	94.1%	193	88.4%	137	77.1%	37	92.3%	48	95.5%	63	98.0%	96	92.7%	51
1	2.5%	26	3.2%	7	4.2%	4	2.1%	1	2.9%	6	1.9%	3	2.1%	1	0.0%	0	3.0%	2	1.0%	1	1.8%	1
2	1.5%	16	1.8%	4	4.2%	4	0.0%	0	1.0%	2	2.6%	4	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.8%	1
3	0.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5+	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.6%	1	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.3%	34	2.3%	5	3.2%	3	4.2%	2	1.0%	2	6.5%	10	12.5%	6	5.8%	3	1.5%	1	1.0%	1	1.8%	1
Base:	1039	217	95	48	205	155	48	52	66	98	55											

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline		Zone 2 - Dalgety Bay / Rosyth		Zone 3 - Cowdenbeath/ Kelty		Zone 4 - Kirkcaldy		Zone 5 - Glenrothes		Zone 6 - Leven/ Methil		Zone 7 - Kennoway		Zone 8 - Cupar		Zone 9 - St. Andrews		Zone 10 - East Neuk		
Scotland																						
0	35.5%	369	35.5%	77	36.8%	35	41.7%	20	41.0%	84	31.6%	49	43.8%	21	32.7%	17	21.2%	14	34.7%	34	32.7%	18
1	25.9%	269	31.3%	68	27.4%	26	27.1%	13	22.0%	45	23.2%	36	16.7%	8	21.2%	11	28.8%	19	25.5%	25	32.7%	18
2	19.5%	203	18.4%	40	16.8%	16	12.5%	6	22.0%	45	21.9%	34	16.7%	8	17.3%	9	19.7%	13	21.4%	21	20.0%	11
3	8.0%	83	6.5%	14	7.4%	7	10.4%	5	7.3%	15	8.4%	13	8.3%	4	11.5%	6	12.1%	8	9.2%	9	3.6%	2
4	3.7%	38	2.3%	5	1.1%	1	2.1%	1	3.4%	7	5.8%	9	0.0%	0	9.6%	5	7.6%	5	3.1%	3	3.6%	2
5+	4.8%	50	3.7%	8	7.4%	7	2.1%	1	3.4%	7	4.5%	7	10.4%	5	1.9%	1	9.1%	6	5.1%	5	5.5%	3
(Don't know)	2.6%	27	2.3%	5	3.2%	3	4.2%	2	1.0%	2	4.5%	7	4.2%	2	5.8%	3	1.5%	1	1.0%	1	1.8%	1
Base:		1039		217		95		48		205		155		48		52		66		98		55
England																						
0	50.0%	520	48.4%	105	38.9%	37	43.8%	21	49.8%	102	53.5%	83	45.8%	22	51.9%	27	60.6%	40	57.1%	56	49.1%	27
1	27.5%	286	30.4%	66	35.8%	34	25.0%	12	31.2%	64	21.9%	34	27.1%	13	23.1%	12	24.2%	16	21.4%	21	25.5%	14
2	12.7%	132	12.9%	28	15.8%	15	18.8%	9	11.2%	23	13.5%	21	8.3%	4	7.7%	4	9.1%	6	13.3%	13	16.4%	9
3	3.9%	40	3.7%	8	5.3%	5	6.3%	3	3.9%	8	3.9%	6	2.1%	1	1.9%	1	3.0%	2	4.1%	4	3.6%	2
4	1.3%	13	0.9%	2	1.1%	1	0.0%	0	2.0%	4	0.6%	1	0.0%	0	5.8%	3	0.0%	0	1.0%	1	1.8%	1
5+	1.5%	16	1.8%	4	1.1%	1	2.1%	1	1.0%	2	0.6%	1	6.3%	3	1.9%	1	0.0%	0	2.0%	2	1.8%	1
(Don't know)	3.1%	32	1.8%	4	2.1%	2	4.2%	2	1.0%	2	5.8%	9	10.4%	5	7.7%	4	3.0%	2	1.0%	1	1.8%	1
Base:		1039		217		95		48		205		155		48		52		66		98		55
Wales																						
0	93.6%	973	94.5%	205	94.7%	90	95.8%	46	96.6%	198	89.0%	138	83.3%	40	90.4%	47	93.9%	62	96.9%	95	94.5%	52
1	2.7%	28	3.2%	7	3.2%	3	0.0%	0	2.4%	5	3.2%	5	2.1%	1	3.8%	2	4.5%	3	1.0%	1	1.8%	1
2	0.5%	5	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.1%	1	0.0%	0	0.0%	0	1.0%	1	1.8%	1
3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4	0.0%	0	0.0%	0	0.0%	0	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+	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.0%	31	1.8%	4	2.1%	2	4.2%	2	1.0%	2	6.5%	10	10.4%	5	5.8%	3	1.5%	1	1.0%	1	1.8%	1
Base:		1039		217		95		48		205		155		48		52		66		98		55
Northern Ireland																						
0	91.7%	953	92.6%	201	91.6%	87	91.7%	44	94.6%	194	89.0%	138	81.3%	39	88.5%	46	95.5%	63	89.8%	88	96.4%	53
1	3.9%	40	3.7%	8	3.2%	3	4.2%	2	3.9%	8	3.2%	5	4.2%	2	5.8%	3	1.5%	1	8.2%	8	0.0%	0
2	0.9%	9	1.4%	3	2.1%	2	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.8%	1
3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
4	0.0%	0	0.0%	0	0.0%	0	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+	0.4%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.6%	1	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.1%	32	2.3%	5	2.1%	2	4.2%	2	1.0%	2	6.5%	10	10.4%	5	5.8%	3	1.5%	1	1.0%	1	1.8%	1
Base:		1039		217		95		48		205		155		48		52		66		98		55

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline		Zone 2 - Dalgety Bay / Rosyth		Zone 3 - Cowdenbeath/ Kelty		Zone 4 - Kirkcaldy		Zone 5 - Glenrothes		Zone 6 - Leven/ Methil		Zone 7 - Kennoway		Zone 8 - Cupar		Zone 9 - St. Andrews		Zone 10 - East Neuk		
Abroad																						
0	67.9%	705	69.1%	150	68.4%	65	68.8%	33	74.1%	152	64.5%	100	60.4%	29	55.8%	29	66.7%	44	63.3%	62	74.5%	41
1	15.2%	158	14.7%	32	21.1%	20	14.6%	7	13.7%	28	14.2%	22	12.5%	6	15.4%	8	15.2%	10	16.3%	16	16.4%	9
2	7.3%	76	8.3%	18	3.2%	3	8.3%	4	7.3%	15	9.7%	15	2.1%	1	5.8%	3	7.6%	5	8.2%	8	7.3%	4
3	3.3%	34	5.1%	11	1.1%	1	4.2%	2	1.0%	2	2.6%	4	4.2%	2	7.7%	4	3.0%	2	6.1%	6	0.0%	0
4	1.3%	13	0.5%	1	2.1%	2	0.0%	0	2.0%	4	0.6%	1	2.1%	1	1.9%	1	4.5%	3	0.0%	0	0.0%	0
5+	1.9%	20	0.5%	1	1.1%	1	0.0%	0	1.0%	2	1.9%	3	6.3%	3	7.7%	4	1.5%	1	5.1%	5	0.0%	0
(Don't know)	3.2%	33	1.8%	4	3.2%	3	4.2%	2	1.0%	2	6.5%	10	12.5%	6	5.8%	3	1.5%	1	1.0%	1	1.8%	1
Base:		1039		217		95		48		205		155		48		52		66		98		55

MeanScore: visits per week**Q30 How often do you visit the following attractions in Fife each year? [MR/PR]****Bingo**

More than once a week	0.5%	9	0.3%	1	0.7%	1	1.0%	1	1.0%	4	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	2.4%	43	2.4%	8	4.1%	6	2.0%	2	3.9%	15	1.1%	3	3.0%	3	2.0%	2	0.0%	0	0.6%	1	2.9%	3
2-3 times a month	0.7%	12	0.6%	2	0.0%	0	1.0%	1	0.8%	3	1.5%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Once a month	0.9%	17	0.9%	3	0.7%	1	1.0%	1	0.8%	3	0.0%	0	1.0%	1	5.0%	5	0.0%	0	0.6%	1	2.0%	2
Every 2-3 months	1.4%	25	2.1%	7	2.8%	4	3.0%	3	0.5%	2	1.1%	3	1.0%	1	3.0%	3	1.0%	1	0.0%	0	1.0%	1
Less often	1.9%	35	3.5%	12	2.8%	4	3.0%	3	2.1%	8	1.1%	3	0.0%	0	2.0%	2	0.0%	0	1.9%	3	0.0%	0
Never	91.7%	1653	90.0%	306	88.3%	128	87.0%	87	90.9%	350	94.1%	254	92.0%	92	88.1%	89	97.0%	97	96.3%	154	94.1%	96
(No such facility in Fife)	0.5%	9	0.3%	1	0.7%	1	2.0%	2	0.0%	0	0.7%	2	1.0%	1	0.0%	0	1.0%	1	0.6%	1	0.0%	0
Mean:		0.05		0.05		0.08		0.08		0.09		0.04		0.08		0.04		0.01		0.01		0.04
Base:		1803		340		145		100		385		270		100		101		100		160		102

Cinema

More than once a week	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.7%	13	1.2%	4	0.0%	0	3.0%	3	0.3%	1	0.7%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.0%	1
2-3 times a month	2.9%	53	3.2%	11	6.9%	10	4.0%	4	2.3%	9	2.6%	7	1.0%	1	1.0%	1	3.0%	3	1.9%	3	3.9%	4
Once a month	8.1%	146	14.4%	49	6.9%	10	4.0%	4	4.2%	16	7.8%	21	3.0%	3	14.9%	15	6.0%	6	6.9%	11	10.8%	11
Every 2-3 months	16.8%	303	21.8%	74	27.6%	40	12.0%	12	12.7%	49	16.7%	45	16.0%	16	7.9%	8	17.0%	17	13.1%	21	20.6%	21
Less often	20.5%	370	21.2%	72	22.1%	32	14.0%	14	23.9%	92	20.7%	56	13.0%	13	9.9%	10	19.0%	19	25.6%	41	20.6%	21
Never	50.1%	904	37.9%	129	36.6%	53	61.0%	61	54.5%	210	51.1%	138	66.0%	66	66.3%	67	54.0%	54	51.3%	82	43.1%	44
(No such facility in Fife)	0.7%	13	0.3%	1	0.0%	0	2.0%	2	1.8%	7	0.4%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Mean:		0.09		0.11		0.10		0.09		0.08		0.08		0.04		0.07		0.07		0.08		0.10
Base:		1803		340		145		100		385		270		100		101		100		160		102

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline		Zone 2 - Dalgety Bay / Rosyth		Zone 3 - Cowdenbeath/ Kelty		Zone 4 - Kirkcaldy		Zone 5 - Glenrothes		Zone 6 - Leven/ Methil		Zone 7 - Kennoway		Zone 8 - Cupar		Zone 9 - St. Andrews		Zone 10 - East Neuk		
Leisure centre / gym																						
More than once a week	6.2%	112	8.2%	28	9.7%	14	2.0%	2	5.2%	20	7.4%	20	6.0%	6	5.0%	5	8.0%	8	4.4%	7	2.0%	2
Once a week	6.6%	119	11.2%	38	6.2%	9	4.0%	4	6.2%	24	7.4%	20	5.0%	5	1.0%	1	7.0%	7	5.0%	8	2.9%	3
2-3 times a month	1.7%	30	2.4%	8	2.1%	3	0.0%	0	1.0%	4	1.9%	5	1.0%	1	1.0%	1	0.0%	0	3.1%	5	2.9%	3
Once a month	2.6%	46	5.6%	19	2.8%	4	2.0%	2	1.6%	6	2.6%	7	0.0%	0	3.0%	3	2.0%	2	0.6%	1	2.0%	2
Every 2-3 months	1.6%	28	0.9%	3	3.4%	5	4.0%	4	0.5%	2	1.9%	5	3.0%	3	0.0%	0	2.0%	2	1.3%	2	2.0%	2
Less often	2.5%	45	3.5%	12	3.4%	5	1.0%	1	2.1%	8	3.0%	8	1.0%	1	4.0%	4	4.0%	4	0.0%	0	2.0%	2
Never	78.5%	1416	67.9%	231	71.7%	104	85.0%	85	83.4%	321	75.6%	204	83.0%	83	86.1%	87	76.0%	76	85.6%	137	86.3%	88
(No such facility in Fife)	0.4%	7	0.3%	1	0.7%	1	2.0%	2	0.0%	0	0.4%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Mean:		0.34		0.48		0.48		0.13		0.28		0.39		0.30		0.23		0.41		0.24		0.13
Base:		1803		340		145		100		385		270		100		101		100		160		102
Nightclub / disco																						
More than once 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
Once a week	0.3%	5	0.3%	1	0.0%	0	1.0%	1	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 times a month	0.5%	9	0.6%	2	0.0%	0	2.0%	2	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.3%	2	1.0%	1
Once a month	0.6%	10	0.6%	2	1.4%	2	2.0%	2	0.5%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Every 2-3 months	1.1%	19	2.6%	9	2.1%	3	0.0%	0	0.5%	2	0.0%	0	1.0%	1	1.0%	1	3.0%	3	0.0%	0	0.0%	0
Less often	1.9%	34	2.6%	9	7.6%	11	3.0%	3	1.3%	5	0.7%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2
Never	95.2%	1716	92.9%	316	88.3%	128	90.0%	90	97.4%	375	97.0%	262	95.0%	95	97.0%	98	96.0%	96	98.8%	158	96.1%	98
(No such facility in Fife)	0.6%	10	0.3%	1	0.7%	1	2.0%	2	0.0%	0	1.1%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Mean:		0.01		0.01		0.01		0.03		0.00		0.01		0.01		0.00		0.00		0.01		0.01
Base:		1803		340		145		100		385		270		100		101		100		160		102
Pub / wine bar																						
More than once a week	1.3%	24	2.6%	9	0.7%	1	0.0%	0	1.3%	5	1.5%	4	2.0%	2	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Once a week	6.2%	112	5.3%	18	5.5%	8	7.0%	7	7.5%	29	5.6%	15	8.0%	8	3.0%	3	6.0%	6	7.5%	12	5.9%	6
2-3 times a month	6.3%	113	8.2%	28	5.5%	8	3.0%	3	7.3%	28	2.6%	7	8.0%	8	4.0%	4	5.0%	5	8.8%	14	7.8%	8
Once a month	9.9%	179	12.1%	41	15.9%	23	12.0%	12	9.4%	36	9.6%	26	6.0%	6	5.9%	6	9.0%	9	7.5%	12	7.8%	8
Every 2-3 months	10.3%	186	15.3%	52	13.8%	20	3.0%	3	8.3%	32	5.9%	16	10.0%	10	5.0%	5	12.0%	12	9.4%	15	20.6%	21
Less often	8.9%	161	9.4%	32	13.8%	20	9.0%	9	10.1%	39	4.8%	13	5.0%	5	10.9%	11	10.0%	10	10.0%	16	5.9%	6
Never	56.7%	1022	46.8%	159	44.8%	65	64.0%	64	56.1%	216	69.6%	188	60.0%	60	70.3%	71	55.0%	55	56.9%	91	52.0%	53
(No such facility in Fife)	0.3%	6	0.3%	1	0.0%	0	2.0%	2	0.0%	0	0.4%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Mean:		0.20		0.26		0.19		0.14		0.21		0.17		0.24		0.12		0.22		0.16		0.15
Base:		1803		340		145		100		385		270		100		101		100		160		102

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline		Zone 2 - Dalgety Bay / Rosyth		Zone 3 - Cowdenbeath/ Kelty		Zone 4 - Kirkcaldy		Zone 5 - Glenrothes		Zone 6 - Leven/ Methil		Zone 7 - Kennoway		Zone 8 - Cupar		Zone 9 - St. Andrews		Zone 10 - East Neuk		
Restaurants																						
More than once a week	1.5%	27	1.8%	6	0.7%	1	0.0%	0	1.0%	4	2.6%	7	2.0%	2	2.0%	2	2.0%	2	1.3%	2	1.0%	1
Once a week	7.5%	135	7.6%	26	6.2%	9	12.0%	12	7.0%	27	8.1%	22	8.0%	8	8.9%	9	7.0%	7	5.6%	9	5.9%	6
2-3 times a month	12.9%	233	13.5%	46	15.2%	22	15.0%	15	11.4%	44	11.5%	31	11.0%	11	8.9%	9	19.0%	19	15.6%	25	10.8%	11
Once a month	19.4%	350	21.5%	73	22.1%	32	17.0%	17	21.3%	82	15.9%	43	9.0%	9	20.8%	21	20.0%	20	18.8%	30	22.5%	23
Every 2-3 months	18.1%	326	23.5%	80	22.1%	32	10.0%	10	15.6%	60	15.6%	42	17.0%	17	7.9%	8	11.0%	11	24.4%	39	26.5%	27
Less often	9.8%	176	9.7%	33	12.4%	18	11.0%	11	10.1%	39	8.1%	22	7.0%	7	5.9%	6	10.0%	10	10.6%	17	12.7%	13
Never	30.4%	548	22.1%	75	21.4%	31	33.0%	33	33.5%	129	37.4%	101	45.0%	45	44.6%	45	30.0%	30	23.8%	38	20.6%	21
(No such facility in Fife)	0.4%	8	0.3%	1	0.0%	0	2.0%	2	0.0%	0	0.7%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Mean:		0.29		0.31		0.27		0.27		0.26		0.32		0.27		0.29		0.33		0.28		0.26
Base:		1803		340		145		100		385		270		100		101		100		160		102
Swimming																						
More than once a week	2.8%	51	3.8%	13	2.8%	4	2.0%	2	3.4%	13	2.2%	6	2.0%	2	2.0%	2	2.0%	2	2.5%	4	2.9%	3
Once a week	6.4%	116	8.5%	29	8.3%	12	6.0%	6	4.2%	16	6.7%	18	6.0%	6	6.9%	7	10.0%	10	4.4%	7	4.9%	5
2-3 times a month	2.8%	51	4.1%	14	2.8%	4	3.0%	3	2.6%	10	1.9%	5	4.0%	4	1.0%	1	1.0%	1	3.8%	6	2.9%	3
Once a month	3.9%	70	5.3%	18	7.6%	11	1.0%	1	2.6%	10	3.3%	9	3.0%	3	3.0%	3	4.0%	4	4.4%	7	3.9%	4
Every 2-3 months	3.4%	61	2.9%	10	6.2%	9	4.0%	4	3.1%	12	2.6%	7	3.0%	3	2.0%	2	2.0%	2	5.0%	8	3.9%	4
Less often	3.2%	58	4.7%	16	4.8%	7	2.0%	2	2.3%	9	2.2%	6	3.0%	3	3.0%	3	5.0%	5	1.9%	3	3.9%	4
Never	76.8%	1385	70.3%	239	66.9%	97	80.0%	80	81.8%	315	80.0%	216	78.0%	78	82.2%	83	75.0%	75	78.1%	125	75.5%	77
(No such facility in Fife)	0.6%	11	0.3%	1	0.7%	1	2.0%	2	0.0%	0	1.1%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Mean:		0.21		0.28		0.24		0.17		0.20		0.18		0.18		0.17		0.21		0.18		0.21
Base:		1803		340		145		100		385		270		100		101		100		160		102
Ten-pin bowling																						
More than once a week	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Once a week	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	1
2-3 times a month	0.4%	7	0.6%	2	0.7%	1	0.0%	0	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	1.2%	22	2.1%	7	3.4%	5	3.0%	3	0.5%	2	0.4%	1	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0
Every 2-3 months	3.4%	62	8.2%	28	5.5%	8	6.0%	6	2.1%	8	1.9%	5	2.0%	2	4.0%	4	0.0%	0	0.0%	0	1.0%	1
Less often	8.4%	151	15.3%	52	15.2%	22	11.0%	11	7.8%	30	6.3%	17	2.0%	2	5.9%	6	3.0%	3	2.5%	4	3.9%	4
Never	84.6%	1525	73.5%	250	74.5%	108	78.0%	78	86.5%	333	87.8%	237	94.0%	94	88.1%	89	92.0%	92	94.4%	151	91.2%	93
(No such facility in Fife)	1.7%	31	0.3%	1	0.7%	1	2.0%	2	1.8%	7	3.3%	9	2.0%	2	0.0%	0	2.0%	2	2.5%	4	2.9%	3
Mean:		0.03		0.03		0.03		0.03		0.03		0.02		0.00		0.02		0.05		0.01		0.02
Base:		1803		340		145		100		385		270		100		101		100		160		102

Fife Household Survey

Fife Council

	Total	Zone 1 - Dunfermline		Zone 2 - Dalgety Bay / Rosyth		Zone 3 - Cowdenbeath/ Kelty		Zone 4 - Kirkcaldy		Zone 5 - Glenrothes		Zone 6 - Leven/ Methil		Zone 7 - Kennoway		Zone 8 - Cupar		Zone 9 - St. Andrews		Zone 10 - East Neuk		
Theatre / concert																						
More than once a week	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Once a week	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
2-3 times a month	0.9%	16	0.6%	2	0.7%	1	2.0%	2	1.3%	5	1.1%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	
Once a month	3.3%	59	2.9%	10	5.5%	8	4.0%	4	2.6%	10	3.3%	9	2.0%	2	1.0%	1	3.0%	3	5.6%	9	2.9%	
Every 2-3 months	14.1%	254	21.2%	72	16.6%	24	16.0%	16	13.8%	53	11.1%	30	5.0%	5	12.9%	13	8.0%	8	12.5%	20	12.7%	
Less often	25.0%	450	30.3%	103	33.1%	48	22.0%	22	24.7%	95	22.6%	61	15.0%	15	12.9%	13	18.0%	18	28.8%	46	28.4%	
Never	56.1%	1011	44.7%	152	44.1%	64	54.0%	54	56.6%	218	60.4%	163	76.0%	76	72.3%	73	70.0%	70	53.1%	85	54.9%	
(No such facility in Fife)	0.6%	10	0.3%	1	0.0%	0	2.0%	2	0.3%	1	1.5%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	
Mean:		0.06		0.06		0.07		0.06		0.07		0.05		0.03		0.03		0.04		0.06		0.05
Base:		1803		340		145		100		385		270		100		101		100		160		102
GEN Gender of respondent:																						
Male	32.4%	585	31.8%	108	37.9%	55	32.0%	32	29.1%	112	31.9%	86	37.0%	37	29.7%	30	36.0%	36	36.9%	59	29.4%	30
Female	67.6%	1218	68.2%	232	62.1%	90	68.0%	68	70.9%	273	68.1%	184	63.0%	63	70.3%	71	64.0%	64	63.1%	101	70.6%	72
Base:		1803		340		145		100		385		270		100		101		100		160		102
AGE Which of the following age ranges do you fall into? [PR]																						
16 to 24	0.9%	17	0.0%	0	1.4%	2	2.0%	2	0.3%	1	1.5%	4	2.0%	2	2.0%	2	0.0%	0	2.5%	4	0.0%	0
25 to 34	2.6%	47	3.5%	12	1.4%	2	5.0%	5	2.3%	9	3.0%	8	3.0%	3	1.0%	1	4.0%	4	0.6%	1	2.0%	2
35 to 44	9.3%	167	11.8%	40	12.4%	18	7.0%	7	8.3%	32	9.3%	25	8.0%	8	7.9%	8	10.0%	10	7.5%	12	6.9%	7
45 to 54	21.7%	392	25.3%	86	28.3%	41	19.0%	19	19.2%	74	17.8%	48	18.0%	18	21.8%	22	28.0%	28	18.8%	30	25.5%	26
55 to 64	21.9%	394	23.8%	81	25.5%	37	9.0%	9	22.3%	86	21.5%	58	17.0%	17	21.8%	22	20.0%	20	21.9%	35	28.4%	29
65 +	41.2%	742	33.5%	114	29.7%	43	52.0%	52	45.2%	174	44.4%	120	47.0%	47	42.6%	43	36.0%	36	47.5%	76	36.3%	37
(Refused)	2.4%	44	2.1%	7	1.4%	2	6.0%	6	2.3%	9	2.6%	7	5.0%	5	3.0%	3	2.0%	2	1.3%	2	1.0%	1
Base:		1803		340		145		100		385		270		100		101		100		160		102

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
QUOTA Zone:											
Zone 1 - Dunfermline	18.9%	340	100.0%	340	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2 - Dalgety Bay / Rosyth	8.0%	145	0.0%	0	100.0%	145	0.0%	0	0.0%	0	0.0%
Zone 3 - Cowdenbeath/ Kelty	5.5%	100	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%
Zone 4 - Kirkcaldy	21.4%	385	0.0%	0	0.0%	0	0.0%	0	100.0%	385	0.0%
Zone 5 - Glenrothes	15.0%	270	0.0%	0	0.0%	0	0.0%	0	100.0%	270	0.0%
Zone 6 - Leven/ Methil	5.5%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Zone 7 - Kennoway	5.6%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Zone 8 - Cupar	5.5%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Zone 9 - St. Andrews	8.9%	160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Zone 10 - East Neuk	5.7%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Base:	1803	340	145	100	385	270	100	101	100	160	102

Fife Household Survey Fife Council

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
KY8 3	1.0% 18	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	18.0% 18	0.0% 0	0.0% 0	0.0% 0	0.0% 0
KY8 4	1.7% 31	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	31.0% 31	0.0% 0	0.0% 0	0.0% 0	0.0% 0
KY8 5	3.8% 69	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	68.3% 69	0.0% 0	0.0% 0	0.0% 0
KY8 6	1.8% 32	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	31.7% 32	0.0% 0	0.0% 0	0.0% 0
KY9 1	0.4% 8	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	7.8% 8
Base:	1803	340	145	100	385	270	100	101	100	160	102

Appendix 2:

Data Tabulations

By Zone (Weighted)

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk			
Q01 Where did you last do your MAIN FOOD shopping for the household?														
Co-op, High Street, Anstruther	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.9%	1
Co-op, St Andrews Road, Anstruther	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	16.6%	9
Burntisland	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Burntisland	0.2%	3	0.0%	0	0.0%	0	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, Stenhouse Street, Cowdenbeath	2.0%	36	0.2%	1	0.0%	0	18.0%	19	3.8%	17	0.0%	0	0.0%	0
Co-op, Dalbeath Crescent, Cowdenbeath	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.2%	1	0.0%	0	0.0%	0
Iceland, High Street, Cowdenbeath	0.3%	6	0.0%	0	0.0%	0	0.7%	1	1.3%	5	0.0%	0	0.0%	0
Morrisons, Main Street, Cowdenbeath	1.5%	27	0.2%	1	0.0%	0	20.8%	21	1.1%	5	0.0%	0	0.0%	0
Aldi, South Road, Cupar	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0
Co-op, Bonnygate, Cupar	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Road, Cupar	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Superstore, South Road, Cupar	2.1%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	7	0.0%	0
Asda, Fulmar Way, Dalgety Bay	2.1%	37	0.0%	0	20.8%	31	0.0%	0	1.6%	7	0.0%	0	0.0%	0
Tesco Express, Western Approach Road, Dalgety Bay	0.7%	12	0.0%	0	5.8%	9	0.0%	0	0.9%	4	0.0%	0	0.0%	0
Tesco Metro, Regents Way, Dalgety Bay	0.7%	12	0.0%	0	6.6%	10	0.0%	0	0.6%	3	0.0%	0	0.0%	0
Aldi, Arbroath Road, Dundee	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Stack Retail Park, Dundee	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Kingsway East, Dundee	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Milton of Cragie Retail Park, Dundee	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, South Ward Road, Dundee	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Brook Street, Dundee	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Forfar Road, Dundee	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Tesco Extra, Kingsway West, Dundee	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Riverside Drive, Dundee	2.1%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Tesco Extra, South Road, Dundee	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Metro, Dundee	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	6	0.0%	0
Aldi, Halbeath Road, Dunfermline	2.3%	41	7.8%	28	3.4%	5	4.9%	5	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Nightingale Place, Dunoch Retail Park, Dunfermline	2.1%	37	6.7%	24	9.2%	14	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, Halbeath Road Retail Park, Dunfermline	7.4%	133	20.5%	74	7.2%	11	38.1%	39	2.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Leonards Street, Dunfermline	3.3%	60	14.8%	53	4.7%	7	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-op, Chapel Street, Dunfermline	0.1%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Carnegie Drive Retail Park, Dunfermline	0.1%	1	0.2%	1	0.5%	1	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, Halbeath Road, Dunfermline	0.0%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Dunfermline	0.3%	5	0.9%	3	0.5%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Aberdour Road, Dunfermline	0.7%	12	0.9%	3	0.6%	1	4.9%	5	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Duloch Park, Dunfermline, Fife	6.0%	109	16.3%	59	23.1%	34	2.3%	2	2.4%	10	0.6%	2	0.0%	0	1.7%	1	0.0%	0	0.4%	1	0.0%	0
Tesco Extra, Turnstone Road, Dunfermline	1.4%	25	4.2%	15	4.0%	6	1.3%	1	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Fire Station, Winterthur Lane, Carnegie Drive, Dunfermline	3.3%	59	15.0%	54	0.6%	1	0.6%	1	0.4%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glenrothes	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Flemington Road, Glenrothes	2.5%	45	0.0%	0	0.0%	0	0.0%	0	1.9%	8	12.1%	36	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	0
Asda, Fullerton Road, Glenrothes	7.0%	127	0.0%	0	0.5%	1	0.0%	0	4.8%	21	24.3%	72	9.2%	10	13.0%	8	18.6%	14	0.6%	1	0.9%	0
Co-op, Marchmont Gate, Glenrothes	0.1%	1	0.0%	0	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
Farmfoods, Kingdom Centre, Lyon Way, Glenrothes	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Falklands Gate, Glenrothes	1.2%	21	0.0%	0	0.0%	0	0.0%	0	0.2%	1	6.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Leslie Road, Glenrothes	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP garage), Bankhead Park, Glenrothes	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Flemington Road,	5.6%	101	0.0%	0	0.0%	0	0.0%	0	1.9%	8	27.2%	81	6.3%	7	3.7%	2	0.7%	0	0.5%	1	1.6%	1

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
Glenrothes											
Tesco Express, South Parks Road, Glenrothes	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%
Farmfoods, High Street, Inverkeithing	0.0%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's, Station Road, Kinross	0.4%	8	0.2%	1	0.0%	0	1.6%	2	0.0%	0	1.7%
Kirkcaldy	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%
Aldi, Ferrard Road, Kirkcaldy	2.0%	36	0.0%	0	0.0%	0	0.0%	0	8.3%	36	0.0%
Aldi, McKenzie Street, Kirkcaldy	0.8%	15	0.0%	0	0.0%	0	0.0%	0	2.8%	12	0.9%
Asda, Carberry Road, Kirkcaldy	7.2%	129	0.0%	0	0.7%	1	1.4%	1	21.5%	92	1.4%
Co-op, Dunearn Drive, Kirkcaldy	0.1%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, The Postings, Kirkcaldy	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%
Lidl, Esplanade, Kirkcaldy	0.4%	8	0.0%	0	0.0%	0	0.6%	1	1.6%	7	0.0%
M&S Simply Food, Fife Central Retail Park, Kirkcaldy	0.4%	7	0.5%	2	0.0%	0	0.0%	0	1.0%	4	0.2%
Marks & Spencer, High Street, Kirkcaldy	0.4%	8	0.0%	0	0.0%	0	0.0%	0	1.8%	8	0.0%
Morrisons, The Esplanade, Kirkcaldy	3.9%	70	0.0%	0	1.4%	2	1.3%	1	14.9%	64	0.5%
Sainsbury's, Fife Central Retail Park, Kirkcaldy	3.3%	59	0.0%	0	0.0%	0	0.6%	1	12.6%	54	1.2%
Leven	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Turpie Road, Leven	1.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Wellesley Road, Leven	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Shorehead, Leven	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Leven	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%
Lidl, Mitchell Street, Leven	1.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Riverside Road, Leven	3.4%	61	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.5%
Co-op, High Street, Lochgelly	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	5	0.0%
Tesco Express, Station Road, Cardenden, Lochgelly	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%
Tesco Metro, Queensferry Road, Rosyth	0.5%	9	0.7%	2	4.4%	6	0.0%	0	0.0%	0	0.0%
Aldi, Tom Morris Drive, St Andrews	1.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Largo	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%

Weighted:

Fife Council

March 2016

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Road, St Andrews																						
Morrisons, Largo Street, St Andrews	3.9%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	4	0.0%	0	2.5%	2	3.8%	3	29.8%	50	21.8%	11
Sainsbury's Local, Market Street, St Andrews	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Tesco Metro, Market Street, St Andrews	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	13	0.9%	0
Alloa	1.1%	19	5.1%	18	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Auchtermuchty	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brechin	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cellardyke	0.1%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.3%	6	1.3%	5	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
England	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falkland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fallin	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelty	0.1%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennoway	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Kincardine	0.1%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinghorn	0.3%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladybank	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leuchars	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Newport-on-Tay	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Oakley	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perth	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wormit	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Internet	3.3%	60	1.6%	6	3.4%	5	0.7%	1	4.1%	18	3.0%	9	0.0%	0	0.7%	0	3.1%	2	7.7%	13	12.5%	7
(Varies)	0.2%	4	0.2%	1	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.4%	1	0.0%	0
(Don't know / can't remember)	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Weighted base:	1803		360		147		103		430		298		109		62		73		169		53	
Sample:	1803		340		145		100		385		270		100		101		100		160		102	

Q01A Which Internet retailer did you use on that trip?

Those who last did main food shopping via the Internet at Q01:

Asda	31.6%	19	58.1%	3	0.0%	0	99.9%	1	50.4%	9	31.6%	3	0.0%	0	100.1%	0	0.0%	0	7.0%	1	28.5%	2
Sainsbury's	15.0%	9	14.8%	1	13.9%	1	0.0%	0	16.0%	3	21.6%	2	0.0%	0	0.0%	0	78.3%	2	0.0%	0	14.5%	1
Tesco	53.5%	32	27.1%	2	86.1%	4	0.0%	0	33.6%	6	46.8%	4	0.0%	0	0.0%	0	21.7%	0	93.0%	12	57.0%	4
Weighted base:	60		6		5		1		18		9		0		0		2		13		7	
Sample:	61		6		5		1		15		9		0		1		3		9		12	

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk			
Q02 Where did you last go the time before that to do your MAIN FOOD shopping?														
Co-op, High Street, Anstruther	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	3.6%	2
Co-op, St Andrews Road, Anstruther	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	8
Burntisland	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Burntisland	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	4	0.0%	0	0.0%	0
Cowdenbeath	0.1%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Stenhouse Street, Cowdenbeath	1.7%	30	0.0%	0	0.0%	0	13.4%	14	3.8%	16	0.0%	0	0.0%	0
Co-op, Dalbeath Crescent, Cowdenbeath	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Iceland, High Street, Cowdenbeath	0.5%	10	0.0%	0	0.0%	0	4.3%	4	1.3%	5	0.0%	0	0.0%	0
Morrisons, Main Street, Cowdenbeath	1.2%	22	0.0%	0	0.0%	0	19.6%	20	0.4%	2	0.0%	0	0.0%	0
Cupar	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Aldi, South Road, Cupar	1.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	8	0.0%	0
Co-op, Bonnygate, Cupar	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Lidl, Station Road, Cupar	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Tesco Superstore, South Road, Cupar	2.2%	40	0.0%	0	0.0%	0	0.0%	0	2.5%	8	0.0%	0	0.0%	0
Asda, Fulmar Way, Dalgety Bay	1.7%	31	0.0%	0	16.0%	24	0.0%	0	1.7%	7	0.0%	0	0.0%	0
Co-op, Lt Sales Avenue, Dalgety Bay	0.3%	5	0.0%	0	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Western Approach Road, Dalgety Bay	0.8%	15	0.0%	0	7.5%	11	0.0%	0	0.9%	4	0.0%	0	0.0%	0
Tesco Metro, Regents Way, Dalgety Bay	0.7%	13	0.0%	0	7.5%	11	0.0%	0	0.6%	2	0.0%	0	0.0%	0
Aldi, Arbroath Road, Dundee	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Kingsway East, Dundee	0.2%	3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Kirkton, Dundee	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Milton of Cragie Retail Park, Dundee	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Brook Street, Dundee	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Morrisons, Forfar Road, Dundee	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Baldovie Road, Claypotts, Dundee	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Tesco Express, Nethergate,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
Dundee											
Tesco Extra, Kingsway West, Dundee	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Riverside Drive, Dundee	1.6%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, South Road, Dundee	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, Dundee	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Halbeath Road, Dunfermline	1.9%	34	5.8%	21	2.2%	3	7.0%	7	0.5%	2	0.0%
Aldi, Nightingale Place, Dunoch Retail Park, Dunfermline	2.4%	43	7.0%	25	10.0%	15	1.3%	1	0.5%	2	0.0%
Asda, Halbeath Road Retail Park, Dunfermline	8.2%	147	25.5%	92	6.1%	9	33.3%	34	2.6%	11	0.3%
Asda, St Leonards Street, Dunfermline	2.8%	51	12.8%	46	3.3%	5	0.0%	0	0.0%	0	0.0%
Co-op, Chapel Street, Dunfermline	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Queensferry Road, Dunfermline	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Carnegie Drive Retail Park, Dunfermline	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Halbeath Road, Dunfermline	0.3%	5	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, High Street, Dunfermline	0.7%	13	2.6%	9	0.9%	1	0.6%	1	0.4%	2	0.0%
Tesco Express, Aberdour Road, Dunfermline	0.7%	12	0.9%	3	1.2%	2	4.9%	5	0.4%	2	0.2%
Tesco Extra, Duloch Park, Dunfermline, Fife	5.2%	93	11.9%	43	21.4%	32	3.4%	3	3.3%	14	0.0%
Tesco Extra, Turnstone Road, Dunfermline	1.2%	22	3.2%	12	3.9%	6	1.4%	1	0.6%	3	0.0%
Tesco Superstore, Fire Station, Winterthur Lane, Carnegie Drive, Dunfermline	3.1%	56	13.5%	48	1.5%	2	1.4%	1	0.6%	3	0.2%
Glenrothes	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%
Aldi, Flemington Road, Glenrothes	3.1%	56	0.0%	0	0.0%	0	0.0%	0	3.6%	16	13.1%
Asda, Fullerton Road, Glenrothes	5.3%	95	0.0%	0	0.0%	0	0.0%	0	2.6%	11	20.7%
Farmfoods, Kingdom Centre, Lyon Way, Glenrothes	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Iceland, Falklands Gate, Glenrothes	1.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%
Lidl, Leslie Road,	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.2%	1	2.8%

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
Glenrothes											
Marks & Spencer (BP garage), Bankhead Park, Glenrothes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Flemington Road, Glenrothes	5.6%	101	0.0%	0	0.0%	0	0.0%	0	2.6%	11	25.5%
Tesco Express, South Parks Road, Glenrothes	0.1%	3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%
Sainsbury's, Station Road, Kinross	0.3%	5	0.3%	1	0.6%	1	1.6%	2	0.0%	0	0.6%
Kirkcaldy	0.6%	10	0.0%	0	0.0%	0	0.0%	0	1.9%	8	0.3%
Aldi, Ferrard Road, Kirkcaldy	1.9%	35	0.0%	0	0.0%	0	0.0%	0	8.2%	35	0.0%
Aldi, McKenzie Street, Kirkcaldy	0.7%	13	0.0%	0	0.0%	0	0.0%	0	2.6%	11	0.6%
Asda, Carberry Road, Kirkcaldy	5.9%	106	0.0%	0	1.8%	3	0.7%	1	16.9%	72	0.8%
Co-op, Dunearn Drive, Kirkcaldy	0.2%	3	0.5%	2	0.0%	0	0.0%	0	0.4%	2	0.0%
Lidl, Esplanade, Kirkcaldy	0.3%	6	0.0%	0	0.0%	0	0.7%	1	1.2%	5	0.0%
M&S Simply Food, Fife Central Retail Park, Kirkcaldy	0.4%	7	0.3%	1	0.0%	0	0.0%	0	0.9%	4	0.8%
Marks & Spencer, High Street, Kirkcaldy	0.9%	17	0.0%	0	0.0%	0	0.0%	0	3.1%	13	1.0%
Morrisons, The Esplanade, Kirkcaldy	3.6%	64	0.0%	0	2.0%	3	0.6%	1	13.5%	58	0.2%
Sainsbury's, Fife Central Retail Park, Kirkcaldy	3.9%	71	0.4%	2	0.6%	1	0.6%	1	13.3%	57	3.3%
Leven	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Turpie Road, Leven	1.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Wellesley Road, Leven	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Shorehead, Leven	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Leven	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.8%	4	0.0%
Lidl, Mitchell Street, Leven	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Riverside Road, Leven	3.6%	65	0.0%	0	0.0%	0	0.0%	0	0.7%	3	0.0%
Lochgelly	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%
Co-op, High Street, Lochgelly	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	3	0.0%
Tesco Express, Station Road, Cardenden, Lochgelly	0.1%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Castleandhill Road, Rosyth	0.0%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%
Tesco Metro, Queensferry	0.5%	8	0.4%	1	4.6%	7	0.0%	0	0.0%	0	0.0%

Weighted:

Fife Council

March 2016

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
Road, Rosyth	1.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Tom Morris Drive, St Andrews	1.1%	20	0.0%	0	0.0%	0	0.0%	0	0.8%	1	8.1%
M&S Simply Food, Largo Road, St Andrews	0.6%	12	0.0%	0	0.0%	0	0.0%	0	2.3%	2	5.0%
Morrisons, Largo Street, St Andrews	3.5%	63	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.3%
Sainsbury's Local, Market Street, St Andrews	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.5%
Tesco Metro, Market Street, St Andrews	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%
Alloa	1.2%	21	6.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%
Charlestown	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Craik	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dollar	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Edinburgh	0.4%	7	0.9%	3	1.7%	2	0.0%	0	0.2%	1	0.0%
England	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%
Kelty	0.1%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%
Kennoway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Kincardine	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Kinghorn	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	5	0.0%
Ladybank	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%
Markinch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%
Methil	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Newport-on-Tay	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Oakley	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Perth	1.0%	17	0.2%	1	0.0%	0	0.0%	0	5.3%	16	0.0%
St Monans	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
Stirling	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Strathmiglo	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%
Thornton	0.0%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%
Internet	3.0%	54	1.4%	5	2.8%	4	0.7%	1	3.9%	17	3.3%
(Varies)	0.9%	17	1.7%	6	0.0%	0	0.0%	0	0.9%	3	0.7%
(Don't know / can't remember)	0.6%	11	0.7%	2	0.6%	1	0.6%	1	0.3%	3	0.3%
Weighted base:	1803	360	147	103	430	298	109	62	73	169	53
Sample:	1803	340	145	100	385	270	100	101	100	160	102

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk										
Q02A Which Internet retailer did you use on that trip?																					
<i>Those who did their main food shopping the time before last via the Internet at Q02:</i>																					
Asda	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0	
Morrisons	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	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	7.1%	4	0.0%	0	0.0%	0	0.0%	0	12.1%	2	18.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco	26.4%	14	17.4%	1	42.6%	2	0.0%	0	29.8%	5	19.5%	2	0.0%	0	0.0%	0	23.2%	3	50.6%	2	
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
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	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know / can't remember)	0.0%	0	0.0%	0	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 response	63.8%	34	82.6%	4	57.4%	2	99.9%	1	58.0%	10	61.8%	6	0.0%	0	100.0%	1	70.5%	9	49.4%	2	
Weighted base:		54		5		4		1		17		10		1		0		1		12	4
Sample:		53		6		5		1		13		10		1		0		2		8	7

Weighted:

Fife Council

March 2016

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk	
Q03 Where did you LAST go to do small, day-to-day TOP-UP food shopping?												
Anstruther	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	4
Co-op, High Street, Anstruther	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	4
Co-op, St Andrews Road, Anstruther	1.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.3%	21
Burntisland	0.6%	11	0.0%	0	0.0%	0	2.5%	11	0.0%	0	0.0%	0
Co-op, High Street, Burntisland	1.2%	22	0.2%	1	0.0%	0	4.7%	20	0.2%	1	0.0%	0
Cowdenbeath	0.7%	12	0.0%	0	0.0%	0	8.5%	9	0.7%	3	0.0%	0
Aldi, Stenhouse Street, Cowdenbeath	0.8%	15	0.0%	0	0.0%	0	11.7%	12	0.6%	3	0.0%	0
Co-op, Dalbeath Crescent, Cowdenbeath	0.6%	10	0.0%	0	0.0%	0	8.0%	8	0.4%	2	0.0%	0
Farmfoods, High Street, Cowdenbeath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Cowdenbeath	0.2%	4	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0
Morrisons, Main Street, Cowdenbeath	1.6%	30	0.0%	0	0.6%	1	27.2%	28	0.2%	1	0.0%	0
Cupar	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4
Aldi, South Road, Cupar	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Co-op, Bonnygate, Cupar	1.1%	20	0.0%	0	0.0%	0	0.0%	0	1.7%	5	0.0%	0
Lidl, Station Road, Cupar	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	10
Tesco Superstore, South Road, Cupar	1.3%	24	0.0%	0	0.0%	0	0.0%	0	2.2%	7	0.0%	0
Dalgety Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Fulmar Way, Dalgety Bay	1.7%	31	0.0%	0	19.0%	28	0.0%	0	0.4%	2	0.3%	1
Co-op, Lt Sales Avenue, Dalgety Bay	0.5%	9	0.0%	0	6.1%	9	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP garage), Harbour Drive, Dalgety Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Western Approach Road, Dalgety Bay	0.6%	10	0.0%	0	5.1%	8	0.0%	0	0.7%	3	0.0%	0
Tesco Metro, Regents Way, Dalgety Bay	0.8%	14	0.0%	0	9.3%	14	0.0%	0	0.0%	0	0.0%	0
Dundee	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5
Aldi, Arbroath Road, Dundee	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Aldi, The Stack Retail Park, Dundee	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Asda, Kingsway East, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Asda, Kirkton, Dundee	0.0%	0	0.0%	0	0.0%	0	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, Milton of Cragie Retail Park, Dundee	0.0%	0	0.0%	0	0.0%	0	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-op, Campfield Square, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cowgate, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Macalpine Road, Dundee	0.0%	0	0.0%	0	0.0%	0	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, Pitkerro Road, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, South Ward Road, Dundee	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Marks & Spencer, Brook Street, Dundee	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Marks & Spencer, Murrygate, Dundee	0.0%	0	0.0%	0	0.0%	0	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, Forfar Road, Dundee	0.0%	0	0.0%	0	0.0%	0	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, Baldovie Road, Claypotts, Dundee	0.0%	0	0.0%	0	0.0%	0	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, Forfar Road, Dundee	0.0%	0	0.0%	0	0.0%	0	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 Express, Hawkhill, Dundee	0.0%	0	0.0%	0	0.0%	0	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 Express, Nethergate, Dundee	0.0%	0	0.0%	0	0.0%	0	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 Extra, Kingsway West, Dundee	0.0%	0	0.0%	0	0.0%	0	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 Extra, Methven Street, Dundee	0.0%	0	0.0%	0	0.0%	0	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 Extra, Riverside Drive, Dundee	0.1%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.9%	0
Tesco Extra, South Road, Dundee	0.0%	0	0.0%	0	0.0%	0	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 Metro, Dundee	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunfermline	1.7%	30	7.6%	27	1.6%	2	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, Halbeath Road, Dunfermline	1.2%	22	5.6%	20	1.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Nightingale Place, Dunoch Retail Park, Dunfermline	1.6%	30	6.8%	25	2.3%	3	0.6%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Halbeath Road Retail Park, Dunfermline	2.1%	38	6.8%	25	0.9%	1	9.9%	10	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Leonards Street, Dunfermline	1.5%	27	6.5%	23	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Chapel Street,	0.9%	15	3.6%	13	0.5%	1	0.7%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
Dunfermline											
Co-op, Queensferry Road, Dunfermline	0.5%	8	2.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Dobbies Farm Foodhall, Fife Leisure Park, Whimbrell Place, Dunfermline	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Carnegie Drive Retail Park, Dunfermline	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Halbeath Road, Dunfermline	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, High Street, Dunfermline	1.0%	17	3.8%	14	0.5%	1	2.8%	3	0.0%	0	0.0%
Tesco Express, Aberdour Road, Dunfermline	1.3%	23	5.9%	21	0.0%	0	0.6%	1	0.0%	0	0.2%
Tesco Extra, Duloch Park, Dunfermline, Fife	2.4%	44	7.1%	25	10.9%	16	0.8%	1	0.2%	1	0.0%
Tesco Extra, Turnstone Road, Dunfermline	0.8%	14	2.6%	9	2.8%	4	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Fire Station, Winterthur Lane, Carnegie Drive, Dunfermline	1.6%	28	7.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%
Glenrothes											
Aldi, Flemington Road, Glenrothes	2.1%	38	0.0%	0	0.0%	0	0.0%	0	2.0%	8	9.7%
Asda, Fullerton Road, Glenrothes	1.0%	19	0.0%	0	0.0%	0	0.0%	0	0.2%	1	5.8%
Co-op, Marchmont Gate, Glenrothes	2.7%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%
Farmfoods, Kingdom Centre, Lyon Way, Glenrothes	33	6.1%	7	8.2%	5	4.5%	3	0.0%	0	0.9%	0
Co-op, Marchmont Gate, Glenrothes	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%
Farmfoods, Kingdom Centre, Lyon Way, Glenrothes	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Iceland, Falklands Gate, Glenrothes	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%
Lidl, Leslie Road, Glenrothes	0.6%	10	0.0%	0	0.0%	0	0.4%	2	2.7%	8	0.0%
Marks & Spencer (BP garage), Bankhead Park, Glenrothes	0.1%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.0%
Morrisons, Flemington Road, Glenrothes	2.0%	37	0.0%	0	0.0%	0	0.7%	1	1.5%	7	9.2%
Tesco Express, South Parks Road, Glenrothes	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.2%	1	1.7%
Inverkeithing											
Farmfoods, High Street, Inverkeithing	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%
Kinross											
Sainsbury's, Station Road, Kinross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Station Road, Kinross	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Kinross																						
Kirkcaldy	1.6%	29	0.0%	0	0.7%	1	0.0%	0	6.4%	28	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ferrard Road, Kirkcaldy	2.1%	37	0.0%	0	0.0%	0	0.0%	0	8.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, McKenzie Street, Kirkcaldy	0.7%	13	0.5%	2	0.0%	0	0.0%	0	2.3%	10	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Carberry Road, Kirkcaldy	1.1%	20	0.0%	0	0.0%	0	0.0%	0	4.5%	19	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dunearn Drive, Kirkcaldy	1.3%	23	1.6%	6	0.0%	0	0.0%	0	3.2%	14	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0
Farmfoods, The Postings, Kirkcaldy	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Esplanade, Kirkcaldy	0.8%	15	0.0%	0	0.0%	0	0.6%	1	3.0%	13	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Fife Central Retail Park, Kirkcaldy	0.7%	12	0.5%	2	0.0%	0	0.7%	1	1.8%	8	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Kirkcaldy	0.8%	15	0.0%	0	0.0%	0	0.0%	0	3.2%	14	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Esplanade, Kirkcaldy	1.2%	21	0.2%	1	1.2%	2	0.0%	0	4.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fife Central Retail Park, Kirkcaldy	1.8%	32	0.0%	0	1.1%	2	0.0%	0	6.8%	29	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leven	1.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	15	9.4%	6	0.0%	0	0.0%	0	1.7%	1
Aldi, Turpie Road, Leven	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	12	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Wellesley Road, Leven	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	8.1%	5	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Shorehead, Leven	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Leven	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	2.1%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Mitchell Street, Leven	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	8	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Riverside Road, Leven	1.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	15.6%	17	10.1%	6	0.0%	0	0.0%	0	1.9%	1
Lochgelly	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Lochgelly	1.8%	32	0.0%	0	0.0%	0	0.0%	0	7.3%	31	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, Cardenden, Lochgelly	0.7%	12	0.0%	0	0.0%	0	0.0%	0	2.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosyth	0.2%	3	0.0%	0	2.1%	3	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-op, Castleandhill Road, Rosyth	0.3%	6	0.0%	0	3.8%	6	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 Local, Unwin Avenue, Rosyth	0.6%	11	2.2%	8	2.2%	3	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 Metro, Queensferry Road, Rosyth	0.8%	14	0.5%	2	8.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Andrews	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	11	0.7%	0
Aldi, Tom Morris Drive, St Andrews	0.6%	10	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	8	2.7%	1

Fife Household Survey

Weighted:

Fife Council

March 2016

	Total	Zone 1 - Dunfermline		Zone 2 - Dalgety Bay / Rosyth		Zone 3 - Cowdenbeath/ Kelty		Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk						
M&S Simply Food, Largo Road, St Andrews	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	5.5%	9	3.4%	2		
Morrisons, Largo Street, St Andrews	1.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.9%	1	12.5%	21	2.7%	1
Sainsbury's Local, Market Street, St Andrews	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.4%	1	0.0%	0
Tesco Metro, Market Street, St Andrews	1.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	11.9%	20	0.0%	0
Tayport	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5	0.0%	0
Co-op, Nelson Street, Tayport	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0
Aberdour	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alloa	0.1%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ardrossen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Auchtermuchty	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballingry	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Balmullo	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0
Balridgeburn	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brechin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckhaven	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0
Cairneyhill	0.1%	2	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardenden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cellardyke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ceres	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0
Charlestown	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colinsburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	0
Craig	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	9.7%	5
Crossford	0.4%	8	2.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crosshill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dairsie	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dollar	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dysart	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Wemyss	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.2%	3	0.7%	3	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elie & Earlsferry	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
England	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Falkland	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fallin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freuchie	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gauldry	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Guardbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelty	0.4%	7	0.0%	0	0.0%	0	7.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennoway	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	10.9%	7	0.0%	0	0.0%	0
Kincardine	0.3%	6	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinghorn	0.5%	9	0.0%	0	0.0%	0	0.0%	0	2.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbarns	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Kingskettle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

Fife Council

March 2016

	Total	Zone 1 - Dunfermline		Zone 2 - Dalgety Bay / Rosyth		Zone 3 - Cowdenbeath/ Kelty		Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk								
Ladybank	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leslie	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leuchars	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	7	0.0%	0
Limekilns	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lochore	0.3%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lundin Links	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markinch	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Methil	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	7.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newburgh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport-on-Tay	1.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	27	0.0%	0
North Queensferry	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakley	1.0%	17	4.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perth	0.6%	10	0.2%	1	0.0%	0	4.3%	4	0.0%	0	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pittenweem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Saline	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
St Monans	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Steelend	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strathkinness	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strathmiglo	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windygates	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wormit	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Internet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	1.9%	33	1.4%	5	3.2%	5	0.7%	1	2.3%	10	1.7%	5	2.9%	3	2.4%	1	1.6%	1	0.9%	2	0.7%	0
(Don't know / can't remember)	0.6%	12	0.4%	2	2.2%	3	0.0%	0	0.2%	1	0.5%	1	0.8%	1	0.0%	0	2.5%	2	1.0%	2	0.0%	0
(Don't do top-up shopping)	15.1%	272	13.8%	50	11.7%	17	9.3%	10	16.6%	71	17.9%	53	22.6%	25	21.6%	13	9.2%	7	11.2%	19	13.4%	7
Weighted base:		1803		360		147		103		430		298		109		62		73		169		53
Sample:		1803		340		145		100		385		270		100		101		100		160		102

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk	
Q03A Which Internet retailer did you use on that trip?												
<i>Those who last did top-up shopping via the Internet at Q03:</i>												
Asda	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
Iceland	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
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	100.0%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Weighted base:		1	0	0	0	1	0	0	0	0	0	0
Sample:		1	0	0	0	1	0	0	0	0	0	0

MeanScore: visits per week**Q04 On average, how often do you do your MAIN food shopping?**

Daily	1.4%	26	1.0%	4	0.0%	0	4.1%	4	0.8%	3	2.1%	6	2.0%	2	0.8%	1	3.1%	2	1.0%	2	3.3%	2
Between 2 and 6 times a week	9.7%	174	8.9%	32	11.9%	18	4.4%	4	9.4%	40	7.1%	21	16.7%	18	13.4%	8	13.1%	10	10.8%	18	8.3%	4
Weekly	66.4%	1198	72.0%	259	66.8%	98	71.3%	74	63.8%	274	64.0%	191	58.9%	64	71.8%	44	71.4%	52	65.3%	110	58.9%	31
2-3 times a month	13.3%	239	10.4%	37	12.9%	19	16.8%	17	14.6%	63	14.9%	44	19.2%	21	6.9%	4	5.5%	4	11.5%	19	18.0%	9
Once a month	6.7%	121	4.8%	17	7.3%	11	2.1%	2	8.6%	37	8.5%	25	3.2%	3	7.0%	4	5.6%	4	6.8%	11	9.1%	5
Less frequently than once a month	0.2%	4	0.5%	2	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	1	0.0%	0
(Don't know / can't remember / varies)	2.3%	41	2.4%	9	1.1%	2	1.3%	1	2.6%	11	3.3%	10	0.0%	0	0.0%	0	0.7%	0	4.0%	7	2.4%	1
<i>Mean:</i>		<i>1.27</i>		<i>1.24</i>		<i>1.24</i>		<i>1.28</i>		<i>1.20</i>		<i>1.22</i>		<i>1.50</i>		<i>1.37</i>		<i>1.51</i>		<i>1.29</i>		<i>1.30</i>
Weighted base:		1803		360		147		103		430		298		109		62		73		169		53
Sample:		1803		340		145		100		385		270		100		101		100		160		102

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
MeanScore: visits per week																						
Q05 On average, how often do you do your TOP-UP food shopping?																						
<i>Those who do top-up shopping at Q03:</i>																						
Daily	11.3%	173	8.1%	25	8.1%	11	7.9%	7	11.8%	42	13.2%	32	9.2%	8	9.6%	5	23.5%	16	13.4%	20	15.0%	7
Between 2 and 6 times a week	50.0%	766	53.7%	167	59.4%	77	47.3%	44	49.6%	178	47.4%	116	50.7%	43	52.4%	25	41.9%	28	45.2%	68	45.7%	21
Weekly	27.0%	413	25.6%	79	28.9%	38	36.2%	34	24.6%	88	26.8%	66	21.8%	18	27.2%	13	25.7%	17	31.8%	48	26.9%	12
2-3 times a month	2.7%	41	3.2%	10	0.5%	1	0.7%	1	2.2%	8	0.8%	2	14.5%	12	5.6%	3	1.8%	1	0.5%	1	7.2%	3
Once a month	0.9%	14	0.9%	3	0.7%	1	0.0%	0	0.9%	3	1.2%	3	0.9%	1	2.2%	1	1.6%	1	0.7%	1	0.8%	0
Less frequently than once a month	0.5%	8	1.0%	3	0.6%	1	0.0%	0	0.7%	2	0.4%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
(Don't know / can't remember / varies)	7.6%	116	7.5%	23	1.7%	2	7.9%	7	10.3%	37	10.1%	25	3.0%	3	3.0%	1	4.8%	3	8.4%	13	4.5%	2
<i>Mean:</i>		3.33		3.23		3.30		3.05		3.42		3.45		3.05		3.17		3.77		3.35		3.33
Weighted base:		1531		310		130		93		358		244		84		48		67		150		46
Sample:		1505		289		129		87		309		224		80		73		89		138		87

	Total	Zone 1 - Dunfermline		Zone 2 - Dalgety Bay / Rosyth		Zone 3 - Cowdenbeath/ Kelty		Zone 4 - Kirkcaldy		Zone 5 - Glenrothes		Zone 6 - Leven/ Methil		Zone 7 - Kennoway		Zone 8 - Cupar		Zone 9 - St. Andrews		Zone 10 - East Neuk		
Q06 Could you tell me what other things you usually combine with doing your MAIN food shopping? [MR]																						
<i>Excluding those who do their main food shopping via the Internet at Q01:</i>																						
Fast food outlets / takeaways	0.1%	2	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Get petrol / fuel	7.1%	125	9.6%	34	5.8%	8	2.1%	2	4.9%	20	10.2%	29	4.6%	5	5.2%	3	9.0%	6	7.6%	12	8.8%	4
Non-food shopping	11.3%	197	11.0%	39	6.6%	9	8.0%	8	12.1%	50	13.3%	39	10.4%	11	14.4%	9	8.5%	6	10.1%	16	22.9%	11
Pub	0.2%	4	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Restaurants/ cafés	3.7%	64	1.7%	6	3.1%	4	2.7%	3	5.6%	23	4.1%	12	3.1%	3	6.4%	4	2.5%	2	3.2%	5	3.5%	2
Taking children to / from school	0.4%	7	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.6%	2	0.9%	1	0.0%	0	0.0%	0	1.8%	3	0.0%	0
Visit family and friends	2.6%	45	0.7%	3	1.1%	2	0.8%	1	2.2%	9	5.2%	15	0.7%	1	0.9%	1	6.5%	5	5.9%	9	2.7%	1
Visit financial / professional services (e.g. banks, building societies, estate agents)	3.6%	62	2.7%	10	6.4%	9	2.3%	2	4.1%	17	2.1%	6	2.8%	3	3.1%	2	4.5%	3	4.2%	7	6.5%	3
Visit other services such as travel agents, hairdressers, betting shops, libraries etc.	1.4%	25	1.3%	4	2.7%	4	0.0%	0	1.2%	5	0.8%	2	2.9%	3	0.9%	1	4.7%	3	1.1%	2	1.7%	1
Visit specialist food shops (e.g. butchers, bakers, deli, fishmongers etc.)	1.2%	20	0.7%	2	0.5%	1	1.3%	1	0.5%	2	2.6%	7	0.0%	0	0.0%	0	2.3%	2	2.9%	4	0.8%	0
Work	2.5%	43	2.7%	10	0.6%	1	1.6%	2	2.2%	9	1.9%	5	4.5%	5	0.0%	0	3.4%	2	4.9%	8	4.1%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go for a walk	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.3%	1	5.2%	6	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Go swimming	0.3%	5	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Health activity (e.g. play sport, visit the gym, exercise class etc.)	0.4%	8	0.0%	0	1.2%	2	0.0%	0	0.6%	3	0.6%	2	0.0%	0	0.9%	1	0.7%	0	0.5%	1	0.0%	0
Other food shopping	0.9%	15	0.7%	2	0.0%	0	0.0%	0	1.8%	7	1.2%	4	0.9%	1	0.7%	0	0.7%	0	0.0%	0	0.0%	0
Pick up / drop off a friend / relative	0.1%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	0
Visit leisure facility	0.8%	13	0.4%	1	0.0%	0	0.0%	0	0.2%	1	1.5%	4	0.0%	0	0.7%	0	0.0%	0	2.6%	4	4.7%	2
Visit recycling centre / amenity tip	0.1%	2	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Walking the dog	0.2%	4	0.5%	2	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Window shopping / browsing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
(Nothing)	66.1%	1152	66.6%	236	74.2%	106	83.4%	85	66.2%	273	59.3%	172	64.8%	70	65.8%	40	66.9%	48	64.4%	100	48.5%	22
(Don't know / varies)	2.7%	48	4.8%	17	0.6%	1	0.0%	0	2.3%	10	4.8%	14	1.6%	2	1.4%	1	0.7%	0	0.5%	1	5.8%	3
Weighted base:		1743		354		142		102		412		289		109		61		71		156		46
Sample:		1742		334		140		99		370		261		100		100		97		151		90

	Total	Zone 1 - Dunfermline		Zone 2 - Dalgety Bay / Rosyth		Zone 3 - Cowdenbeath/ Kelty		Zone 4 - Kirkcaldy		Zone 5 - Glenrothes		Zone 6 - Leven/ Methil		Zone 7 - Kennoway		Zone 8 - Cupar		Zone 9 - St. Andrews		Zone 10 - East Neuk		
Q07 Moving on to NON-FOOD shopping, where do you most often buy clothes, shoes and other fashion items? You can mention up to two answers. [MR]																						
Dundee	14.8%	267	0.0%	0	0.0%	0	0.0%	0	1.2%	5	20.3%	60	11.4%	12	17.9%	11	60.5%	44	65.4%	110	44.7%	24
Dunfermline	27.5%	495	60.1%	216	60.3%	89	63.8%	66	19.9%	86	10.3%	31	2.4%	3	7.1%	4	0.9%	1	0.0%	0	0.9%	0
Carnegie Retail Park, Carnegie Drive, Dunfermline	0.4%	6	1.3%	5	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halbeath Retail Park, Halbeath Road, Dunfermline	1.0%	19	4.4%	16	0.5%	1	1.4%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Halbeath Road Retail Park, Dunfermline	0.0%	1	0.0%	0	0.5%	1	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 Extra, Duloch Park, Dunfermline	0.2%	4	0.2%	1	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glenrothes	7.0%	126	1.7%	6	0.0%	0	0.0%	0	7.3%	31	19.2%	57	16.8%	18	11.0%	7	5.4%	4	0.6%	1	1.5%	1
Saltire Retail Park, Pentland Park, Glenrothes	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.8%	3	2.2%	7	0.7%	1	0.9%	1	0.7%	0	0.0%	0	0.0%	0
Kirkcaldy	22.8%	411	5.2%	19	8.0%	12	17.2%	18	48.9%	210	18.9%	56	46.4%	50	53.6%	33	5.3%	4	1.4%	2	13.4%	7
Asda, Carberry Road, Kirkcaldy	0.4%	7	0.0%	0	0.0%	0	0.0%	0	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fife Central Retail Park, Kirkcaldy	6.4%	115	1.8%	7	1.9%	3	5.8%	6	14.3%	62	9.0%	27	3.9%	4	5.1%	3	0.0%	0	0.6%	1	4.3%	2
Leven	1.6%	28	0.0%	0	0.0%	0	0.7%	1	0.2%	1	0.6%	2	14.5%	16	9.9%	6	0.0%	0	0.0%	0	5.7%	3
Riverside Retail Park, Riverside Road, Leven	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Perth	3.5%	62	0.6%	2	0.6%	1	0.8%	1	1.0%	4	14.9%	44	0.7%	1	2.3%	1	4.5%	3	2.2%	4	0.7%	0
Asda, Perth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirling	1.5%	28	4.5%	16	1.1%	2	4.9%	5	0.4%	2	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sterling Mills Outlet Shopping Village, The Devon Way, Tillicoultry	0.3%	6	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order	20.5%	369	18.7%	67	16.7%	25	12.2%	13	21.3%	92	20.4%	61	23.8%	26	20.1%	12	35.6%	26	20.5%	35	25.7%	14
(Don't buy these goods)	1.5%	28	1.9%	7	0.0%	0	4.2%	4	1.2%	5	1.0%	3	3.3%	4	2.1%	1	0.0%	0	1.0%	2	3.4%	2
(Don't know / varies)	2.1%	38	2.1%	7	2.1%	3	0.6%	1	1.6%	7	2.9%	9	3.0%	3	1.5%	1	1.6%	1	2.7%	5	1.7%	1
Aberdeen	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.7%	0
Abroad	0.6%	11	0.0%	0	0.6%	1	0.0%	0	0.4%	2	0.2%	1	1.5%	2	0.0%	0	0.0%	0	3.6%	6	0.0%	0
Alloa	0.1%	2	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anstruther	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Broughty Ferry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Cardenden	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Cupar	0.4%	7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.7%	0	1.5%	1	1.9%	3	0.0%	0
Dalgety Bay	0.3%	5	0.2%	1	2.1%	3	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Kilbride	0.1%	2	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	15.3%	276	18.4%	66	27.0%	40	14.2%	15	17.3%	74	12.5%	37	9.8%	11	12.5%	8	6.9%	5	9.1%	15	9.4%	5
England	0.1%	2	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Falkirk	0.2%	4	0.7%	2	0.5%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falkland	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Glasgow	2.2%	40	2.6%	9	1.7%	2	1.3%	1	1.9%	8	4.6%	14	0.8%	1	1.7%	1	1.5%	1	0.4%	1	1.8%	1
Guardbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Inverkeithing	0.0%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbarns	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Livingston	4.8%	87	10.6%	38	13.3%	20	5.8%	6	3.1%	13	2.0%	6	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Newport-on-Tay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Pittenweem	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
St Andrews	3.0%	55	0.0%	0	0.6%	1	0.0%	0	0.4%	2	0.9%	3	0.0%	0	5.1%	3	3.6%	3	19.6%	33	20.7%	11
Strathmiglo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1803	360	147	103	430	298	109	62	73	169	53											
Sample:	1803	340	145	100	385	270	100	101	100	160	102											

Weighted:

Fife Council

March 2016

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Q08 Where do you most often buy furniture, floor coverings and soft furnishings? You can mention up to two answers. [MR]																						
Dundee	7.0%	125	0.0%	0	0.0%	0	0.0%	0	1.2%	5	6.7%	20	0.8%	1	5.3%	3	29.2%	21	40.1%	68	13.7%	7
Gallagher Retail Park, East Dock Street, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Kingsway West RP, Dundee	1.2%	21	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.9%	1	0.9%	1	9.4%	7	3.1%	5	10.3%	5
Dunfermline	10.0%	180	20.6%	74	20.2%	30	27.8%	29	5.4%	23	3.3%	10	8.1%	9	1.4%	1	5.4%	4	0.0%	0	0.7%	0
Carnegie Retail Park, Carnegie Drive, Dunfermline	2.7%	48	5.9%	21	9.6%	14	2.8%	3	2.1%	9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halbeath Retail Park, Halbeath Road, Dunfermline	8.3%	149	23.0%	83	16.5%	24	14.8%	15	4.3%	18	1.9%	6	1.5%	2	0.8%	1	0.7%	0	0.0%	0	0.0%	0
Glenrothes	2.7%	49	0.2%	1	0.0%	0	0.6%	1	1.3%	6	10.0%	30	4.0%	4	3.2%	2	6.9%	5	0.4%	1	0.0%	0
Saltire Retail Park, Pentland Park, Glenrothes	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.2%	1	2.8%	8	1.5%	2	0.9%	1	0.0%	0	0.0%	0	5.7%	3
Kirkcaldy	9.7%	174	3.0%	11	2.8%	4	2.8%	3	20.5%	88	12.2%	36	11.4%	12	18.3%	11	5.0%	4	1.1%	2	4.7%	2
Fife Central Retail Park, Kirkcaldy	8.0%	144	1.6%	6	0.7%	1	2.0%	2	18.0%	77	10.6%	32	5.8%	6	11.3%	7	8.4%	6	1.0%	2	10.4%	5
Leven	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6	11.7%	7	0.0%	0	0.5%	1	0.9%	0
Riverside Retail Park, Riverside Road, Leven	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	2.4%	3	1.8%	1	0.0%	0	0.0%	0	5.9%	3
Perth	1.1%	20	0.0%	0	0.0%	0	0.0%	0	0.5%	2	4.1%	12	0.0%	0	0.0%	0	3.7%	3	1.7%	3	0.0%	0
B&Q, Perth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Catherine's Retail Park, Perth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirling	1.3%	23	2.2%	8	1.7%	2	0.0%	0	0.9%	4	2.7%	8	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Springkerse Retail park, Stirling	0.1%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tillicoultry	0.2%	4	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Sterling Furniture, Moss Road, Tillicoultry	0.2%	3	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Sterling Mills Outlet Shopping Village, The Devon Way, Tillicoultry	0.7%	13	1.8%	7	0.5%	1	0.0%	0	1.0%	4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet / mail order	15.4%	277	17.8%	64	10.5%	16	10.8%	11	15.5%	67	16.4%	49	17.8%	19	13.4%	8	18.9%	14	12.8%	22	14.1%	7
(Don't buy these goods)	17.7%	319	14.2%	51	11.7%	17	24.7%	26	19.0%	82	19.2%	57	25.1%	27	15.9%	10	8.5%	6	20.9%	35	15.3%	8
(Don't know / varies)	8.6%	154	8.0%	29	10.7%	16	8.0%	8	8.5%	37	11.1%	33	8.8%	10	11.6%	7	2.3%	2	5.7%	10	7.5%	4
Alloa	0.1%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anstruther	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	2	5.9%	3
Auchtermuchty	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Balridgeburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Broughty Ferry	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.9%	1	5.1%	9	2.5%	1
Buckhaven	1.1%	20	0.0%	0	0.0%	0	0.0%	0	1.5%	6	0.0%	0	8.5%	9	5.7%	4	0.0%	0	0.0%	0	1.6%	1
Burntisland	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Cardenden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowdenbeath	0.6%	11	0.0%	0	0.0%	0	5.6%	6	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

Fife Council

March 2016

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Crail	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1										
Cupar	1.0%	18	0.0%	0	0.0%	0	0.0%	0	0.8%	1	10.3%	8	2.1%	4	2.8%	1						
Dalgety Bay	0.1%	2	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Edinburgh	10.3%	185	13.1%	47	16.6%	24	10.6%	11	11.7%	51	6.6%	20	7.3%	8	5.8%	4	9.2%	7	6.4%	11	7.0%	4
Elie & Earlsferry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falkirk	0.4%	8	1.9%	7	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow	0.7%	12	0.7%	2	0.0%	0	0.0%	0	0.7%	3	1.9%	6	0.0%	0	0.0%	0	0.7%	0	0.4%	1	0.0%	0
Guardbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Inverkeithing	0.5%	10	0.6%	2	1.1%	2	0.0%	0	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Kincardine	0.1%	2	0.0%	0	0.5%	1	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lesley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.7%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Leuchars	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Livingston	1.0%	17	3.4%	12	1.1%	2	1.4%	1	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.4%	1	0.0%	0
Lochgelly	0.1%	2	0.0%	0	0.5%	1	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Methil	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.6%	2	6.6%	7	6.3%	4	0.0%	0	0.0%	0	0.0%	0
Montrose	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Newport-on-Tay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Oakley	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pentland Retail Park, Straiton	0.1%	2	0.2%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pittenweem	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	4
Rosyth	0.4%	7	0.0%	0	4.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Andrews	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5	1.9%	1
Strathmiglo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.0%	0
Weighted base:	1803		360		147		103		430		298		109		62		73		169		53	
Sample:	1803		340		145		100		385		270		100		101		100		160		102	

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Q09 Where do you most often buy large domestic electrical appliances (such as fridges, washing machines, vacuum cleaners etc.)? You can mention up to two answers. [MR]																						
Dundee	4.5%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	4	1.6%	2	0.0%	0	14.0%	10	36.7%	62	7.5%	4
Currys PC World, Kingsway West Retail Park Dundee	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	6	0.0%	0
Gallagher Retail Park, East Dock Street, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Kingsway West RP, Dundee	0.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	3.3%	2	3.2%	5	13.1%	7
Dunfermline	5.9%	106	15.9%	57	12.3%	18	19.2%	20	2.3%	10	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carnegie Retail Park, Carnegie Drive, Dunfermline	2.6%	48	6.3%	23	10.1%	15	3.5%	4	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halbeath Retail Park, Halbeath Road, Dunfermline	14.2%	255	47.2%	170	28.7%	42	29.3%	30	2.5%	11	0.6%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Glenrothes	1.4%	25	0.0%	0	0.0%	0	0.0%	0	0.3%	1	6.8%	20	1.3%	1	1.0%	1	1.6%	1	0.0%	0	0.0%	0
Saltire Retail Park, Pentland Park, Glenrothes	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.8%	4	1.3%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Kirkcaldy	6.1%	110	0.0%	0	1.6%	2	5.1%	5	10.7%	46	10.4%	31	9.2%	10	13.0%	8	6.8%	5	1.0%	2	1.7%	1
Fife Central Retail Park, Kirkcaldy	24.7%	446	2.3%	8	2.9%	4	8.6%	9	55.6%	239	38.2%	114	25.7%	28	30.0%	18	14.2%	10	1.2%	2	25.1%	13
Leven	1.7%	31	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.2%	1	15.0%	16	16.4%	10	0.0%	0	0.0%	0	3.3%	2
Riverside Retail Park, Riverside Road, Leven	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	5.8%	6	3.2%	2	0.0%	0	0.6%	1	3.3%	2
Perth	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	10	0.0%	0	0.0%	0	0.8%	1	1.1%	2	0.0%	0
Currys PC World, St Catherines Retail Park, Perth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Catherine's Retail Park, Perth	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirling	0.2%	4	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order (Don't buy these goods)	32.7%	589	33.8%	121	41.0%	60	33.2%	34	25.5%	110	30.7%	91	31.7%	34	29.9%	18	48.9%	36	33.5%	57	51.7%	27
(Don't know / varies)	8.5%	152	5.7%	21	8.9%	13	10.7%	11	8.3%	36	6.7%	20	10.6%	12	7.4%	5	3.0%	2	18.1%	31	6.0%	3
Alloa	2.6%	46	1.9%	7	3.9%	6	2.1%	2	2.2%	9	4.4%	13	4.0%	4	0.8%	1	1.6%	1	0.9%	2	3.3%	2
Arbroath	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckhaven	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntisland	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0	1.3%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Burntisland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowdenbeath	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cupar	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	11.9%	9	2.1%	3	0.0%	0
Dalgety Bay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	3.5%	62	4.2%	15	5.2%	8	1.4%	1	2.6%	11	4.0%	12	5.2%	6	1.8%	1	5.0%	4	2.3%	4	1.9%	1
Falkirk	0.3%	5	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falkland	0.1%	3	0.5%	2	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow	0.1%	3	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Livingston	0.4%	7	1.6%	6	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Newport-on-Tay	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
Rosyth	0.1% 1	0.2% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.9% 1	0.0% 0	0.0% 0	0.0% 0
St Andrews	1.1% 20	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.7% 0	4.6% 3	7.6% 13	5.5% 3
Thornton	0.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.4% 1	0.0% 0
Weighted base:	1803	360	147	103	430	298	109	62	73	169	53
Sample:	1803	340	145	100	385	270	100	101	100	160	102

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Q10 Where do you most often buy DIY and hardware goods? You can mention up to two answers. [MR]																						
Dundee	5.5%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	4	0.0%	0	0.0%	0	19.2%	14	45.6%	77	8.4%	4
B&Q, Kings Cross Road, Kingsway West, Dundee	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.7%	0	7.0%	12	0.7%	0
Kingsway West RP, Dundee	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	8.7%	6	5.2%	9	0.9%	0
Dunfermline	8.9%	161	23.5%	84	23.9%	35	27.6%	28	2.5%	11	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carnegie Retail Park, Carnegie Drive, Dunfermline	10.5%	190	31.0%	112	29.9%	44	16.1%	17	3.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Halbeath Retail Park, Halbeath Road, Dunfermline	13.6%	244	45.3%	163	24.8%	37	30.5%	31	2.7%	12	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Carnegie Drive Retail Park, Dunfermline	0.1%	3	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Halbeath Retail Park, Halbeath Road, Dunfermline	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Halbeath Motor Park, Dunfermline	0.4%	6	1.5%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glenrothes	4.9%	89	0.0%	0	0.0%	0	0.0%	0	1.7%	7	24.1%	72	0.0%	0	4.0%	2	9.5%	7	0.0%	0	0.7%	0
Saltire Retail Park, Pentland Park, Glenrothes	5.8%	105	0.3%	1	0.0%	0	0.0%	0	3.1%	13	27.4%	82	2.8%	3	1.5%	1	6.7%	5	0.4%	1	0.0%	0
Screwfix, Newark Road South, Eastfield Industrial Estate, Glenrothes	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	1.6%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Kirkcaldy	5.4%	98	0.0%	0	1.1%	2	3.4%	4	11.7%	50	8.1%	24	8.6%	9	7.1%	4	3.1%	2	1.1%	2	1.6%	1
Fife Central Retail Park, Kirkcaldy	22.1%	399	1.4%	5	5.0%	7	10.9%	11	59.3%	255	25.4%	76	8.1%	9	16.8%	10	20.0%	15	1.7%	3	14.6%	8
Screwfix, Frederick Wilson Park, Kirkcaldy	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.7%	3	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leven	3.1%	56	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.5%	1	21.7%	24	25.4%	16	0.9%	1	0.0%	0	25.2%	13
Riverside Retail Park, Riverside Road, Leven	4.1%	74	0.0%	0	0.0%	0	0.0%	0	0.7%	3	0.6%	2	32.6%	35	33.5%	21	1.5%	1	0.0%	0	22.4%	12
Perth	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	8	0.0%	0	0.0%	0	0.8%	1	0.4%	1	0.0%	0
B&Q, Perth	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Homebase, St Catherines Retail Park, Old Market Road, Perth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Catherine's Retail Park, Perth	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springkerse Retail park, Stirling	0.1%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sterling Mills Outlet Shopping Village, The Devon Way, Tillicoultry	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order	5.5%	99	4.4%	16	11.5%	17	2.3%	2	3.9%	17	5.3%	16	5.2%	6	6.1%	4	4.7%	3	8.7%	15	8.7%	5

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
(Don't buy these goods)	15.3%	276	10.8%	39	8.7%	13	22.1%	23	17.3%	74	14.0%	42	30.6%	33	17.9%	11	11.2%	8	14.6%	25	15.2%	8
(Don't know / varies)	1.9%	34	1.2%	4	3.8%	6	0.8%	1	1.7%	7	3.7%	11	2.6%	3	0.0%	0	1.5%	1	0.6%	1	0.0%	0
Alloa	0.2%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anstruther	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	14.7%	8
Burntisland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowdenbeath	0.0%	1	0.0%	0	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
Cupar	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	19.5%	14	0.4%	1	0.0%	0
Edinburgh	0.8%	15	0.7%	2	6.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.4%	2	0.0%	0	0.7%	0
Elie & Earlsferry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
England	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falkirk	0.2%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falkland	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Inverkeithing	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverurie	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Livingston	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lochgelly	0.4%	7	0.0%	0	0.0%	0	0.0%	0	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosyth	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Andrews	2.8%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	5.4%	4	22.7%	38	12.3%	6
Weighted base:		1803		360		147		103		430		298		109		62		73		169		53
Sample:		1803		340		145		100		385		270		100		101		100		160		102

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Q11 Where do you most often buy other items of a mainly personal nature, such as sports goods, jewellery, books, toys, CDs, DVDs, computers, mobiles, cameras, electronic games etc.? You can mention up to two answers. [MR]																						
Dundee	4.9%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	21	1.6%	2	2.5%	2	16.0%	12	27.8%	47	12.0%	6
Kingsway West RP, Dundee	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Dunfermline	11.5%	207	24.1%	87	37.3%	55	27.0%	28	7.0%	30	2.2%	7	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carnegie Retail Park, Carnegie Drive, Dunfermline	0.9%	16	2.1%	7	2.8%	4	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halbeath Retail Park, Halbeath Road, Dunfermline	2.4%	44	6.7%	24	1.2%	2	7.1%	7	2.0%	9	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Halbeath Road Retail Park, Dunfermline	0.0%	1	0.0%	0	0.6%	1	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, St Leonards Street, Dunfermline	0.1%	3	0.7%	3	0.0%	0	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 Extra, Duloch Park, Dunfermline	0.4%	7	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Glenrothes	5.4%	98	0.0%	0	0.0%	0	0.6%	1	0.8%	3	27.2%	81	2.6%	3	8.9%	5	5.4%	4	0.0%	0	0.9%	0
Saltire Retail Park, Pentland Park, Glenrothes	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkcaldy	10.1%	182	0.2%	1	2.9%	4	2.7%	3	29.2%	125	5.3%	16	13.7%	15	20.7%	13	2.0%	1	1.1%	2	3.6%	2
Asda, Carberry Road, Kirkcaldy	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fife Central Retail Park, Kirkcaldy	3.3%	59	1.4%	5	1.1%	2	3.8%	4	8.8%	38	1.8%	5	0.0%	0	5.1%	3	0.7%	0	0.6%	1	0.9%	0
Leven	1.9%	35	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0	19.0%	21	19.4%	12	0.0%	0	0.0%	0	1.6%	1
Riverside Retail Park, Riverside Road, Leven	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.7%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Perth	1.6%	30	0.5%	2	0.6%	1	0.0%	0	0.0%	0	8.3%	25	0.0%	0	0.0%	0	2.1%	2	0.6%	1	0.0%	0
Asda, Perth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirling	0.2%	4	0.5%	2	0.5%	1	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springkerse Retail park, Stirling	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order (Don't buy these goods)	39.5%	712	46.9%	169	45.3%	67	30.1%	31	37.1%	159	36.8%	110	32.5%	35	26.8%	16	49.8%	37	40.3%	68	38.1%	20
(Don't know / varies)	19.1%	345	17.1%	62	11.4%	17	23.0%	24	20.7%	89	17.6%	53	31.4%	34	24.7%	15	10.5%	8	18.6%	31	24.1%	13
Abroad	2.9%	53	3.0%	11	2.2%	3	2.2%	2	2.9%	12	4.7%	14	4.1%	4	0.7%	0	2.5%	2	1.2%	2	2.5%	1
Alloa	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anstruther	0.2%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballingry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Cowdenbeath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cupar	0.2%	3	0.0%	0	0.0%	0	1.3%	1	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dalgety Bay	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	18.9%	14	1.0%	2	0.0%	0
Edinburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falkirk	5.3%	95	4.5%	16	14.4%	21	5.0%	5	6.8%	29	4.8%	14	0.9%	1	2.3%	1	1.3%	1	1.9%	3	4.3%	2
Glasgow	0.3%	6	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow	0.2%	4	0.5%	2	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1

Weighted:

Fife Council

March 2016

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Livingston	1.2%	22	2.7%	10	2.3%	3	1.5%	2	1.2%	5	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport-on-Tay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Pittenweem	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Andrews	3.3%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.9%	1	4.0%	2	9.8%	7	17.6%	30	30.0%	16
Ullapool	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Kinross	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1803	360	147	103	430	298	109	62	73	169	53											
Sample:	1803	340	145	100	385	270	100	101	100	160	102											

MeanScore: Very frequently=3, Quite frequently=2, Occasionally=1, Never=0

Q12 How often do you use the Internet for buying NON-FOOD goods, such as personal items and household goods?

Very frequently	20.7%	373	18.9%	68	21.9%	32	8.5%	9	21.5%	93	22.9%	68	26.2%	28	21.7%	13	27.2%	20	20.0%	34	14.9%	8
Quite frequently	27.4%	494	33.6%	121	38.0%	56	22.6%	23	23.3%	100	23.7%	71	22.5%	24	18.7%	12	29.7%	22	29.0%	49	30.8%	16
Occasionally	27.3%	493	29.8%	107	22.4%	33	36.3%	37	27.1%	117	23.5%	70	21.0%	23	19.5%	12	27.8%	20	33.4%	56	31.9%	17
Never	24.5%	443	17.5%	63	17.7%	26	32.6%	34	28.0%	120	29.9%	89	30.3%	33	40.1%	25	15.3%	11	17.6%	30	22.5%	12
(Don't know)	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	1.44	1.54	1.64	1.07	1.38	1.40	1.45	1.22	1.69	1.51	1.38											
Weighted base:	1803	360	147	103	430	298	109	62	73	169	53											
Sample:	1803	340	145	100	385	270	100	101	100	160	102											

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Q13 What is the main reason why you never do NON-FOOD shopping via the Internet?																						
<i>Those who never buy non-food goods via the Internet at Q12:</i>																						
Can't check the quality of the goods before buying	4.9%	22	3.9%	2	6.1%	2	0.0%	0	7.2%	9	5.4%	5	5.0%	2	3.5%	1	0.0%	0	2.6%	1	7.4%	1
Can't examine / feel the products (e.g. can't try clothes on)	6.9%	31	13.2%	8	8.7%	2	0.0%	0	3.6%	4	7.8%	7	15.7%	5	5.6%	1	5.2%	1	2.6%	1	7.4%	1
Delivery charges	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to find what I want	0.9%	4	1.1%	1	12.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to return items	0.0%	0	0.0%	0	0.0%	0	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 have access to the Internet / computer	33.8%	150	23.6%	15	14.0%	4	51.4%	17	41.6%	50	32.0%	29	20.3%	7	30.8%	8	23.8%	3	44.2%	13	42.2%	5
Don't like using computers	24.1%	107	25.1%	16	41.0%	11	16.3%	5	19.4%	23	23.4%	21	33.9%	11	29.6%	7	13.1%	1	24.4%	7	27.5%	3
Don't trust the Internet (unsafe)	7.4%	33	10.2%	6	5.3%	1	12.5%	4	8.3%	10	7.2%	6	2.2%	1	2.3%	1	8.7%	1	7.7%	2	0.0%	0
Goods can be damaged in transit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Having to be in to receive deliveries	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Internet shopping is taking away trade from the High Street	2.2%	10	1.5%	1	0.0%	0	1.9%	1	0.0%	0	2.9%	3	3.2%	1	13.7%	3	11.3%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can't afford to pay in cash for goods	0.5%	2	1.1%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Can't spare the time / too busy	1.3%	6	1.3%	1	0.0%	0	4.4%	1	2.2%	3	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to use (e.g. poor eyesight)	0.8%	3	0.0%	0	0.0%	0	3.9%	1	0.7%	1	0.8%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Never used / don't know how to use the Internet	2.6%	12	0.0%	0	0.0%	0	3.9%	1	2.8%	3	3.6%	3	8.8%	3	0.0%	0	8.7%	1	0.0%	0	0.0%	0
Not interested in shopping online	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.2%	1	0.0%	0	4.4%	0	0.0%	0	0.0%	0
Prefer to visit the shops in person	2.5%	11	5.0%	3	5.8%	2	0.0%	0	1.5%	2	2.5%	2	0.0%	0	0.0%	0	9.6%	1	2.6%	1	3.9%	0
Someone else does it for me	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many junk emails afterwards	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No particular reason)	9.6%	43	11.5%	7	3.2%	1	5.8%	2	10.0%	12	12.6%	11	6.6%	2	8.4%	2	4.4%	0	10.9%	3	11.6%	1
(Don't know / not sure)	1.1%	5	2.5%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.3%	1	5.2%	1	5.1%	2	0.0%	0
Weighted base:		443		63		26		34		120		89		33		25		11		30		12
Sample:		569		81		27		48		139		98		42		47		21		37		29

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Q14 Thinking about Internet shopping for NON-FOOD items, such as personal items and household goods, what do you like most about shopping on the Internet?																						
<i>Those who buy non-food goods via the Internet at Q12:</i>																						
Allows me to compare goods / prices at my leisure	3.8%	52	4.1%	12	8.7%	11	0.9%	1	3.8%	12	2.4%	5	7.9%	6	1.5%	1	1.8%	1	2.4%	3	1.1%	0
Better quality goods online	1.4%	18	3.8%	11	3.9%	5	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Can download items purchased online	0.1%	2	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get finance to pay for goods online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can read reviews of products online	0.4%	6	1.2%	4	0.0%	0	1.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Can shop 24 hours	2.5%	34	4.5%	13	3.5%	4	1.1%	1	0.9%	3	3.0%	6	1.2%	1	4.4%	2	0.9%	1	2.0%	3	1.2%	0
Can use my loyalty points online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices online	8.2%	112	8.1%	24	6.7%	8	6.5%	5	8.2%	25	5.7%	12	19.5%	15	5.7%	2	12.9%	8	8.7%	12	1.9%	1
City / town centre too large to walk round	0.4%	5	0.3%	1	1.4%	2	1.1%	1	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient	49.8%	678	49.3%	146	53.7%	65	77.2%	54	45.9%	142	49.7%	104	31.2%	24	48.2%	18	47.4%	29	52.3%	73	57.7%	24
Delivery service / saves carrying goods home	6.1%	83	2.3%	7	3.9%	5	0.9%	1	6.1%	19	6.0%	13	17.7%	13	8.5%	3	12.9%	8	8.1%	11	8.1%	3
Disabled / can't walk far	0.9%	13	0.6%	2	0.0%	0	0.9%	1	2.8%	9	0.5%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Don't have any shops near me	0.5%	7	0.9%	3	1.3%	2	0.0%	0	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.5%	1	2.3%	1
Don't have to find a parking space / drive there	0.3%	5	0.0%	0	1.4%	2	0.0%	0	0.6%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't like store shopping	0.7%	9	0.3%	1	1.3%	2	0.0%	0	1.3%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	3.5%	1
Easier to find the special offers online	1.0%	14	1.0%	3	0.0%	0	0.9%	1	0.9%	3	3.1%	6	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Get better guarantees online	0.3%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Greater choice / range online	10.4%	142	13.0%	39	7.6%	9	0.0%	0	12.3%	38	11.9%	25	7.2%	5	12.4%	5	4.4%	3	10.8%	15	8.6%	4
I can't get to the shops	0.5%	7	0.0%	0	0.7%	1	0.0%	0	0.9%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Makes it easier to keep to a budget	0.2%	3	0.8%	2	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
No car available / don't drive	0.3%	4	0.9%	3	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saves time	2.8%	38	1.5%	4	0.0%	0	0.0%	0	2.8%	9	5.6%	12	7.6%	6	4.0%	1	1.9%	1	2.4%	3	3.5%	1
There is no delivery fee / the fee is low	0.3%	4	0.0%	0	0.7%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon Prime	0.1%	1	0.0%	0	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
Availability of goods / always in stock	0.5%	7	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0
Can buy goods that are unavailable in the shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.9%	0
Don't have to go outside	0.7%	9	0.0%	0	0.0%	0	1.1%	1	2.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Full description / photos of items	0.6%	8	0.2%	1	0.0%	0	0.0%	0	0.4%	1	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Generally easier	1.0%	14	0.6%	2	0.6%	1	0.0%	0	1.5%	5	2.0%	4	0.0%	0	3.0%	1	2.8%	2	0.0%	0	0.0%	0
I like technology	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less distractions	0.1%	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	0.0%	0
More hygienic	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
No crowds / queues	0.3%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No pre-planning needed	0.1%	1	0.3%	1	0.0%	0	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 travelling	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Reliability	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
(No particular reason)	4.4%	60	4.9%	15	2.5%	3	4.0%	3	4.2%	13	1.9%	4	3.3%	3	9.5%	4	3.4%	2	8.0%	11	8.0%	3
(Don't know / not sure)	0.8%	11	1.2%	3	0.0%	0	1.9%	1	0.8%	3	0.7%	1	1.0%	1	1.4%	1	0.8%	0	0.0%	0	0.9%	0
Weighted base:	1360		297		121		69		309		209		76		37		62		139		41	
Sample:	1234		259		118		52		246		172		58		54		79		123		73	

MeanScore: Very frequently=3, Quite frequently=2, Occasionally=1, Never=0

Q15 Looking into the future, how frequently do you intend to use the Internet for NON-FOOD shopping?

Very frequently	25.4%	458	25.7%	93	33.0%	49	13.5%	14	24.6%	106	25.2%	75	22.5%	24	24.3%	15	31.8%	23	28.9%	49	19.3%	10
Quite frequently	25.0%	450	29.2%	105	30.8%	45	20.4%	21	19.4%	83	23.9%	71	31.7%	34	22.3%	14	26.3%	19	23.3%	39	33.4%	18
Occasionally	25.7%	463	26.5%	95	19.3%	29	32.2%	33	27.4%	118	26.4%	79	14.7%	16	16.1%	10	24.1%	18	30.5%	51	26.5%	14
Never	21.7%	392	15.0%	54	16.8%	25	33.3%	34	25.1%	108	22.4%	67	30.3%	33	37.3%	23	14.9%	11	16.3%	27	19.0%	10
(Don't know)	2.2%	40	3.6%	13	0.0%	0	0.6%	1	3.5%	15	2.1%	6	0.8%	1	0.0%	0	2.8%	2	1.0%	2	1.7%	1
Mean:		1.55		1.68		1.80		1.14		1.45		1.53		1.47		1.34		1.77		1.66		1.54
Weighted base:		1803		360		147		103		430		298		109		62		73		169		53
Sample:		1803		340		145		100		385		270		100		101		100		160		102

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk									
MeanScore: visits per week																				
D16 Thinking about Dunfermline Town Centre, how often do you visit it, on average?																				
<i>Those who live within zones 1,2 & 3:</i>																				
Daily	2.7%	17	4.2%	15	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every 2 days	1.1%	7	1.6%	6	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Between 3 times and six times a week	9.9%	60	10.9%	39	8.2%	12	8.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weekly	29.1%	178	34.5%	124	23.0%	34	19.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 times a month	15.5%	95	15.6%	56	16.9%	25	13.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	22.3%	136	15.2%	55	33.1%	49	31.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less frequently than once a month	10.8%	66	10.3%	37	7.9%	12	16.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	8.0%	49	6.8%	24	10.0%	15	9.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	3	0.8%	3	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>1.13</i>		<i>1.34</i>		<i>0.84</i>		<i>0.82</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>
Weighted base:		610		360		147		103		0		0		0		0		0		0
Sample:		585		340		145		100		0		0		0		0		0		0

D17 How do you normally travel to Dunfermline Town Centre?*Those who visit Dunfermline Town Centre at D16:*

Drive self in car / van	61.5%	345	55.8%	187	74.9%	100	62.9%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Passenger in car / van	6.9%	39	6.7%	23	7.4%	10	7.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	11.2%	63	18.3%	61	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	19.2%	108	18.2%	61	15.2%	20	28.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.2%	1	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle	0.2%	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
Disability vehicle (wheelchair, scooter etc.)	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	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 / varies)	0.4%	2	0.5%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		561		335		133		93		0		0		0		0		0		0
Sample:		540		323		131		86		0		0		0		0		0		0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk									
D18 What typically, are your main reasons for visiting Dunfermline Town Centre (i.e. what range of things do you do when you get there)? [MR]																				
<i>Those who visit Dunfermline Town Centre at D16:</i>																				
Buy fast food / takeaways	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	12.2%	68	15.1%	50	5.9%	8	10.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gaming	0.4%	2	0.0%	0	0.6%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Get petrol / fuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meet family and friends	4.3%	24	3.7%	12	4.5%	6	6.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	42.0%	236	44.3%	149	25.7%	34	57.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping generally	28.6%	161	22.8%	76	47.2%	63	23.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports / leisure facilities	2.1%	12	3.1%	10	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taking children to / from school	0.6%	3	0.5%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	0.4%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit clubs, halls, societies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit financial / professional services (e.g. banks, building societies, estate agents etc.)	16.8%	94	23.4%	79	6.7%	9	7.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit other services (such as travel agents, hairdressers, betting shops, libraries etc.)	9.4%	53	12.9%	43	5.5%	7	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit pubs	3.1%	17	4.7%	16	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit restaurants / cafés	22.8%	128	27.0%	91	18.3%	24	14.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk around / browse	27.0%	151	24.3%	82	27.4%	36	35.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work / study	3.6%	20	4.3%	15	3.7%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donate items to 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
Go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pick up / drop off a friend / relative	0.7%	4	0.5%	2	0.6%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit medical services (doctor, dentist, optician, vet etc.)	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the beach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the park	0.2%	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
(Don't know / can't remember)	0.5%	3	0.9%	3	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 particular main reason)	1.1%	6	0.8%	3	1.9%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		561		335		133		93		0		0		0		0		0		0
Sample:		540		323		131		86		0		0		0		0		0		0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
MeanScore: hours per visit																						
D19 On average, how long do you normally spend in Dunfermline Town Centre when you visit?																						
<i>Those who visit Dunfermline Town Centre at D16:</i>																						
Less than 30 minutes	3.8%	21	4.4%	15	3.7%	5	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
30 minutes - 59 minutes	12.3%	69	15.5%	52	9.1%	12	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 hour – 1 hour 59 minutes	34.4%	193	35.2%	118	33.6%	45	32.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 hours – 2 hours 59 minutes	38.1%	214	33.0%	111	47.6%	63	42.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 hours – 3 hours 59 minutes	7.3%	41	6.5%	22	5.0%	7	13.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 hours or more	2.1%	12	2.8%	10	0.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.1%	12	2.5%	9	0.5%	1	2.7%	3	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>2.00</i>		<i>1.94</i>		<i>1.99</i>		<i>2.23</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>
Weighted base:		561		335		133		93		0		0		0		0		0		0		0
Sample:		540		323		131		86		0		0		0		0		0		0		0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
D20 What do you LIKE MOST about Dunfermline Town Centre for shopping and as a place to visit generally? [MR]																						
<i>Those who visit Dunfermline Town Centre at D16:</i>																						
Attractive environment generally	7.8%	44	9.3%	31	7.1%	9	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Availability of parking	0.8%	5	0.7%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Childrens' play park	0.3%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean streets	1.6%	9	2.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home / convenient / close to work	29.1%	163	32.3%	108	21.3%	28	28.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy / pleasant to walk about / pedestrian areas	3.1%	18	2.7%	9	3.7%	5	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evening / nightlife	0.0%	0	0.0%	0	0.0%	0	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	0.3%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / community atmosphere	1.0%	6	1.4%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Historic character	1.5%	8	2.3%	8	0.5%	1	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 facilities	0.6%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice day out	0.4%	2	0.3%	1	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.6%	3	0.6%	2	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	0.8%	4	0.0%	0	2.4%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of cafes & restaurants	3.9%	22	3.6%	12	4.8%	6	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of pubs	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of clothes shops	2.5%	14	2.9%	10	1.8%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of independent shops	1.1%	6	0.5%	2	0.6%	1	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops	2.5%	14	3.1%	11	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range / choice of shops generally	11.5%	64	5.5%	19	21.4%	28	18.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range / choice of clothes shops	1.7%	10	1.9%	7	0.6%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range / choice of larger stores	2.3%	13	1.4%	5	1.3%	2	6.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of independent shops	0.4%	2	0.4%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Service in 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
Other	3.6%	20	2.7%	9	3.7%	5	6.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact layout / shops close together	4.1%	23	3.2%	11	9.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Covered shopping area	1.0%	6	1.0%	3	1.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easily accessible	0.6%	3	0.8%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	0.9%	5	1.2%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a Debenhams store	0.6%	3	0.8%	3	0.5%	1	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 / don't	34.0%	191	39.3%	132	27.4%	36	24.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
like or dislike) (Don't know / can't remember)	1.6% 9	1.7% 6	1.3% 2	1.5% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	561	335	133	93	0	0	0	0	0	0	0
Sample:	540	323	131	86	0	0	0	0	0	0	0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk									
D21 What do you DISLIKE MOST about Dunfermline Town Centre for shopping and as a place to visit generally? [MR]																				
<i>Those who visit Dunfermline Town Centre at D16:</i>																				
Anti-social behaviour	1.5%	9	2.1%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derelict / unattractive sites	7.0%	39	10.0%	34	3.0%	4	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to 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
Dirty streets / cleaning	1.5%	9	2.3%	8	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient parking	4.0%	22	3.4%	12	4.3%	6	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack / limited leisure facilities	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of pedestrian areas	0.5%	3	0.5%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited parking	7.7%	43	6.7%	23	3.2%	4	17.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of larger stores	3.0%	17	3.2%	11	3.1%	4	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant shops	10.0%	56	11.5%	39	7.3%	10	8.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor pedestrian access / connections in the town	1.0%	5	1.2%	4	0.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security / policing	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.4%	2	0.5%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices	1.4%	8	1.3%	4	1.9%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.3%	2	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	1.2%	7	1.6%	5	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of cafés & restaurants	2.2%	13	2.4%	8	1.8%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	12.7%	71	16.9%	57	9.6%	13	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of clothes shops	5.9%	33	8.8%	30	1.7%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of shops generally	28.1%	158	35.4%	119	20.1%	27	13.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Service in 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
Too far from home / place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	0.7%	4	0.6%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment generally	4.8%	27	5.2%	17	5.7%	8	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.1%	17	4.2%	14	1.8%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cars in the pedestrian areas	0.4%	2	0.3%	1	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive parking	6.0%	34	5.4%	18	7.7%	10	5.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Needs a complete refurbishment	0.4%	2	0.5%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesirable clientele (e.g. beggars, homeless people, drug addicts etc.)	3.3%	19	4.9%	16	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

Fife Council

March 2016

	Total	Zone 1 - Dunfermline		Zone 2 - Dalgety Bay / Rosyth		Zone 3 - Cowdenbeath/ Kelty		Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk						
Too many charity shops	4.9%	27	5.9%	20	4.2%	6	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many cheap shops	1.3%	7	1.5%	5	1.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uneven / broken pavements	0.5%	3	0.3%	1	0.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	29.5%	166	21.4%	72	39.5%	52	44.6%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.7%	4	0.7%	2	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		561		335		133		93	0	0	0	0	0	0	0	0	0	0	0	0
Sample:		540		323		131		86	0	0	0	0	0	0	0	0	0	0	0	0

MeanScore: Good=2, Average=1, Poor=-1

D22 Overall, how do you rate Dunfermline Town Centre on the following aspects as 'Good', 'Average' or 'Poor'? [MR/PR]

Those who visit Dunfermline Town Centre at D16:

As a pleasant place to visit

Good	39.7%	223	34.4%	116	44.4%	59	51.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	45.6%	256	46.8%	157	45.4%	60	41.7%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	14.5%	81	18.8%	63	10.1%	13	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.11		0.97		1.24		1.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:		561		335		133		93	0	0	0	0	0	0	0	0	0	0	0	0
Sample:		540		323		131		86	0	0	0	0	0	0	0	0	0	0	0	0

Parking availability

Good	37.8%	212	31.5%	106	52.5%	70	39.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	30.5%	171	35.0%	117	24.2%	32	22.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	22.0%	124	23.8%	80	16.8%	22	23.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	9.7%	54	9.6%	32	6.6%	9	14.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.93		0.82		1.20		0.93	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:		561		335		133		93	0	0	0	0	0	0	0	0	0	0	0	0
Sample:		540		323		131		86	0	0	0	0	0	0	0	0	0	0	0	0

Quality of shops

Good	24.2%	136	16.6%	56	33.2%	44	38.5%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	48.1%	270	48.8%	164	43.6%	58	52.0%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	27.3%	154	34.2%	115	23.2%	31	8.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.4%	2	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.69		0.48		0.87		1.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:		561		335		133		93	0	0	0	0	0	0	0	0	0	0	0	0
Sample:		540		323		131		86	0	0	0	0	0	0	0	0	0	0	0	0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk												
Range and choice of shops																							
Good	19.5%	109	16.3%	55	21.9%	29	27.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Average	45.1%	253	40.9%	137	47.8%	63	56.4%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor	34.9%	196	42.5%	143	30.4%	40	14.1%	13	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%	3	0.2%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:		0.49		0.31		0.61		0.99		0.00		0.00		0.00		0.00		0.00		0.00		0.00	0.00
Weighted base:		561		335		133		93		0		0		0		0		0		0		0	0
Sample:		540		323		131		86		0		0		0		0		0		0		0	0
Range and quality of restaurants and cafes																							
Good	37.4%	210	34.9%	117	40.2%	53	42.2%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Average	40.8%	229	45.7%	153	27.4%	36	42.2%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor	14.0%	78	11.6%	39	21.8%	29	11.3%	11	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)	7.8%	44	7.7%	26	10.6%	14	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:		1.10		1.13		0.96		1.21		0.00		0.00		0.00		0.00		0.00		0.00		0.00	0.00
Weighted base:		561		335		133		93		0		0		0		0		0		0		0	0
Sample:		540		323		131		86		0		0		0		0		0		0		0	0
Town centre environment																							
Good	34.0%	191	29.1%	98	37.9%	50	46.1%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Average	46.4%	261	47.7%	160	45.9%	61	42.3%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor	18.4%	104	22.3%	75	16.2%	21	7.8%	7	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)	1.1%	6	0.8%	3	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:		0.97		0.84		1.06		1.32		0.00		0.00		0.00		0.00		0.00		0.00		0.00	0.00
Weighted base:		561		335		133		93		0		0		0		0		0		0		0	0
Sample:		540		323		131		86		0		0		0		0		0		0		0	0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk	
D23 What improvements to Dunfermline Town Centre would make you visit there more often? [MR]												
<i>Those who visit Dunfermline Town Centre at D16:</i>												
An outdoor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.7%	4	0.7%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Better sign posting	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	3.3%	19	4.4%	15	2.3%	3	0.7%	1	0.0%	0	0.0%	0
Covered shopping malls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment generally	7.8%	44	7.6%	25	7.2%	10	9.7%	9	0.0%	0	0.0%	0
Less traffic congestion	1.3%	7	1.6%	5	0.7%	1	0.8%	1	0.0%	0	0.0%	0
Lower prices	0.4%	2	0.0%	0	1.3%	2	0.8%	1	0.0%	0	0.0%	0
More / better food shops	3.5%	20	5.0%	17	1.8%	2	0.7%	1	0.0%	0	0.0%	0
More / better restaurants / cafés	8.5%	48	8.5%	28	10.6%	14	5.5%	5	0.0%	0	0.0%	0
More / better shops generally	41.8%	235	47.7%	160	41.0%	54	21.8%	20	0.0%	0	0.0%	0
More / cheaper parking	12.5%	70	11.0%	37	13.0%	17	17.2%	16	0.0%	0	0.0%	0
More department stores / larger stores	11.4%	64	12.8%	43	10.8%	14	7.3%	7	0.0%	0	0.0%	0
More leisure facilities	0.3%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More non- retail services	0.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
More pedestrianised streets	1.5%	8	1.2%	4	2.5%	3	0.8%	1	0.0%	0	0.0%	0
More security / policing	0.6%	3	0.3%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0
More specialist shops	9.5%	53	12.0%	40	4.2%	6	7.8%	7	0.0%	0	0.0%	0
More / better clothes & fashion stores	10.8%	61	11.5%	39	8.9%	12	11.0%	10	0.0%	0	0.0%	0
Other	7.3%	41	8.2%	27	3.6%	5	9.5%	9	0.0%	0	0.0%	0
Better disabled access	0.5%	3	0.7%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Better pavement maintenance	0.7%	4	0.9%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Free parking	1.5%	8	1.1%	4	3.5%	5	0.0%	0	0.0%	0	0.0%	0
Less charity shops	2.0%	11	2.9%	10	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Less cheap shops (i.e. Poundland, 99p store etc.)	1.2%	7	2.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	3.0%	17	4.1%	14	1.9%	2	0.7%	1	0.0%	0	0.0%	0
More / better independent shops	1.4%	8	2.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More children's shops / activities	1.7%	9	0.5%	2	2.5%	3	4.7%	4	0.0%	0	0.0%	0
Remove beggars / drug addicts from the streets	1.7%	9	2.6%	9	0.5%	1	0.0%	0	0.0%	0	0.0%	0
(Nothing / no change)	17.9%	100	16.1%	54	18.5%	25	23.3%	22	0.0%	0	0.0%	0
(Don't know)	4.3%	24	3.1%	10	5.6%	7	7.0%	7	0.0%	0	0.0%	0
Weighted base:	561		335		133		93		0		0	
Sample:	540		323		131		86		0		0	

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk	
D24 On average, how often do you visit Dunfermline Town Centre in the evenings (i.e. after 6pm)?												
<i>Those who visit Dunfermline Town Centre at D16:</i>												
Daily	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every 2 days	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Between 3 times and 6 times a week	0.6%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weekly	2.8%	16	3.1%	10	3.5%	5	0.7%	1	0.0%	0	0.0%	0
2-3 times a month	3.9%	22	5.8%	19	0.7%	1	1.7%	2	0.0%	0	0.0%	0
Once a month	8.5%	48	9.1%	30	6.1%	8	9.6%	9	0.0%	0	0.0%	0
Less frequently than once a month	24.9%	140	26.7%	90	28.2%	37	13.9%	13	0.0%	0	0.0%	0
Never	58.2%	327	53.6%	180	60.7%	81	71.1%	66	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	5	0.4%	1	0.8%	1	3.0%	3	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.14</i>		<i>0.18</i>		<i>0.09</i>		<i>0.06</i>		<i>0.00</i>		<i>0.00</i>
Weighted base:		561		335		133		93		0		0
Sample:		540		323		131		86		0		0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk	
D25 Why do you never visit Dunfermline Town Centre? [MR]												
<i>Those who never visit Dunfermline Town Centre at D16:</i>												
Anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derelect / unattractive sites	1.7%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Difficult to stop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty streets / cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient parking	6.7%	3	0.0%	0	17.8%	3	6.6%	1	0.0%	0	0.0%	0
Lack / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of pedestrian areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited parking	6.9%	3	0.0%	0	0.0%	0	34.3%	3	0.0%	0	0.0%	0
Limited range of larger stores	1.7%	1	0.0%	0	0.0%	0	8.5%	1	0.0%	0	0.0%	0
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor pedestrian access / connections in the town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	1.9%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of cafés & restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	6.3%	3	2.9%	1	6.1%	1	15.1%	1	0.0%	0	0.0%	0
Range of clothes shops	3.1%	2	0.0%	0	4.7%	1	8.5%	1	0.0%	0	0.0%	0
Range of shops generally	13.6%	7	27.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far from home / place of work	1.7%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	1.4%	1	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0
Unattractive environment generally	4.6%	2	2.9%	1	10.3%	2	0.0%	0	0.0%	0	0.0%	0
Other	14.6%	7	29.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled / housebound	16.6%	8	19.7%	5	9.4%	1	19.8%	2	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	25.8%	13	17.0%	4	41.3%	6	24.1%	2	0.0%	0	0.0%	0
(Don't know / can't remember)	3.2%	2	0.0%	0	6.1%	1	6.6%	1	0.0%	0	0.0%	0
Weighted base:		49		24		15		10		0		0
Sample:		45		17		14		14		0		0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
D26 What would make you visit Dunfermline Town Centre more often in the evenings? [MR]																						
<i>Those who live within zones 1, 2 or 3:</i>																						
Better town centre environment	0.4%	2	0.2%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier access / less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved parking facilities	0.5%	3	0.0%	0	1.0%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved town centre security	1.8%	11	2.9%	10	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer / later opening hours	0.3%	2	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs	3.5%	22	3.6%	13	5.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better restaurants / cafés	8.9%	54	11.4%	41	6.2%	9	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cultural facilities	0.6%	4	0.9%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More evening events	2.8%	17	3.2%	11	3.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More family orientated facilities	1.1%	7	1.6%	6	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities	0.4%	2	0.2%	1	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More night clubs	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More things to do generally	2.2%	13	2.3%	8	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Music / arts / performances / concerts	2.6%	16	2.2%	8	2.1%	3	4.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops open later	1.1%	7	1.0%	4	1.7%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.9%	12	1.2%	4	0.6%	1	6.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice / quality of shops	1.7%	11	1.8%	7	1.7%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better policing / security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free baby-sitting service	1.1%	6	1.6%	6	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better shows on at the theatre	0.4%	2	0.0%	0	1.0%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events for adults	0.4%	3	0.5%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events for children	1.3%	8	1.8%	6	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events for the elderly	0.8%	5	0.5%	2	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a cinema	0.5%	3	0.7%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	68.8%	420	67.6%	243	74.4%	110	65.1%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.1%	19	2.6%	9	0.0%	0	9.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		610		360		147		103		0		0		0		0		0		0		0
Sample:		585		340		145		100		0		0		0		0		0		0		0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
D27 Do you take part in any of the following leisure activities when you visit Dunfermline Town Centre? [MR/PR]																						
<i>Those who visit Dunfermline Town Centre at D16:</i>																						
Bingo	5.1%	29	5.5%	19	4.3%	6	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	33.1%	186	30.8%	103	38.0%	50	34.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre / gym	26.9%	151	32.6%	109	20.6%	27	15.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nightclub / disco	8.3%	46	6.4%	22	10.5%	14	11.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pub / wine bar	44.6%	250	46.8%	157	45.3%	60	35.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafés	62.8%	353	65.3%	219	65.5%	87	50.2%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swimming	30.1%	169	35.3%	118	28.5%	38	13.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ten-pin bowling	22.4%	126	19.6%	66	28.8%	38	23.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre / concert	53.4%	300	55.8%	187	54.3%	72	43.5%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.6%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None)	19.0%	107	16.7%	56	13.7%	18	35.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		561		335		133		93		0		0		0		0		0		0		0
Sample:		540		323		131		86		0		0		0		0		0		0		0

MeanScore: visits per week**K16 Thinking about Kirkcaldy Town Centre, how often do you visit it, on average?***Those who live within zones 4, 6 & 7:*

Daily	2.1%	12	0.0%	0	0.0%	0	0.0%	0	2.7%	12	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Every 2 days	1.0%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Between 3 times and six times a week	7.0%	42	0.0%	0	0.0%	0	0.0%	0	9.1%	39	0.0%	0	0.7%	1	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Weekly	20.0%	120	0.0%	0	0.0%	0	0.0%	0	23.1%	99	0.0%	0	12.3%	13	11.9%	7	0.0%	0	0.0%	0	0.0%	0
2-3 times a month	14.5%	87	0.0%	0	0.0%	0	0.0%	0	16.4%	70	0.0%	0	9.1%	10	10.8%	7	0.0%	0	0.0%	0	0.0%	0
Once a month	20.5%	123	0.0%	0	0.0%	0	0.0%	0	19.3%	83	0.0%	0	21.8%	24	26.4%	16	0.0%	0	0.0%	0	0.0%	0
Less frequently than once a month	20.2%	121	0.0%	0	0.0%	0	0.0%	0	17.1%	73	0.0%	0	28.9%	31	26.9%	17	0.0%	0	0.0%	0	0.0%	0
Never	13.8%	83	0.0%	0	0.0%	0	0.0%	0	10.0%	43	0.0%	0	26.7%	29	18.1%	11	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	4	0.0%	0	0.7%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Mean:		0.86		0.00		0.00		0.00		1.05		0.00		0.29		0.50		0.00		0.00		0.00
Weighted base:		600		0		0		0		430		0		109		62		0		0		0
Sample:		586		0		0		0		385		0		100		101		0		0		0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
K17 How do you normally travel to Kirkcaldy Town Centre?																						
<i>Those who visit Kirkcaldy Town Centre at K16:</i>																						
Drive self in car / van	53.5%	277	0.0%	0	0.0%	0	0.0%	0	50.5%	196	0.0%	0	55.3%	44	73.6%	37	0.0%	0	0.0%	0	0.0%	0
Passenger in car / van	11.3%	58	0.0%	0	0.0%	0	0.0%	0	9.6%	37	0.0%	0	20.1%	16	10.3%	5	0.0%	0	0.0%	0	0.0%	0
Walk	8.6%	44	0.0%	0	0.0%	0	0.0%	0	11.5%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	22.8%	118	0.0%	0	0.0%	0	0.0%	0	23.4%	91	0.0%	0	24.6%	20	15.0%	8	0.0%	0	0.0%	0	0.0%	0
Taxi	0.9%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (wheelchair, scooter 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
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.3%	12	0.0%	0	0.0%	0	0.0%	0	2.9%	11	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		517		0		0		0		387		0		80		50		0		0		0
Sample:		501		0		0		0		346		0		75		80		0		0		0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk													
K18 What typically, are your main reasons for visiting Kirkcaldy Town Centre (i.e. what range of things do you do when you get there)? [MR]																								
<i>Those who visit Kirkcaldy Town Centre at K16:</i>																								
Buy fast food / 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		
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		
Food shopping	18.4%	95	0.0%	0	0.0%	0	0.0%	0	19.7%	76	0.0%	0	12.9%	10	17.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gaming	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 petrol / fuel	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meet family and friends	3.8%	20	0.0%	0	0.0%	0	0.0%	0	4.1%	16	0.0%	0	3.3%	3	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	33.6%	174	0.0%	0	0.0%	0	0.0%	0	33.8%	131	0.0%	0	29.8%	24	38.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping generally	33.5%	173	0.0%	0	0.0%	0	0.0%	0	33.2%	128	0.0%	0	35.1%	28	33.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports / leisure facilities	1.8%	9	0.0%	0	0.0%	0	0.0%	0	2.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taking children to / from school	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit clubs, halls, societies	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit financial / professional services (e.g. banks, building societies, estate agents etc.)	8.0%	42	0.0%	0	0.0%	0	0.0%	0	10.4%	40	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit other services (such as travel agents, hairdressers, betting shops, libraries etc.)	6.1%	31	0.0%	0	0.0%	0	0.0%	0	7.4%	29	0.0%	0	2.2%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit pubs	1.9%	10	0.0%	0	0.0%	0	0.0%	0	1.1%	4	0.0%	0	7.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit restaurants / cafés	11.6%	60	0.0%	0	0.0%	0	0.0%	0	13.7%	53	0.0%	0	5.2%	4	6.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk around / browse	26.6%	138	0.0%	0	0.0%	0	0.0%	0	28.6%	111	0.0%	0	17.3%	14	25.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work / study	2.5%	13	0.0%	0	0.0%	0	0.0%	0	1.8%	7	0.0%	0	6.1%	5	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donate items to charity shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pick up / drop off a friend / relative	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit medical services (doctor, dentist, optician, vet etc.)	1.3%	7	0.0%	0	0.0%	0	0.0%	0	1.7%	7	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the beach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / can't remember)	1.8%	9	0.0%	0	0.0%	0	0.0%	0	1.7%	7	0.0%	0	2.0%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No particular main reason)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		517		0		0		0		387		0		80		50		0		0		0		0
Sample:		501		0		0		0		346		0		75		80		0		0		0		0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
MeanScore: hours per visit																						
K19 On average, how long do you normally spend in Kirkcaldy Town Centre when you visit?																						
<i>Those who visit Kirkcaldy Town Centre at K16:</i>																						
Less than 30 minutes	6.0%	31	0.0%	0	0.0%	0	0.0%	0	5.4%	21	0.0%	0	11.2%	9	2.4%	1	0.0%	0	0.0%	0	0.0%	0
30 minutes - 59 minutes	14.2%	73	0.0%	0	0.0%	0	0.0%	0	13.3%	52	0.0%	0	15.6%	12	18.7%	9	0.0%	0	0.0%	0	0.0%	0
1 hour – 1 hour 59 minutes	39.4%	204	0.0%	0	0.0%	0	0.0%	0	44.4%	172	0.0%	0	18.5%	15	34.1%	17	0.0%	0	0.0%	0	0.0%	0
2 hours – 2 hours 59 minutes	29.7%	153	0.0%	0	0.0%	0	0.0%	0	27.4%	106	0.0%	0	35.5%	28	37.7%	19	0.0%	0	0.0%	0	0.0%	0
3 hours – 3 hours 59 minutes	4.7%	24	0.0%	0	0.0%	0	0.0%	0	4.7%	18	0.0%	0	5.6%	4	3.0%	2	0.0%	0	0.0%	0	0.0%	0
4 hours or more	1.7%	9	0.0%	0	0.0%	0	0.0%	0	1.7%	7	0.0%	0	1.8%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.3%	22	0.0%	0	0.0%	0	0.0%	0	3.0%	12	0.0%	0	11.8%	9	3.1%	2	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		<i>1.81</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>1.80</i>		<i>0.00</i>		<i>1.85</i>		<i>1.84</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>
Weighted base:		517		0		0		0		387		0		80		50		0		0		0
Sample:		501		0		0		0		346		0		75		80		0		0		0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
K20 What do you LIKE MOST about Kirkcaldy Town Centre for shopping and as a place to visit generally? [MR]																						
<i>Those who visit Kirkcaldy Town Centre at K16:</i>																						
Attractive environment generally	1.5%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	5	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Availability of parking	2.5%	13	0.0%	0	0.0%	0	0.0%	0	1.9%	7	0.0%	0	3.1%	2	5.8%	3	0.0%	0	0.0%	0	0.0%	0
Childrens' play park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean streets	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home / convenient / close to work	17.4%	90	0.0%	0	0.0%	0	0.0%	0	20.9%	81	0.0%	0	7.7%	6	5.9%	3	0.0%	0	0.0%	0	0.0%	0
Easy / pleasant to walk about / pedestrian areas	2.5%	13	0.0%	0	0.0%	0	0.0%	0	2.1%	8	0.0%	0	5.0%	4	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Evening / nightlife	0.0%	0	0.0%	0	0.0%	0	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	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / community atmosphere	0.9%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	4	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Historic character	0.0%	0	0.0%	0	0.0%	0	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 facilities	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice day out	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	3	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Prices	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	1.1%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Quality / range of cafes & restaurants	2.5%	13	0.0%	0	0.0%	0	0.0%	0	1.6%	6	0.0%	0	5.1%	4	4.7%	2	0.0%	0	0.0%	0	0.0%	0
Quality / range of pubs	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of clothes shops	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of independent shops	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops	1.7%	9	0.0%	0	0.0%	0	0.0%	0	1.7%	6	0.0%	0	2.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Range / choice of shops generally	12.3%	64	0.0%	0	0.0%	0	0.0%	0	11.2%	43	0.0%	0	17.5%	14	13.3%	7	0.0%	0	0.0%	0	0.0%	0
Range / choice of clothes shops	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	4	0.0%	0	2.0%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Range / choice of larger stores	1.9%	10	0.0%	0	0.0%	0	0.0%	0	1.8%	7	0.0%	0	3.0%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Range of independent shops	0.9%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	4	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Security / policing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Service in 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
Other	2.5%	13	0.0%	0	0.0%	0	0.0%	0	2.7%	10	0.0%	0	1.8%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Compact layout / shops close together	3.0%	16	0.0%	0	0.0%	0	0.0%	0	1.9%	7	0.0%	0	5.0%	4	8.6%	4	0.0%	0	0.0%	0	0.0%	0
Covered shopping area	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	3.3%	3	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Easily accessible	1.1%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	4	0.0%	0	0.9%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	1.6%	8	0.0%	0	0.0%	0	0.0%	0	1.9%	7	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a Marks & Spencer store	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	3	0.0%	0	1.8%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Large town centre	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0	7.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Range / choice of cheap shops	0.5%	3	0.0%	0	0.0%	0	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	48.2%	249	0.0%	0	0.0%	0	50.1%	194	0.0%	0	36.5%	29	52.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.1%	11	0.0%	0	0.0%	0	2.1%	8	0.0%	0	2.7%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	517		0	0	0	387	0	80	50	0	0	0										
Sample:	501		0	0	0	346	0	75	80	0	0	0										

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
K21 What do you DISLIKE MOST about Kirkcaldy Town Centre for shopping and as a place to visit generally? [MR]																						
<i>Those who visit Kirkcaldy Town Centre at K16:</i>																						
Anti-social behaviour	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derelict / unattractive sites	5.8%	30	0.0%	0	0.0%	0	0.0%	0	6.6%	26	0.0%	0	2.2%	2	5.2%	3	0.0%	0	0.0%	0	0.0%	0
Difficult to 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
Dirty streets / cleaning	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient parking	4.4%	23	0.0%	0	0.0%	0	0.0%	0	5.4%	21	0.0%	0	1.8%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lack / limited leisure facilities	1.8%	9	0.0%	0	0.0%	0	0.0%	0	2.2%	8	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of pedestrian areas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited parking	6.7%	35	0.0%	0	0.0%	0	0.0%	0	7.9%	31	0.0%	0	4.1%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Limited range of larger stores	2.7%	14	0.0%	0	0.0%	0	0.0%	0	3.2%	12	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cafés / café culture needed	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant shops	17.2%	89	0.0%	0	0.0%	0	0.0%	0	16.6%	64	0.0%	0	20.7%	16	16.7%	8	0.0%	0	0.0%	0	0.0%	0
Poor pedestrian access / connections in the town	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Prices	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	2.7%	14	0.0%	0	0.0%	0	0.0%	0	3.2%	12	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of cafés & restaurants	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	6.1%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	7.4%	38	0.0%	0	0.0%	0	0.0%	0	7.7%	30	0.0%	0	6.5%	5	6.4%	3	0.0%	0	0.0%	0	0.0%	0
Range of clothes shops	4.5%	23	0.0%	0	0.0%	0	0.0%	0	3.6%	14	0.0%	0	7.2%	6	7.2%	4	0.0%	0	0.0%	0	0.0%	0
Range of shops generally	29.4%	152	0.0%	0	0.0%	0	0.0%	0	32.8%	127	0.0%	0	18.8%	15	19.8%	10	0.0%	0	0.0%	0	0.0%	0
Service in shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Too far from home / place of work	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	1.0%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment generally	4.0%	21	0.0%	0	0.0%	0	0.0%	0	5.0%	20	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other	4.3%	22	0.0%	0	0.0%	0	0.0%	0	4.4%	17	0.0%	0	2.2%	2	6.9%	3	0.0%	0	0.0%	0	0.0%	0
Cars in the pedestrian areas	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Disabled people who park anywhere	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Expensive parking	1.3%	7	0.0%	0	0.0%	0	0.0%	0	1.4%	5	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Limited disabled access	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Needs a complete refurbishment	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

Fife Council

March 2016

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Not enough free parking	2.4%	12	0.0%	0	0.0%	0	0.0%	0	2.5%	10	0.0%	0	2.2%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	3.7%	19	0.0%	0	0.0%	0	0.0%	0	3.4%	13	0.0%	0	0.9%	1	9.8%	5	0.0%	0	0.0%	0	0.0%	0
Undesirable clientele (e.g. beggars, homeless people, drug addicts etc.)	2.7%	14	0.0%	0	0.0%	0	0.0%	0	3.2%	12	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	24.7%	127	0.0%	0	0.0%	0	0.0%	0	21.0%	81	0.0%	0	40.9%	33	26.8%	14	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	3	0.0%	0	1.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		517		0		0		0		387		0		80		50		0		0		0
Sample:		501		0		0		0		346		0		75		80		0		0		0

MeanScore: Good=2, Average=1, Poor=-1

K22 Overall, how do you rate Kirkcaldy Town Centre on the following aspects as 'Good', 'Average' or 'Poor'? [MR/PR]

Those who visit Kirkcaldy Town Centre at K16:

As a pleasant place to visit

Good	27.9%	144	0.0%	0	0.0%	0	0.0%	0	25.0%	97	0.0%	0	46.8%	37	20.2%	10	0.0%	0	0.0%	0	0.0%	0
Average	46.4%	240	0.0%	0	0.0%	0	0.0%	0	44.3%	172	0.0%	0	46.6%	37	62.3%	31	0.0%	0	0.0%	0	0.0%	0
Poor	25.4%	131	0.0%	0	0.0%	0	0.0%	0	30.5%	118	0.0%	0	6.5%	5	15.8%	8	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Mean:		0.77		0.00		0.00		0.00		0.64		0.00		1.34		0.88		0.00		0.00		0.00
Weighted base:		517		0		0		0		387		0		80		50		0		0		0
Sample:		501		0		0		0		346		0		75		80		0		0		0

Parking availability

Good	35.6%	184	0.0%	0	0.0%	0	0.0%	0	31.0%	120	0.0%	0	45.5%	36	56.1%	28	0.0%	0	0.0%	0	0.0%	0
Average	27.8%	144	0.0%	0	0.0%	0	0.0%	0	26.8%	104	0.0%	0	35.6%	28	23.1%	12	0.0%	0	0.0%	0	0.0%	0
Poor	22.9%	118	0.0%	0	0.0%	0	0.0%	0	28.4%	110	0.0%	0	3.0%	2	11.3%	6	0.0%	0	0.0%	0	0.0%	0
(Don't know)	13.7%	71	0.0%	0	0.0%	0	0.0%	0	13.8%	53	0.0%	0	16.0%	13	9.6%	5	0.0%	0	0.0%	0	0.0%	0
Mean:		0.88		0.00		0.00		0.00		0.70		0.00		1.47		1.37		0.00		0.00		0.00
Weighted base:		517		0		0		0		387		0		80		50		0		0		0
Sample:		501		0		0		0		346		0		75		80		0		0		0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Quality of shops																						
Good	19.1%	99	0.0%	0	0.0%	0	0.0%	0	17.7%	68	0.0%	0	32.0%	25	9.6%	5	0.0%	0	0.0%	0	0.0%	0
Average	45.1%	233	0.0%	0	0.0%	0	0.0%	0	44.7%	173	0.0%	0	42.3%	34	52.5%	26	0.0%	0	0.0%	0	0.0%	0
Poor	35.2%	182	0.0%	0	0.0%	0	0.0%	0	37.1%	143	0.0%	0	25.7%	20	36.0%	18	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Mean:		0.48		0.00		0.00		0.00		0.43		0.00		0.81		0.37		0.00		0.00		0.00
Weighted base:		517		0		0		0		387		0		80		50		0		0		0
Sample:		501		0		0		0		346		0		75		80		0		0		0
Range and choice of shops																						
Good	15.9%	82	0.0%	0	0.0%	0	0.0%	0	14.2%	55	0.0%	0	27.4%	22	10.7%	5	0.0%	0	0.0%	0	0.0%	0
Average	38.7%	200	0.0%	0	0.0%	0	0.0%	0	37.2%	144	0.0%	0	39.7%	32	48.4%	24	0.0%	0	0.0%	0	0.0%	0
Poor	44.3%	229	0.0%	0	0.0%	0	0.0%	0	47.5%	184	0.0%	0	32.8%	26	38.0%	19	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.1%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	4	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Mean:		0.27		0.00		0.00		0.00		0.18		0.00		0.62		0.33		0.00		0.00		0.00
Weighted base:		517		0		0		0		387		0		80		50		0		0		0
Sample:		501		0		0		0		346		0		75		80		0		0		0
Range and quality of restaurants and cafes																						
Good	31.0%	160	0.0%	0	0.0%	0	0.0%	0	29.8%	115	0.0%	0	39.7%	32	26.3%	13	0.0%	0	0.0%	0	0.0%	0
Average	35.1%	182	0.0%	0	0.0%	0	0.0%	0	36.5%	141	0.0%	0	30.9%	25	30.9%	16	0.0%	0	0.0%	0	0.0%	0
Poor	22.8%	118	0.0%	0	0.0%	0	0.0%	0	22.8%	88	0.0%	0	21.3%	17	25.7%	13	0.0%	0	0.0%	0	0.0%	0
(Don't know)	11.1%	57	0.0%	0	0.0%	0	0.0%	0	11.0%	42	0.0%	0	8.1%	6	17.0%	9	0.0%	0	0.0%	0	0.0%	0
Mean:		0.83		0.00		0.00		0.00		0.82		0.00		0.97		0.70		0.00		0.00		0.00
Weighted base:		517		0		0		0		387		0		80		50		0		0		0
Sample:		501		0		0		0		346		0		75		80		0		0		0
Town centre environment																						
Good	30.4%	157	0.0%	0	0.0%	0	0.0%	0	25.1%	97	0.0%	0	58.1%	46	27.0%	14	0.0%	0	0.0%	0	0.0%	0
Average	43.4%	224	0.0%	0	0.0%	0	0.0%	0	45.3%	176	0.0%	0	27.7%	22	53.1%	27	0.0%	0	0.0%	0	0.0%	0
Poor	24.8%	128	0.0%	0	0.0%	0	0.0%	0	27.9%	108	0.0%	0	14.2%	11	17.9%	9	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.4%	7	0.0%	0	0.0%	0	0.0%	0	1.6%	6	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Mean:		0.81		0.00		0.00		0.00		0.69		0.00		1.30		0.91		0.00		0.00		0.00
Weighted base:		517		0		0		0		387		0		80		50		0		0		0
Sample:		501		0		0		0		346		0		75		80		0		0		0

Weighted:

Fife Council

March 2016

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk	
K23 What improvements to Kirkcaldy Town Centre would make you visit there more often? [MR]												
<i>Those who visit Kirkcaldy Town Centre at K16:</i>												
An outdoor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0
Better sign posting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	2.2%	11	0.0%	0	0.0%	0	0.0%	0	2.2%	9	0.0%	0
Covered shopping malls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment generally	7.8%	40	0.0%	0	0.0%	0	0.0%	0	9.5%	37	0.0%	0
Less traffic congestion	1.2%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	5	0.0%	0
Lower prices	0.9%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	4	0.0%	0
More / better food shops	5.3%	27	0.0%	0	0.0%	0	0.0%	0	6.3%	24	0.0%	0
More / better restaurants / cafés	4.8%	25	0.0%	0	0.0%	0	0.0%	0	5.3%	20	0.0%	0
More / better shops generally	50.9%	263	0.0%	0	0.0%	0	0.0%	0	53.4%	207	0.0%	0
More / cheaper parking	10.0%	52	0.0%	0	0.0%	0	0.0%	0	11.5%	44	0.0%	0
More department stores / larger stores	11.5%	59	0.0%	0	0.0%	0	0.0%	0	12.7%	49	0.0%	0
More leisure facilities	2.3%	12	0.0%	0	0.0%	0	0.0%	0	2.7%	10	0.0%	0
More nightlife	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
More non- retail services	1.6%	8	0.0%	0	0.0%	0	0.0%	0	2.1%	8	0.0%	0
More pedestrianised streets	1.2%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	5	0.0%	0
More security / policing	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
More specialist shops	5.6%	29	0.0%	0	0.0%	0	0.0%	0	7.0%	27	0.0%	0
More / better clothes & fashion stores	9.2%	48	0.0%	0	0.0%	0	0.0%	0	10.7%	41	0.0%	0
Other	3.2%	17	0.0%	0	0.0%	0	0.0%	0	2.1%	8	0.0%	0
A complete refurbishment	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Better disabled access	1.0%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	5	0.0%	0
Free parking	2.5%	13	0.0%	0	0.0%	0	0.0%	0	3.1%	12	0.0%	0
Less charity shops	1.4%	7	0.0%	0	0.0%	0	0.0%	0	1.9%	7	0.0%	0
Less vacant shops	5.0%	26	0.0%	0	0.0%	0	0.0%	0	6.4%	25	0.0%	0
Lower business rents / rates	0.8%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	4	0.0%	0
More / better independent shops	1.3%	7	0.0%	0	0.0%	0	0.0%	0	1.5%	6	0.0%	0
Open a cinema	1.2%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	5	0.0%	0
Remove beggars / drug addicts from the streets	2.3%	12	0.0%	0	0.0%	0	0.0%	0	2.8%	11	0.0%	0
Stop the misuse of parking (e.g. parking on the High Street, non-disabled people in the disabled parking etc.)	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0
(Nothing / no change)	18.4%	95	0.0%	0	0.0%	0	0.0%	0	14.2%	55	0.0%	0
(Don't know)	2.7%	14	0.0%	0	0.0%	0	0.0%	0	2.8%	11	0.0%	0
Weighted base:		517		0		0		0		387		0
												80
												50
												0
												0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
Sample:	501	0	0	0	346	0	75	80	0	0	0
K24 On average, how often do you visit Kirkcaldy Town Centre in the evenings (i.e. after 6pm)?											
<i>Those who visit Kirkcaldy Town Centre at K16:</i>											
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Every 2 days	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Between 3 times and 6 times a week	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%
Weekly	1.8%	9	0.0%	0	0.0%	0	1.7%	7	0.0%	0	0.0%
2-3 times a month	1.7%	9	0.0%	0	0.0%	0	2.0%	8	0.0%	0	0.0%
Once a month	4.9%	25	0.0%	0	0.0%	0	6.0%	23	0.0%	0	0.0%
Less frequently than once a month	15.5%	80	0.0%	0	0.0%	0	15.6%	60	0.0%	0	0.0%
Never	75.4%	390	0.0%	0	0.0%	0	73.9%	286	0.0%	0	0.0%
(Don't know / varies)	0.6%	3	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%
<i>Mean:</i>	<i>0.07</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.07</i>		<i>0.00</i>
Weighted base:	517	0	0	0	387	0	80	50	0	0	0
Sample:	501	0	0	0	346	0	75	80	0	0	0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk									
K25 Why do you never visit Kirkcaldy Town Centre? [MR]																				
<i>Those who never visit Kirkcaldy Town Centre at K16:</i>																				
Anti-social behaviour	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derelict / unattractive sites	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	3.9%	0	0.0%	0	0.0%	0
Difficult to 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
Dirty streets / cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient parking	3.3%	3	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of pedestrian 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
Limited parking	3.1%	3	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of larger stores	4.5%	4	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant shops	1.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0
Poor pedestrian access / connections in the town	10.8%	9	0.0%	0	0.0%	0	0.0%	0	19.2%	8	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0
Public transport	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Quality / range of cafés & restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	3.3%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Range of clothes shops	5.1%	4	0.0%	0	0.0%	0	0.0%	0	8.9%	4	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0
Range of shops generally	20.1%	17	0.0%	0	0.0%	0	0.0%	0	21.7%	9	0.0%	0	17.1%	5	21.9%	2	0.0%	0	0.0%	0
Service in 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
Too far from home / place of work	5.2%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	30.1%	3	0.0%	0	0.0%	0
Traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment generally	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	1	0.0%	0	0.0%	0
Other	15.0%	12	0.0%	0	0.0%	0	0.0%	0	9.4%	4	0.0%	0	25.3%	7	9.7%	1	0.0%	0	0.0%	0
Disabled / housebound	8.6%	7	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	11.1%	3	3.9%	0	0.0%	0	0.0%	0
Preference for other towns	2.9%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	26.4%	22	0.0%	0	0.0%	0	0.0%	0	21.9%	9	0.0%	0	35.9%	10	18.7%	2	0.0%	0	0.0%	0
(Don't know / can't remember)	3.9%	3	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	2.5%	1	3.9%	0	0.0%	0	0.0%	0
Weighted base:		83		0		0		0		43		0		29		11		0		0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
Sample:	85	0	0	0	39	0	25	21	0	0	0
K26 What would make you visit Kirkcaldy Town Centre more often in the evenings? [MR]											
<i>Those who live within zones 4, 6 & 7:</i>											
Better town centre environment	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%
Easier access / less traffic congestion	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%
Improved parking facilities	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	4	0.0%
Improved town centre security	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	4	0.0%
Longer / later opening hours	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	3	0.0%
More / better pubs	3.2%	19	0.0%	0	0.0%	0	0.0%	0	2.7%	12	0.0%
More / better restaurants / cafés	7.6%	46	0.0%	0	0.0%	0	0.0%	0	7.6%	33	0.0%
More cultural facilities	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%
More evening events	3.4%	20	0.0%	0	0.0%	0	0.0%	0	4.5%	19	0.0%
More family orientated facilities	0.8%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	5	0.0%
More leisure facilities	3.2%	19	0.0%	0	0.0%	0	0.0%	0	3.6%	16	0.0%
More night clubs	1.9%	11	0.0%	0	0.0%	0	0.0%	0	1.5%	7	0.0%
More things to do generally	0.9%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	5	0.0%
Music / arts / performances / concerts	2.3%	14	0.0%	0	0.0%	0	0.0%	0	2.9%	13	0.0%
Shops open later	1.7%	10	0.0%	0	0.0%	0	0.0%	0	1.6%	7	0.0%
Other	1.8%	11	0.0%	0	0.0%	0	0.0%	0	1.9%	8	0.0%
Better choice / quality of shops	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better public transport links	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%
Free parking	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.9%	4	0.0%
More / better shows on at the theatre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	3	0.0%
Open another cinema	5.2%	31	0.0%	0	0.0%	0	0.0%	0	6.1%	26	0.0%
(Nothing)	69.7%	418	0.0%	0	0.0%	0	0.0%	0	69.9%	301	0.0%
(Don't know)	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	4	0.0%
Weighted base:	600	0	0	0	430	0	109	62	0	0	0
Sample:	586	0	0	0	385	0	100	101	0	0	0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
K27 Do you take part in any of the following leisure activities when you visit Kirkcaldy Town Centre? [MR/PR]																						
<i>Those who visit Kirkcaldy Town Centre at K16:</i>																						
Bingo	3.4%	17	0.0%	0	0.0%	0	0.0%	0	2.0%	8	0.0%	0	7.0%	6	7.9%	4	0.0%	0	0.0%	0	0.0%	0
Cinema	3.9%	20	0.0%	0	0.0%	0	0.0%	0	3.7%	14	0.0%	0	2.0%	2	8.8%	4	0.0%	0	0.0%	0	0.0%	0
Leisure centre / gym	8.1%	42	0.0%	0	0.0%	0	0.0%	0	9.0%	35	0.0%	0	8.3%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Nightclub / disco	7.0%	36	0.0%	0	0.0%	0	0.0%	0	5.7%	22	0.0%	0	13.3%	11	6.9%	3	0.0%	0	0.0%	0	0.0%	0
Pub / wine bar	32.0%	165	0.0%	0	0.0%	0	0.0%	0	30.9%	120	0.0%	0	40.0%	32	27.4%	14	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafés	45.2%	234	0.0%	0	0.0%	0	0.0%	0	43.3%	168	0.0%	0	57.8%	46	40.2%	20	0.0%	0	0.0%	0	0.0%	0
Swimming	18.1%	94	0.0%	0	0.0%	0	0.0%	0	20.1%	78	0.0%	0	10.3%	8	14.6%	7	0.0%	0	0.0%	0	0.0%	0
Ten-pin bowling	2.6%	14	0.0%	0	0.0%	0	0.0%	0	1.7%	6	0.0%	0	7.0%	6	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Theatre / concert	24.2%	125	0.0%	0	0.0%	0	0.0%	0	27.6%	107	0.0%	0	14.8%	12	12.6%	6	0.0%	0	0.0%	0	0.0%	0
Other	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None)	33.8%	175	0.0%	0	0.0%	0	0.0%	0	31.7%	123	0.0%	0	33.3%	27	50.5%	25	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.5%	8	0.0%	0	0.0%	0	0.0%	0	1.8%	7	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		517		0		0		0		387		0		80		50		0		0		0
Sample:		501		0		0		0		346		0		75		80		0		0		0

MeanScore: visits per week**G16 Thinking about Glenrothes Town Centre, how often do you visit it, on average?***Those who live within zone 5:*

Daily	6.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every 2 days	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Between 3 times and six times a week	15.2%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weekly	23.8%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 times a month	15.6%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	15.3%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less frequently than once a month	12.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	10.3%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.56		0.00		0.00		0.00		0.00		1.56		0.00		0.00		0.00		0.00		0.00
Weighted base:		298		0		0		0		0		298		0		0		0		0		0
Sample:		270		0		0		0		0		270		0		0		0		0		0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk	
G17 How do you normally travel to Glenrothes Town Centre?												
<i>Those who visit Glenrothes Town Centre at G16:</i>												
Drive self in car / van	62.6%	167	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Passenger in car / van	12.1%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	9.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	14.7%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (wheelchair, scooter etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		267		0		0		0		0		0
Sample:		247		0		0		0		0		0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk	
G18 What typically, are your main reasons for visiting Glenrothes Town Centre (i.e. what range of things do you do when you get there)? [MR]												
<i>Those who visit Glenrothes Town Centre at G16:</i>												
Buy fast food / takeaways	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	14.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gaming	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Get petrol / fuel	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Meet family and friends	4.5%	12	0.0%	0	0.0%	0	0.0%	0	4.5%	12	0.0%	0
Non-food shopping	32.1%	86	0.0%	0	0.0%	0	0.0%	0	32.1%	86	0.0%	0
Shopping generally	30.1%	80	0.0%	0	0.0%	0	0.0%	0	30.1%	80	0.0%	0
Sports / leisure facilities	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Taking children to / from school	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Visit clubs, halls, societies	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Visit financial / professional services (e.g. banks, building societies, estate agents etc.)	20.0%	53	0.0%	0	0.0%	0	0.0%	0	20.0%	53	0.0%	0
Visit other services (such as travel agents, hairdressers, betting shops, libraries etc.)	8.7%	23	0.0%	0	0.0%	0	0.0%	0	8.7%	23	0.0%	0
Visit pubs	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Visit restaurants / cafés	7.6%	20	0.0%	0	0.0%	0	0.0%	0	7.6%	20	0.0%	0
Walk around / browse	20.5%	55	0.0%	0	0.0%	0	0.0%	0	20.5%	55	0.0%	0
Work / study	7.0%	19	0.0%	0	0.0%	0	0.0%	0	7.0%	19	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donate items to charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pick up / drop off a friend / relative	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Visit medical services (doctor, dentist, optician, vet etc.)	1.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0
Visit the beach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
(No particular main reason)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Weighted base:	267		0	0	0	0	0	267	0	0	0	0
Sample:	247		0	0	0	0	0	247	0	0	0	0

Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
-------	-------------------------	-------------------------------------	-----------------------------------	-----------------------	------------------------	---------------------------	----------------------	-------------------	-------------------------	------------------------

MeanScore: hours per visit

G19 On average, how long do you normally spend in Glenrothes Town Centre when you visit?*Those who visit Glenrothes Town Centre at G16:*

Less than 30 minutes	10.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
30 minutes - 59 minutes	34.9%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 hour – 1 hour 59 minutes	38.8%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.8%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 hours – 2 hours 59 minutes	10.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 hours – 3 hours 59 minutes	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 hours or more	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		<i>1.28</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>1.28</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>
Weighted base:		267		0		0		0		0		267		0		0		0		0		0
Sample:		247		0		0		0		0		247		0		0		0		0		0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
G20 What do you LIKE MOST about Glenrothes Town Centre for shopping and as a place to visit generally? [MR]																						
<i>Those who visit Glenrothes Town Centre at G16:</i>																						
Attractive environment generally	3.7%	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
Availability of parking	2.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Childrens' play park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean streets	3.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home / convenient / close to work	28.1%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.1%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy / pleasant to walk about / pedestrian areas	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evening / nightlife	0.0%	0	0.0%	0	0.0%	0	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	2.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / community atmosphere	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Historic character	0.0%	0	0.0%	0	0.0%	0	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 facilities	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice day out	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	2.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of cafes & restaurants	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of clothes shops	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of independent shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range / choice of shops generally	4.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range / choice of clothes 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
Range / choice of larger 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
Range of independent 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
Security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Service in 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
Other	3.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact layout / shops close together	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Covered shopping area	12.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	41.8%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.8%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
Weighted base:	267	0	0	0	0	267	0	0	0	0	0
Sample:	247	0	0	0	0	247	0	0	0	0	0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
G21 What do you DISLIKE MOST about Glenrothes Town Centre for shopping and as a place to visit generally? [MR]											
<i>Those who visit Glenrothes Town Centre at G16:</i>											
Anti-social behaviour	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derelict / unattractive sites	7.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Difficult to stop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dirty streets / cleaning	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%
Inconvenient parking	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%
Lack / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lack of pedestrian areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Limited parking	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%
Limited range of larger stores	6.5%	17	0.0%	0	0.0%	0	0.0%	0	6.5%	17	0.0%
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Numbers of vacant shops	13.0%	35	0.0%	0	0.0%	0	0.0%	0	13.0%	35	0.0%
Poor pedestrian access / connections in the town	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor shop / building frontages	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality / choice of food shops and supermarkets	3.7%	10	0.0%	0	0.0%	0	0.0%	0	3.7%	10	0.0%
Quality / range of cafés & restaurants	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%
Quality / range of pubs	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%
Quality of shops generally	15.2%	40	0.0%	0	0.0%	0	0.0%	0	15.2%	40	0.0%
Range of clothes shops	12.0%	32	0.0%	0	0.0%	0	0.0%	0	12.0%	32	0.0%
Range of shops generally	29.5%	79	0.0%	0	0.0%	0	0.0%	0	29.5%	79	0.0%
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Too far from home / place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Unattractive environment generally	3.3%	9	0.0%	0	0.0%	0	0.0%	0	3.3%	9	0.0%
Other	4.1%	11	0.0%	0	0.0%	0	0.0%	0	4.1%	11	0.0%
Outdated / old-fashioned	2.6%	7	0.0%	0	0.0%	0	0.0%	0	2.6%	7	0.0%
Too busy / crowded	1.9%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	5	0.0%
Too many charity shops	1.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%
Too many cheap shops	2.2%	6	0.0%	0	0.0%	0	0.0%	0	2.2%	6	0.0%
(Nothing in particular / don't like or dislike)	31.4%	84	0.0%	0	0.0%	0	0.0%	0	31.4%	84	0.0%
(Don't know / can't)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
remember)											
Weighted base:	267	0	0	0	0	267	0	0	0	0	0
Sample:	247	0	0	0	0	247	0	0	0	0	0

MeanScore: Good=2, Average=1, Poor=-1

G22 Overall, how do you rate Glenrothes Town Centre on the following aspects as 'Good', 'Average' or 'Poor'? [MR/PR]

Those who visit Glenrothes Town Centre at G16:

As a pleasant place to visit

Good	28.4%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.4%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	46.2%	123	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.2%	123	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	25.3%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.3%	68	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
Mean:		0.78		0.00		0.00		0.00		0.00		0.78		0.00		0.00		0.00		0.00		0.00
Weighted base:		267		0		0		0		0		267		0		0		0		0		0
Sample:		247		0		0		0		0		247		0		0		0		0		0

Parking availability

Good	76.2%	204	0.0%	0	0.0%	0	0.0%	0	0.0%	0	76.2%	204	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	13.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	5.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.68		0.00		0.00		0.00		0.00		1.68		0.00		0.00		0.00		0.00		0.00
Weighted base:		267		0		0		0		0		267		0		0		0		0		0
Sample:		247		0		0		0		0		247		0		0		0		0		0

Quality of shops

Good	12.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	46.4%	124	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.4%	124	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	40.8%	109	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.8%	109	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
Mean:		0.31		0.00		0.00		0.00		0.00		0.31		0.00		0.00		0.00		0.00		0.00
Weighted base:		267		0		0		0		0		267		0		0		0		0		0
Sample:		247		0		0		0		0		247		0		0		0		0		0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk													
Range and choice of shops																								
Good	6.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Average	37.0%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	56.1%	150	0.0%	0	0.0%	0	0.0%	0	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)	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		-0.07	0.00	0.00	0.00	0.00	0.00	-0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:		267	0	0	0	0	0	267	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sample:		247	0	0	0	0	0	247	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Range and quality of restaurants and cafes																								
Good	17.7%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	37.6%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.6%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	35.2%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.2%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	9.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.42	0.00	0.00	0.00	0.00	0.00	0.42	0.00	0.00	0.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:		267	0	0	0	0	0	267	0	0	267	0	0	0	0	0	0	0	0	0	0	0	0	0
Sample:		247	0	0	0	0	0	247	0	0	247	0	0	0	0	0	0	0	0	0	0	0	0	0
Town centre environment																								
Good	35.5%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.5%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	40.0%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	23.5%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.88	0.00	0.00	0.00	0.00	0.00	0.88	0.00	0.00	0.88	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:		267	0	0	0	0	0	267	0	0	267	0	0	0	0	0	0	0	0	0	0	0	0	0
Sample:		247	0	0	0	0	0	247	0	0	247	0	0	0	0	0	0	0	0	0	0	0	0	0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk	
G23 What improvements to Glenrothes Town Centre would make you visit there more often? [MR]												
<i>Those who visit Glenrothes Town Centre at G16:</i>												
An outdoor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Better sign posting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Covered shopping malls	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Improve the environment generally	6.8%	18	0.0%	0	0.0%	0	0.0%	0	6.8%	18	0.0%	0
Less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	4.3%	11	0.0%	0	0.0%	0	0.0%	0	4.3%	11	0.0%	0
More / better restaurants / cafés	5.5%	15	0.0%	0	0.0%	0	0.0%	0	5.5%	15	0.0%	0
More / better shops generally	58.2%	155	0.0%	0	0.0%	0	0.0%	0	58.2%	155	0.0%	0
More / cheaper parking	1.7%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	5	0.0%	0
More department stores / larger stores	18.1%	48	0.0%	0	0.0%	0	0.0%	0	18.1%	48	0.0%	0
More leisure facilities	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
More nightlife	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
More non- retail services	2.9%	8	0.0%	0	0.0%	0	0.0%	0	2.9%	8	0.0%	0
More pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More security / policing	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
More specialist shops	12.2%	32	0.0%	0	0.0%	0	0.0%	0	12.2%	32	0.0%	0
More / better clothes & fashion stores	9.3%	25	0.0%	0	0.0%	0	0.0%	0	9.3%	25	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Refurbishment	3.1%	8	0.0%	0	0.0%	0	0.0%	0	3.1%	8	0.0%	0
Less empty shops	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Make it more spacious / lighter	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0
A Marks and Spencers	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0
More activities for children	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
(Nothing / no change)	15.7%	42	0.0%	0	0.0%	0	0.0%	0	15.7%	42	0.0%	0
(Don't know)	4.1%	11	0.0%	0	0.0%	0	0.0%	0	4.1%	11	0.0%	0
Weighted base:	267		0	0	0	0	0	0	267		0	0
Sample:	247		0	0	0	0	0	0	247		0	0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk	
G24 On average, how often do you visit Glenrothes Town Centre in the evenings (i.e. after 6pm)?												
<i>Those who visit Glenrothes Town Centre at G16:</i>												
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every 2 days	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Between 3 times and 6 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weekly	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 times a month	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Once a month	2.8%	8	0.0%	0	0.0%	0	2.8%	8	0.0%	0	0.0%	0
Less frequently than once a month	10.8%	29	0.0%	0	0.0%	0	10.8%	29	0.0%	0	0.0%	0
Never	84.5%	226	0.0%	0	0.0%	0	84.5%	226	0.0%	0	0.0%	0
(Don't know / varies)	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
<i>Mean:</i>	<i>0.03</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>	
Weighted base:	267	0	0	0	0	267	0	0	0	0	0	0
Sample:	247	0	0	0	0	247	0	0	0	0	0	0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
G25 Why do you never visit Glenrothes Town Centre? [MR]											
<i>Those who never visit Glenrothes Town Centre at G16:</i>											
Anti-social behaviour	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derelect / unattractive sites	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Difficult to stop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dirty streets / cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Inconvenient parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lack / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lack of pedestrian areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Limited parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Limited range of larger stores	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Numbers of vacant shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor pedestrian access / connections in the town	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor shop / building frontages	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality / choice of food shops and supermarkets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality / range of cafés & restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality of shops generally	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Range of clothes shops	22.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Range of shops generally	41.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Too far from home / place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Unattractive environment generally	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing in particular / don't like or dislike)	41.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	31	0	0	0	0	31	0	0	0	0	0
Sample:	23	0	0	0	0	23	0	0	0	0	0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
G26 What would make you visit Glenrothes Town Centre more often in the evenings? [MR]											
<i>Those who live within zone 5:</i>											
Better town centre environment	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Easier access / less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved parking facilities	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved town centre security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longer / later opening hours	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better pubs	2.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better restaurants	11.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More cultural facilities	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More evening events	3.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More family orientated facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More leisure facilities	4.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More night clubs	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More things to do generally	3.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Music / arts / performances / concerts	3.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shops open later	11.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing)	63.1%	188	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	2.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	298	0	0	0	0	298	0	0	0	0	0
Sample:	270	0	0	0	0	270	0	0	0	0	0

Weighted:

Fife Council

March 2016

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
G27 Do you take part in any of the following leisure activities when you visit Glenrothes Town Centre? [MR/PR]											
<i>Those who visit Glenrothes Town Centre at G16:</i>											
Bingo	10.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cinema	34.4%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leisure centre / gym	9.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nightclub / disco	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pub / wine bar	9.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Restaurants	28.4%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swimming	10.1%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ten-pin bowling	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Theatre / concert	34.5%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bowls	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(None)	35.5%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	267	0	0	0	0	267	0	0	0	0	0
Sample:	247	0	0	0	0	247	0	0	0	0	0

MeanScore: visits per week

C16 Thinking about Cupar Town Centre, how often do you visit it, on average?*Those who live within zone 8:*

Daily	13.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	10	0.0%	0	0.0%	0	
Every 2 days	10.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	7	0.0%	0	0.0%	0	
Between 3 times and six times a week	25.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.3%	19	0.0%	0	0.0%	0	
Weekly	34.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	26	0.0%	0	0.0%	0	
2-3 times a month	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	
Once a month	7.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	5	0.0%	0	0.0%	0	
Less frequently than once a month	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	
Never	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mean:	2.83		0.00		0.00		0.00		0.00		0.00		0.00		2.83		0.00		0.00		0.00
Weighted base:	73	0	0	0	0	0	0	0	0	0	0	0	0	73	0	0	0	0	0	0	
Sample:	100	0	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk									
C17 How do you normally travel to Cupar Town Centre?																				
<i>Those who visit Cupar Town Centre at C16:</i>																				
Drive self in car / van	55.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.7%	40	0.0%	0	0.0%	0
Passenger in car / van	0.0%	0	0.0%	0	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	38.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.2%	27	0.0%	0	0.0%	0
Bus	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Disability vehicle (wheelchair, scooter 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
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	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 / varies)	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Weighted base:		71		0		0		0		0		0		0	71		0		0	0
Sample:		96		0		0		0		0		0		0	96		0		0	0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk	
C18 What typically, are your main reasons for visiting Cupar Town Centre (i.e. what range of things do you do when you get there)? [MR]												
<i>Those who visit Cupar Town Centre at C16:</i>												
Buy fast food / takeaways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	18.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gaming	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Get petrol / fuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meet family and friends	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	17.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping generally	29.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports / leisure facilities	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taking children to / from school	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit clubs, halls, societies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit financial / professional services (e.g. banks, building societies, estate agents etc.)	22.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit other services (such as travel agents, hairdressers, betting shops, libraries etc.)	16.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit restaurants / cafés	7.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk around / browse	14.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work / study	11.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donate items to charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pick up / drop off a friend / relative	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit medical services (doctor, dentist, optician, vet etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the beach	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the market	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No particular main reason)	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	71											
Sample:	96											

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk							
MeanScore: hours per visit																		
C19 On average, how long do you normally spend in Cupar Town Centre when you visit?																		
<i>Those who visit Cupar Town Centre at C16:</i>																		
Less than 30 minutes	29.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.2%	21	0.0%	0	0.0%	0
30 minutes - 59 minutes	27.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	19	0.0%	0	0.0%	0
1 hour – 1 hour 59 minutes	31.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.6%	23	0.0%	0	0.0%	0
2 hours – 2 hours 59 minutes	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0
3 hours – 3 hours 59 minutes	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
4 hours or more	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
<i>Mean:</i>		<i>1.25</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>1.25</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>
Weighted base:		71	0	0	0	0	0	0	0	0	0	0	71	0	0	0	0	0
Sample:		96	0	0	0	0	0	0	0	0	0	0	96	0	0	0	0	0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk									
C20 What do you LIKE MOST about Cupar Town Centre for shopping and as a place to visit generally? [MR]																				
<i>Those who visit Cupar Town Centre at C16:</i>																				
Attractive environment generally	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Availability of parking	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0
Childrens' play park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean streets	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Close to home / convenient / close to work	21.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	15	0.0%	0	0.0%	0
Easy / pleasant to walk about / pedestrian areas	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Evening / nightlife	0.0%	0	0.0%	0	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	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Friendly / community atmosphere	8.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	6	0.0%	0	0.0%	0
Historic character	0.0%	0	0.0%	0	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 facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice day out	0.0%	0	0.0%	0	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	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of cafes & restaurants	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of clothes 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
Quality of independent shops	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Quality of shops	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Range / choice of shops generally	9.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	7	0.0%	0	0.0%	0
Range / choice of clothes shops	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Range / choice of larger 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
Range of independent shops	5.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0	0.0%	0
Security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Service in 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
Other	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Compact shopping area	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Familiarity / habit	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	41.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.5%	30	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		71		0		0		0		0		0		0		71		0		0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
Sample:	96	0	0	0	0	0	0	0	96	0	0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk									
C21 What do you DISLIKE MOST about Cupar Town Centre for shopping and as a place to visit generally? [MR]																				
<i>Those who visit Cupar Town Centre at C16:</i>																				
Anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derelect / unattractive sites	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Difficult to 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
Dirty streets / cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient parking	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Lack / limited leisure facilities	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Lack of pedestrian areas	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Limited parking	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0
Limited range of larger stores	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant shops	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0
Poor pedestrian access / connections in the town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Public transport	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Quality / range of cafés & restaurants	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	8.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	6	0.0%	0	0.0%	0
Range of clothes shops	15.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	11	0.0%	0	0.0%	0
Range of shops generally	41.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.3%	29	0.0%	0	0.0%	0
Service in 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
Too far from home / place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	7.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	5	0.0%	0	0.0%	0
Unattractive environment generally	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Other	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Too many Charity / betting shops	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	33.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.0%	24	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		71		0		0		0		0		0		0	71		0		0	0

Weighted:

Fife Council

March 2016

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
Sample:	96	0	0	0	0	0	0	0	96	0	0

MeanScore: Good=2, Average=1, Poor=-1

C22 Overall, how do you rate Cupar Town Centre on the following aspects as 'Good', 'Average' or 'Poor'? [MR/PR]*Those who visit Cupar Town Centre at C16:***As a pleasant place to visit**

Good	44.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.4%	32	0.0%	0	0.0%	0
Average	37.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.2%	26	0.0%	0	0.0%	0
Poor	16.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	12	0.0%	0	0.0%	0
(Don't know)	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Mean:		1.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.11	0.00	0.00	0.00	0.00	0.00
Weighted base:		71	0	0	0	0	0	0	0	0	0	0	0	0	0	0	71	0	0	0	0	0
Sample:		96	0	0	0	0	0	0	0	0	0	0	0	0	0	0	96	0	0	0	0	0

Parking availability

Good	57.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	57.9%	41	0.0%	0	0.0%	0
Average	23.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	17	0.0%	0	0.0%	0
Poor	8.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	6	0.0%	0	0.0%	0
(Don't know)	10.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	8	0.0%	0	0.0%	0
Mean:		1.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.47	0.00	0.00	0.00	0.00	0.00
Weighted base:		71	0	0	0	0	0	0	0	0	0	0	0	0	0	0	71	0	0	0	0	0
Sample:		96	0	0	0	0	0	0	0	0	0	0	0	0	0	0	96	0	0	0	0	0

Quality of shops

Good	21.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	15	0.0%	0	0.0%	0
Average	39.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.5%	28	0.0%	0	0.0%	0
Poor	37.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.8%	27	0.0%	0	0.0%	0
(Don't know)	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Mean:		0.44	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.00	0.00	0.00	0.00	0.00
Weighted base:		71	0	0	0	0	0	0	0	0	0	0	0	0	0	0	71	0	0	0	0	0
Sample:		96	0	0	0	0	0	0	0	0	0	0	0	0	0	0	96	0	0	0	0	0

Weighted:

Fife Council

March 2016

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
Range and choice of shops											
Good	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Average	36.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor	56.3%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:	-0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-0.09	0.00	0.00
Weighted base:	71	0	0	0	0	0	0	0	71	0	0
Sample:	96	0	0	0	0	0	0	0	96	0	0
Range and quality of restaurants and cafes											
Good	37.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Average	30.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor	23.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	9.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:	0.89	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.89	0.00	0.00
Weighted base:	71	0	0	0	0	0	0	0	71	0	0
Sample:	96	0	0	0	0	0	0	0	96	0	0
Town centre environment											
Good	45.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Average	36.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor	16.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:	1.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.14	0.00	0.00
Weighted base:	71	0	0	0	0	0	0	0	71	0	0
Sample:	96	0	0	0	0	0	0	0	96	0	0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk	
C23 What improvements to Cupar Town Centre would make you visit there more often? [MR]												
<i>Those who visit Cupar Town Centre at C16:</i>												
An outdoor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better sign posting	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Covered shopping malls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment generally	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4
Less traffic congestion	7.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	6
Lower prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
More / better restaurants / cafés	8.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	6
More / better shops generally	50.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.6%	36
More / cheaper parking	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
More department stores / larger stores	10.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	7
More leisure facilities	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
More nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More non- retail services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised streets	8.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	6
More security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More specialist shops	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
More / better clothes & fashion stores	20.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.5%	15
Other	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Less charity shops	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Less heavy traffic through the centre	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
(Nothing / no change)	14.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	10
(Don't know)	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Weighted base:		71		0		0		0		0	71	
Sample:		96		0		0		0		0	96	

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk	
C24 On average, how often do you visit Cupar Town Centre in the evenings (i.e. after 6pm)?												
<i>Those who visit Cupar Town Centre at C16:</i>												
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every 2 days	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Between 3 times and 6 times a week	7.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weekly	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 times a month	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	7.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less frequently than once a month	23.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	52.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>	<i>0.44</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>	
Weighted base:	71	0	0	0	0	0	0	0	71	0	0	
Sample:	96	0	0	0	0	0	0	0	96	0	0	

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk	
C25 Why do you never visit Cupar Town Centre? [MR]												
<i>Those who never visit Cupar Town Centre at C16:</i>												
Anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derelict / unattractive sites	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to stop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty streets / cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of pedestrian areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of larger stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor pedestrian access / connections in the town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of cafés & restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of clothes shops	21.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	0
Range of shops generally	21.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	0
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far from home / place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	25.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.7%	1
Unattractive environment generally	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	31.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.3%	1
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	2	0	0	0	0	0	0	0	2	0	0	
Sample:	4	0	0	0	0	0	0	0	4	0	0	

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk	
C26 What would make you visit Cupar Town Centre more often in the evenings? [MR]												
<i>Those who live within zone 8:</i>												
Better town centre environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier access / less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved parking facilities	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Improved town centre security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer / later opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs	10.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	8
More / better restaurants	20.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	15
More cultural facilities	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
More evening events	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
More family orientated facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
More night clubs	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
More things to do generally	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Music / arts / performances / concerts	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Shops open later	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	70.2%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	70.2%	52
(Don't know)	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Weighted base:	73	0	0	0	0	0	0	0	0	73	0	0
Sample:	100	0	0	0	0	0	0	0	0	100	0	0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk									
C27 Do you take part in any of the following leisure activities when you visit Cupar Town Centre? [MR/PR]																				
<i>Those who visit Cupar Town Centre at C16:</i>																				
Bingo	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Cinema	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Leisure centre / gym	20.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	15	0.0%	0	0.0%	0
Nightclub / disco	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0
Pub / wine bar	31.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.6%	22	0.0%	0	0.0%	0
Restaurants	46.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.7%	33	0.0%	0	0.0%	0
Swimming	21.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.8%	16	0.0%	0	0.0%	0
Ten-pin bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre / concert	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0
Other	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
(None)	33.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.0%	23	0.0%	0	0.0%	0
(Don't know / can't remember)	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Weighted base:		71		0		0		0		0		0		0	71		0		0	0
Sample:		96		0		0		0		0		0		0	96		0		0	0

MeanScore: visits per week**S16 Thinking about St Andrews Town Centre, how often do you visit it, on average?***Those who live within zones 9 & 10:*

Daily	8.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	16	4.4%	2
Every 2 days	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	1.8%	1
Between 3 times and six times a week	11.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	20	9.2%	5
Weekly	23.9%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.2%	36	32.7%	17
2-3 times a month	15.3%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	25	17.2%	9
Once a month	15.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	28	13.8%	7
Less frequently than once a month	12.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	23	9.8%	5
Never	9.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	15	11.2%	6
(Don't know / varies)	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
Mean:		1.54		0.00		0.00		0.00		0.00		0.00		0.00		0.00		1.63		1.25
Weighted base:		221		0		0		0		0		0		0		0		169		53
Sample:		262		0		0		0		0		0		0		0		160		102

Fife Household Survey

Fife Council

Weighted:

March 2016

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk			
S17 How do you normally travel to St Andrews Town Centre?														
<i>Those who visit St Andrews Town Centre at S16:</i>														
Drive self in car / van	65.1%	131	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.8%	97	72.5%	34
Passenger in car / van	4.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	10.9%	5
Walk	12.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	24	0.8%	0
Bus	14.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	24	13.9%	6
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	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
Disability vehicle (wheelchair, scooter etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.9%	1
Weighted base:		201		0		0		0		0		154		47
Sample:		236		0		0		0		0		147		89

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk	
S18 What typically, are your main reasons for visiting St Andrews Town Centre (i.e. what range of things do you do when you get there)? [MR]												
<i>Those who visit St Andrews Town Centre at S16:</i>												
Buy fast food / takeaways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	15.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	22
Gaming	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Get petrol / fuel	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Meet family and friends	11.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	20
Non-food shopping	17.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	23
Shopping generally	32.2%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.5%	52
Sports / leisure facilities	5.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	8
Taking children to / from school	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Visit clubs, halls, societies	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Visit financial / professional services (e.g. banks, building societies, estate agents etc.)	11.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	15
Visit other services (such as travel agents, hairdressers, betting shops, libraries etc.)	6.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	11
Visit pubs	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Visit restaurants / cafés	20.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	30
Walk around / browse	29.3%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.3%	47
Work / study	12.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	19
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donate items to charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to church	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Pick up / drop off a friend / relative	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Visit medical services (doctor, dentist, optician, vet etc.)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Visit the beach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the market	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Visit the park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
(No particular main reason)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	201	0	0	0	0	0	0	0	0	154	47	
Sample:	236	0	0	0	0	0	0	0	0	147	89	

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
MeanScore: hours per visit																						
S19 On average, how long do you normally spend in St Andrews Town Centre when you visit?																						
<i>Those who visit St Andrews Town Centre at S16:</i>																						
Less than 30 minutes	6.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	11	2.7%	1
30 minutes - 59 minutes	12.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	19	12.3%	6
1 hour – 1 hour 59 minutes	37.4%	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	37.0%	57	38.8%	18
2 hours – 2 hours 59 minutes	29.6%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.7%	43	35.7%	17
3 hours – 3 hours 59 minutes	5.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	10	2.5%	1
4 hours or more	4.9%	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	5.1%	8	4.1%	2
(Don't know / varies)	4.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	7	4.0%	2
<i>Mean:</i>		<i>1.99</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>1.98</i>		<i>1.99</i>
Weighted base:		201		0		0		0		0		0		0		0		0		154		47
Sample:		236		0		0		0		0		0		0		0		0		147		89

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
S20 What do you LIKE MOST about St Andrews Town Centre for shopping and as a place to visit generally? [MR]																						
<i>Those who visit St Andrews Town Centre at S16:</i>																						
Attractive environment generally	16.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	24	19.8%	9
Availability of parking	3.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	6	1.0%	0
Childrens' play park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean streets	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.8%	1
Close to home / convenient / close to work	12.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	18	15.6%	7
Easy / pleasant to walk about / pedestrian areas	5.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	8	6.6%	3
Evening / nightlife	0.0%	0	0.0%	0	0.0%	0	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	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Friendly / community atmosphere	11.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	21	3.8%	2
Historic character	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	1.0%	0
Leisure facilities	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Nice day out	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.0%	0
Prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Quality / range of cafes & restaurants	6.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	12	4.0%	2
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of clothes shops	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Quality of independent shops	2.2%	4	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%	3	2.1%	1
Quality of shops	3.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	3.1%	1
Range / choice of shops generally	19.4%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	29	21.3%	10
Range / choice of clothes shops	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Range / choice of larger 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
Range of independent shops	7.4%	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	5.6%	9	13.3%	6
Security / policing	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Service in 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
Other	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.8%	1
Compact shopping area	3.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	3.8%	2
Familiarity / habit	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	1.9%	1
Open air town centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	0
(Nothing in particular / don't like or dislike)	25.3%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.9%	40	23.5%	11
(Don't know / can't remember)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
Weighted base:	201	0	0	0	0	0	0	0	0	154	47
Sample:	236	0	0	0	0	0	0	0	0	147	89

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk									
S21 What do you DISLIKE MOST about St Andrews Town Centre for shopping and as a place to visit generally? [MR]																				
<i>Those who visit St Andrews Town Centre at S16:</i>																				
Anti-social behaviour	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Derelect / unattractive sites	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Difficult to 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
Dirty streets / cleaning	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Inconvenient parking	9.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	11	17.8%	8
Lack / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of pedestrian areas	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Limited parking	15.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	18	28.9%	14
Limited range of larger stores	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.8%	2
More cafés / café culture needed	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Numbers of vacant shops	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	1.0%	0
Poor pedestrian access / connections in the town	4.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	8	1.0%	0
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Prices	3.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	3.4%	2
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.8%	0
Quality / choice of food shops and supermarkets	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Quality / range of cafés & restaurants	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.9%	1
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	4.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	8	1.1%	0
Range of clothes shops	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	1.0%	0
Range of shops generally	12.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	19	10.6%	5
Service in 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
Too far from home / place of work	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Traffic congestion	3.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	1.9%	1
Unattractive environment generally	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Other	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Too many charity shops	4.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	5.8%	3
Too many cafes / restaurants	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	2.9%	1
Too busy / crowded	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.5%	2
Expensive parking	4.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	7	3.0%	1
Students	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	2.1%	1
Poor road layout	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
(Nothing in particular / don't	38.2%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.5%	62	30.6%	14

Weighted:

Fife Council

March 2016

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk	
like or dislike) (Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	201	0	0	0	0	0	0	0	0	154	47	
Sample:	236	0	0	0	0	0	0	0	0	147	89	

MeanScore: Good=2, Average=1, Poor=-1

S22 Overall, how do you rate St Andrews Town Centre on the following aspects as 'Good', 'Average' or 'Poor'? [MR/PR]

Those who visit St Andrews Town Centre at S16:

As a pleasant place to visit

Good	84.6%	170	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	83.7%	129	87.8%	41
Average	13.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	23	7.7%	4
Poor	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	4.6%	2
(Don't know)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Mean:	1.81		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00	1.82		1.79
Weighted base:	201	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	154	47		
Sample:	236	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	147	89		

Parking availability

Good	24.1%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.9%	37	24.9%	12
Average	35.8%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.3%	57	30.8%	14
Poor	34.5%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.3%	50	41.8%	20
(Don't know)	5.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	10	2.5%	1
Mean:	0.52		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00	0.56		0.40
Weighted base:	201	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	154	47		
Sample:	236	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	147	89		

Quality of shops

Good	58.9%	118	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.1%	89	61.6%	29
Average	29.8%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.5%	47	27.4%	13
Poor	10.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	16	10.2%	5
(Don't know)	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.8%	0
Mean:	1.39		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00	1.38		1.42
Weighted base:	201	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	154	47		
Sample:	236	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	147	89		

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Range and choice of shops																						
Good	36.7%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.9%	55	39.7%	19
Average	38.8%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.2%	62	34.2%	16
Poor	24.1%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	36	26.2%	12
(Don't know)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Mean:		0.89	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.89	0.87		
Weighted base:		201	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	154	47		
Sample:		236	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	147	89		
Range and quality of restaurants and cafes																						
Good	79.1%	159	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	78.8%	121	80.4%	38
Average	13.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	22	11.2%	5
Poor	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	2.0%	1
(Don't know)	4.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	6	6.4%	3
Mean:		1.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.76	1.82		
Weighted base:		201	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	154	47		
Sample:		236	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	147	89		
Town centre environment																						
Good	80.1%	161	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	79.2%	122	83.1%	39
Average	16.2%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	27	12.6%	6
Poor	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	3.5%	2
(Don't know)	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.8%	0
Mean:		1.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.75	1.77		
Weighted base:		201	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	154	47		
Sample:		236	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	147	89		

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk			
S23 What improvements to St Andrews Town Centre would make you visit there more often? [MR]														
<i>Those who visit St Andrews Town Centre at S16:</i>														
An outdoor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Better public transport	5.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	9	3.8%	2
Better sign posting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	3.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	7	2.0%	1
Covered shopping malls	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Improve the environment generally	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.8%	0
Less traffic congestion	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Lower prices	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	3.4%	2
More / better food shops	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
More / better restaurants / cafés	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3
More / better shops generally	21.2%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.7%	33	19.3%	9
More / cheaper parking	23.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	33	29.3%	14
More department stores / larger stores	4.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	7	2.9%	1
More leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More non- retail services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised streets	5.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	8	7.4%	3
More security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More specialist shops	3.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	2.9%	1
More / better clothes & fashion stores	3.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	6.0%	3
Other	4.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	8	1.1%	0
Less charity shops	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.6%	1
Less food shops and restaurants	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.8%	1
Less students	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.8%	0
(Nothing / no change)	32.7%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.4%	53	27.1%	13
(Don't know)	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	3.9%	2
Weighted base:		201		0		0		0		0		154		47
Sample:		236		0		0		0		0		147		89

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk	
S24 On average, how often do you visit St Andrews Town Centre in the evenings (i.e. after 6pm)?												
<i>Those who visit St Andrews Town Centre at S16:</i>												
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every 2 days	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Between 3 times and 6 times a week	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4
Weekly	5.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	9
2-3 times a month	7.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	13
Once a month	10.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	15
Less frequently than once a month	30.7%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	42
Never	44.3%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.9%	71
(Don't know / varies)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>	<i>0.25</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>	<i>0.29</i>
Weighted base:	201	0	0	0	0	0	0	0	0	0	154	47
Sample:	236	0	0	0	0	0	0	0	0	0	147	89

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk									
S25 Why do you never visit St Andrews Town Centre? [MR]																				
<i>Those who never visit St Andrews Town Centre at S16:</i>																				
Anti-social behaviour	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0
Derelict / unattractive sites	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to 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
Dirty streets / cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient parking	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	1
Lack / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of pedestrian 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
Limited parking	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	1
Limited range of larger stores	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	8.4%	0
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant 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
Poor pedestrian access / connections in the town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.0%	0	0.0%	0	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	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	0
Quality / choice of food shops and supermarkets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of cafés & restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	11.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	23.4%	1
Range of clothes shops	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	0
Range of shops generally	23.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	3	37.7%	2
Service in 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
Too far from home / place of work	11.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	2	14.3%	1
Traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment generally	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	52.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.8%	10	16.2%	1
(Don't know / can't remember)	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0
Weighted base:		21		0		0		0		0		0		0		0		15		6
Sample:		26		0		0		0		0		0		0		0		13		13

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
S26 What would make you visit St Andrews Town Centre more often in the evenings? [MR]																						
<i>Those who live within zones 9 & 10:</i>																						
Better town centre environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier access / less traffic congestion	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.9%	0
Improved parking facilities	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.9%	0
Improved town centre security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer / later opening hours	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0
More / better pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better restaurants	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	1.9%	1	0.0%	1
More cultural facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More evening events	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
More family orientated facilities	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	1.8%	1	0.0%	1
More leisure facilities	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.8%	2	0.0%	2
More night clubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More things to do generally	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Music / arts / performances / concerts	4.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	8	4.0%	2	0.0%	2
Shops open later	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Improved bus service	4.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	9	0.7%	0	0.0%	0
Cheaper prices	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
(Nothing)	80.7%	179	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	79.4%	134	85.1%	45	0.0%	45
(Don't know)	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.9%	0	0.0%	0
Weighted base:	221		0	0	0	0	0	0	0	0	0	0	0	0	0	0	169		53			
Sample:	262		0	0	0	0	0	0	0	0	0	0	0	0	0	0	160		102			

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk									
S27 Do you take part in any of the following leisure activities when you visit St Andrews Town Centre? [MR/PR]																				
<i>Those who visit St Andrews Town Centre at S16:</i>																				
Bingo	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.8%	0
Cinema	42.3%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.2%	57	59.2%	28
Leisure centre / gym	11.9%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	16	16.3%	8
Nightclub / disco	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.1%	0
Pub / wine bar	45.0%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.9%	68	48.5%	23
Restaurants	79.4%	159	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	80.8%	124	74.8%	35
Swimming	24.4%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	33	34.1%	16
Ten-pin bowling	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	1.0%	0
Theatre / concert	45.7%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.7%	73	39.1%	18
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None)	10.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	16	12.0%	6
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		201		0		0		0		0		0		0		0		154		47
Sample:		236		0		0		0		0		0		0		0		147		89

Q28 How many short breaks (up to about 4 days) have you taken in the last 12 months?

None	40.9%	737	32.7%	118	37.8%	56	56.1%	58	43.8%	188	42.7%	127	46.6%	51	39.0%	24	36.3%	27	39.5%	67	41.6%	22
One	13.3%	239	14.2%	51	13.4%	20	7.9%	8	17.2%	74	9.7%	29	13.7%	15	18.0%	11	10.9%	8	10.3%	17	11.2%	6
Two	17.8%	321	22.1%	79	16.9%	25	13.6%	14	17.1%	74	18.3%	54	9.9%	11	13.6%	8	16.4%	12	18.0%	30	25.0%	13
Three	12.7%	230	14.6%	53	13.0%	19	13.0%	13	10.6%	46	12.1%	36	14.4%	16	10.2%	6	12.0%	9	14.7%	25	13.4%	7
Four	6.1%	110	7.2%	26	8.9%	13	3.4%	3	4.0%	17	6.7%	20	5.8%	6	8.2%	5	11.5%	8	5.0%	8	3.9%	2
Five or more	7.6%	137	8.1%	29	8.4%	12	3.5%	4	6.4%	28	8.1%	24	6.8%	7	8.3%	5	11.1%	8	9.7%	16	4.8%	3
(Don't know / can't remember)	1.6%	29	1.0%	3	1.6%	2	2.5%	3	0.7%	3	2.3%	7	2.7%	3	2.8%	2	1.8%	1	2.9%	5	0.0%	0
Weighted base:		1803		360		147		103		430		298		109		62		73		169		53
Sample:		1803		340		145		100		385		270		100		101		100		160		102

Weighted:

Fife Council

March 2016

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Q29 Where are these usually taken? [MR/PR]																						
<i>Those who have taken short breaks at Q28:</i>																						
Fife																						
0	92.3%	984	94.2%	228	89.8%	82	94.6%	43	94.3%	228	86.2%	147	81.7%	47	93.5%	35	95.9%	45	98.5%	101	91.1%	28
1	2.1%	23	2.7%	7	3.2%	3	1.8%	1	2.9%	7	1.4%	2	1.6%	1	0.0%	0	2.6%	1	0.7%	1	1.2%	0
2	2.0%	21	1.3%	3	3.5%	3	0.0%	0	0.8%	2	6.7%	11	0.0%	0	1.5%	1	0.0%	0	0.0%	0	3.0%	1
3	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5+	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.4%	1	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.7%	29	1.9%	5	2.6%	2	3.5%	2	0.8%	2	5.3%	9	8.8%	5	5.0%	2	1.5%	1	0.7%	1	3.0%	1
Weighted base:		1066		242		92		45		242		171		58		38		47		102		31
Sample:		1039		217		95		48		205		155		48		52		66		98		55
Scotland																						
0	37.0%	395	32.9%	80	38.3%	35	40.0%	18	46.4%	112	31.0%	53	48.6%	28	37.9%	14	24.1%	11	33.9%	35	27.6%	8
1	23.8%	253	30.9%	75	27.0%	25	30.3%	14	18.3%	44	19.8%	34	14.4%	8	17.8%	7	25.9%	12	26.1%	27	27.0%	8
2	20.2%	216	20.5%	50	18.8%	17	11.6%	5	20.5%	49	24.8%	42	11.9%	7	12.3%	5	19.5%	9	23.0%	23	24.5%	8
3	8.0%	85	6.8%	16	6.0%	6	9.7%	4	6.6%	16	8.8%	15	12.7%	7	10.8%	4	9.7%	5	8.7%	9	9.7%	3
4	4.5%	48	3.7%	9	1.0%	1	1.4%	1	4.6%	11	7.0%	12	0.0%	0	13.4%	5	12.1%	6	2.7%	3	4.3%	1
5+	4.3%	45	3.3%	8	6.3%	6	3.4%	2	2.8%	7	4.5%	8	8.8%	5	2.8%	1	7.0%	3	5.0%	5	4.0%	1
(Don't know)	2.2%	24	1.9%	5	2.6%	2	3.5%	2	0.8%	2	4.0%	7	3.6%	2	5.0%	2	1.5%	1	0.7%	1	3.0%	1
Weighted base:		1066		242		92		45		242		171		58		38		47		102		31
Sample:		1039		217		95		48		205		155		48		52		66		98		55
England																						
0	49.7%	530	48.5%	117	36.6%	34	39.1%	18	46.2%	112	56.7%	97	48.7%	28	63.4%	24	59.7%	28	57.1%	58	48.1%	15
1	26.9%	287	29.7%	72	35.8%	33	18.6%	8	32.8%	79	18.1%	31	30.2%	18	16.7%	6	22.1%	10	20.4%	21	29.2%	9
2	14.3%	152	12.7%	31	17.7%	16	30.5%	14	14.4%	35	16.6%	28	7.6%	4	5.9%	2	13.1%	6	11.4%	12	12.6%	4
3	3.7%	40	4.7%	11	5.5%	5	6.9%	3	3.4%	8	2.9%	5	1.6%	1	1.4%	1	2.3%	1	3.4%	3	2.9%	1
4	1.2%	13	1.4%	3	1.8%	2	0.0%	0	1.6%	4	0.4%	1	0.0%	0	5.3%	2	0.0%	0	1.0%	1	1.2%	0
5+	1.6%	17	1.3%	3	0.9%	1	1.4%	1	0.7%	2	0.4%	1	4.3%	2	1.2%	0	0.0%	0	6.0%	6	3.0%	1
(Don't know)	2.5%	27	1.6%	4	1.7%	2	3.5%	2	0.8%	2	4.9%	8	7.6%	4	6.2%	2	2.8%	1	0.7%	1	3.0%	1
Weighted base:		1066		242		92		45		242		171		58		38		47		102		31
Sample:		1039		217		95		48		205		155		48		52		66		98		55

	Total	Zone 1 - Dunfermline		Zone 2 - Dalgety Bay / Rosyth		Zone 3 - Cowdenbeath/ Kelty		Zone 4 - Kirkcaldy		Zone 5 - Glenrothes		Zone 6 - Leven/ Methil		Zone 7 - Kennoway		Zone 8 - Cupar		Zone 9 - St. Andrews		Zone 10 - East Neuk		
Wales																						
0	94.6%	1009	95.7%	232	95.5%	88	96.5%	44	97.0%	234	89.8%	153	87.8%	51	92.1%	35	94.6%	44	97.8%	100	92.7%	29
1	2.4%	25	2.3%	6	2.6%	2	0.0%	0	2.1%	5	4.1%	7	1.6%	1	2.9%	1	3.9%	2	0.7%	1	1.2%	0
2	0.4%	4	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.7%	1	3.0%	1
3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4	0.0%	0	0.0%	0	0.0%	0	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+	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.5%	27	1.6%	4	1.9%	2	3.5%	2	0.8%	2	5.3%	9	7.6%	4	5.0%	2	1.5%	1	0.7%	1	3.0%	1
Weighted base:		1066		242		92		45		242		171		58		38		47		102		31
Sample:		1039		217		95		48		205		155		48		52		66		98		55
Northern Ireland																						
0	92.3%	984	93.7%	227	91.6%	84	93.3%	42	93.9%	227	91.3%	156	86.0%	50	89.3%	33	96.1%	45	89.8%	92	94.0%	29
1	3.9%	41	3.2%	8	2.8%	3	3.1%	1	4.8%	12	2.4%	4	3.4%	2	5.7%	2	1.4%	1	8.7%	9	0.0%	0
2	0.8%	9	1.1%	3	2.8%	3	0.0%	0	0.4%	1	0.6%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	3.0%	1
3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
4	0.0%	0	0.0%	0	0.0%	0	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+	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.4%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.6%	28	2.0%	5	1.9%	2	3.5%	2	0.8%	2	5.3%	9	7.6%	4	5.0%	2	1.5%	1	0.7%	1	3.0%	1
Weighted base:		1066		242		92		45		242		171		58		38		47		102		31
Sample:		1039		217		95		48		205		155		48		52		66		98		55
Abroad																						
0	68.8%	734	66.1%	160	71.4%	65	73.8%	33	77.7%	188	65.9%	112	64.7%	37	49.2%	18	64.7%	30	64.7%	66	73.9%	23
1	16.3%	173	20.0%	48	18.9%	17	13.4%	6	11.3%	27	16.8%	29	9.1%	5	20.0%	8	19.0%	9	18.5%	19	16.1%	5
2	6.9%	74	6.9%	17	2.6%	2	6.0%	3	6.8%	17	8.1%	14	8.4%	5	12.0%	5	6.1%	3	7.0%	7	7.0%	2
3	2.9%	30	4.7%	11	1.0%	1	3.3%	1	0.9%	2	2.0%	3	2.8%	2	6.8%	3	3.8%	2	5.1%	5	0.0%	0
4	1.1%	11	0.3%	1	2.7%	2	0.0%	0	1.5%	4	0.6%	1	1.6%	1	1.5%	1	3.9%	2	0.0%	0	0.0%	0
5+	1.4%	15	0.4%	1	0.8%	1	0.0%	0	0.9%	2	1.4%	2	4.5%	3	5.4%	2	1.1%	0	3.9%	4	0.0%	0
(Don't know)	2.7%	28	1.6%	4	2.6%	2	3.5%	2	0.8%	2	5.3%	9	8.8%	5	5.0%	2	1.5%	1	0.7%	1	3.0%	1
Weighted base:		1066		242		92		45		242		171		58		38		47		102		31
Sample:		1039		217		95		48		205		155		48		52		66		98		55

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
MeanScore: visits per week																						
Q30 How often do you visit the following attractions in Fife each year? [MR/PR]																						
Bingo																						
More than once a week	0.4%	7	0.2%	1	0.5%	1	0.6%	1	0.8%	3	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	2.2%	40	1.9%	7	3.3%	5	1.4%	1	3.4%	14	0.8%	2	6.1%	7	1.6%	1	0.0%	0	0.4%	1	2.4%	1
2-3 times a month	1.1%	20	1.6%	6	0.0%	0	0.8%	1	0.7%	3	3.1%	9	0.9%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Once a month	1.1%	19	1.8%	7	1.1%	2	0.6%	1	0.6%	3	0.0%	0	0.8%	1	8.3%	5	0.0%	0	0.4%	1	1.8%	1
Every 2-3 months	1.7%	31	1.7%	6	2.2%	3	5.5%	6	0.9%	4	2.6%	8	0.8%	1	3.4%	2	0.9%	1	0.0%	0	0.9%	0
Less often	2.3%	42	2.9%	10	2.9%	4	5.6%	6	2.1%	9	2.5%	8	0.0%	0	1.8%	1	0.0%	0	2.2%	4	0.0%	0
Never	90.7%	1636	89.5%	322	89.5%	132	83.6%	86	91.5%	393	90.1%	268	89.8%	97	85.0%	52	97.5%	72	96.3%	163	94.9%	50
(No such facility in Fife)	0.5%	8	0.3%	1	0.6%	1	1.8%	2	0.0%	0	0.6%	2	1.0%	1	0.0%	0	1.0%	1	0.6%	1	0.0%	0
Mean:		0.05		0.05		0.06		0.06		0.07		0.04		0.10		0.05		0.00		0.01		0.03
Weighted base:		1803		360		147		103		430		298		109		62		73		169		53
Sample:		1803		340		145		100		385		270		100		101		100		160		102
Cinema																						
More than once a week	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	1.0%	18	2.0%	7	0.0%	0	5.5%	6	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.8%	1
2-3 times a month	4.0%	71	5.8%	21	13.8%	20	3.7%	4	2.4%	10	2.6%	8	0.9%	1	0.7%	0	2.3%	2	2.1%	3	3.2%	2
Once a month	9.9%	179	16.3%	58	9.5%	14	2.8%	3	4.3%	18	12.0%	36	6.1%	7	26.9%	17	8.5%	6	8.9%	15	10.2%	5
Every 2-3 months	18.8%	339	21.2%	76	26.4%	39	25.0%	26	15.7%	68	17.1%	51	23.0%	25	8.4%	5	13.3%	10	14.4%	24	29.2%	15
Less often	21.9%	394	20.7%	75	20.4%	30	16.0%	17	25.9%	111	22.5%	67	17.9%	19	8.8%	5	22.0%	16	26.1%	44	18.6%	10
Never	43.6%	786	33.7%	121	29.9%	44	45.1%	47	49.5%	213	44.9%	134	51.2%	56	55.2%	34	53.0%	39	47.4%	80	37.0%	20
(No such facility in Fife)	0.8%	14	0.3%	1	0.0%	0	1.8%	2	1.8%	8	0.4%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Mean:		0.10		0.14		0.14		0.13		0.08		0.09		0.06		0.10		0.07		0.09		0.11
Weighted base:		1803		360		147		103		430		298		109		62		73		169		53
Sample:		1803		340		145		100		385		270		100		101		100		160		102

	Total	Zone 1 - Dunfermline		Zone 2 - Dalgety Bay / Rosyth		Zone 3 - Cowdenbeath/ Kelty		Zone 4 - Kirkcaldy		Zone 5 - Glenrothes		Zone 6 - Leven/ Methil		Zone 7 - Kennoway		Zone 8 - Cupar		Zone 9 - St. Andrews		Zone 10 - East Neuk		
Leisure centre / gym																						
More than once a week	7.2%	130	8.2%	29	14.3%	21	2.3%	2	6.2%	27	7.1%	21	9.9%	11	5.1%	3	11.6%	8	3.8%	6	1.9%	1
Once a week	8.4%	152	15.5%	56	6.0%	9	7.3%	8	7.1%	31	8.9%	26	5.2%	6	1.7%	1	6.2%	5	4.4%	7	7.4%	4
2-3 times a month	2.1%	38	4.4%	16	2.3%	3	0.0%	0	1.1%	5	1.8%	5	0.9%	1	0.9%	1	0.0%	0	3.2%	5	3.4%	2
Once a month	4.3%	78	5.6%	20	4.0%	6	8.5%	9	3.7%	16	5.8%	17	0.0%	0	7.4%	5	1.7%	1	0.5%	1	6.7%	4
Every 2-3 months	2.1%	38	0.9%	3	4.0%	6	3.6%	4	1.7%	7	3.4%	10	3.2%	3	0.0%	0	1.5%	1	1.0%	2	1.7%	1
Less often	2.7%	48	4.6%	16	4.1%	6	1.5%	2	1.9%	8	2.2%	7	0.8%	1	8.2%	5	3.2%	2	0.0%	0	1.8%	1
Never	72.8%	1312	60.6%	218	64.8%	96	74.9%	77	78.2%	336	70.5%	210	79.1%	86	76.6%	47	75.0%	55	87.0%	147	77.1%	41
(No such facility in Fife)	0.4%	7	0.3%	1	0.6%	1	1.8%	2	0.0%	0	0.4%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Mean:		0.40		0.53		0.67		0.20		0.34		0.41		0.46		0.26		0.54		0.21		0.19
Weighted base:		1803		360		147		103		430		298		109		62		73		169		53
Sample:		1803		340		145		100		385		270		100		101		100		160		102
Nightclub / disco																						
More than once 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
Once a week	0.3%	6	0.2%	1	0.0%	0	0.7%	1	0.0%	0	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 times a month	1.5%	28	0.5%	2	0.0%	0	8.5%	9	1.3%	5	0.0%	0	4.5%	5	0.0%	0	0.0%	0	3.6%	6	1.8%	1
Once a month	1.8%	32	2.7%	10	1.7%	2	8.5%	9	1.5%	7	0.0%	0	1.6%	2	4.8%	3	0.0%	0	0.0%	0	0.0%	0
Every 2-3 months	1.6%	30	3.9%	14	2.3%	3	0.0%	0	0.4%	2	0.0%	0	4.5%	5	0.8%	1	6.2%	5	0.0%	0	0.0%	0
Less often	3.0%	54	4.8%	17	7.8%	12	6.5%	7	2.6%	11	0.6%	2	1.6%	2	4.8%	3	0.0%	0	0.0%	0	1.8%	1
Never	91.2%	1643	87.6%	315	87.5%	129	73.9%	76	94.1%	405	96.6%	288	86.9%	94	89.6%	55	92.8%	68	96.4%	163	95.6%	50
(No such facility in Fife)	0.5%	10	0.3%	1	0.6%	1	1.8%	2	0.0%	0	1.3%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.9%	0
Mean:		0.02		0.02		0.02		0.08		0.01		0.02		0.03		0.02		0.01		0.02		0.01
Weighted base:		1803		360		147		103		430		298		109		62		73		169		53
Sample:		1803		340		145		100		385		270		100		101		100		160		102
Pub / wine bar																						
More than once a week	1.2%	21	2.4%	9	0.5%	1	0.0%	0	1.0%	4	1.4%	4	1.3%	1	0.7%	0	1.5%	1	0.0%	0	0.0%	0
Once a week	6.0%	109	6.8%	25	6.4%	9	4.8%	5	6.4%	28	4.9%	15	7.5%	8	2.4%	1	5.6%	4	6.8%	11	4.9%	3
2-3 times a month	7.8%	140	7.9%	28	8.1%	12	9.3%	10	8.0%	35	2.3%	7	10.7%	12	3.6%	2	3.9%	3	15.3%	26	11.9%	6
Once a month	12.0%	216	13.2%	48	14.1%	21	17.5%	18	10.2%	44	12.2%	36	9.3%	10	13.7%	8	9.8%	7	9.5%	16	13.7%	7
Every 2-3 months	11.9%	214	17.0%	61	12.9%	19	2.2%	2	10.6%	46	9.0%	27	16.7%	18	4.9%	3	17.9%	13	9.0%	15	18.9%	10
Less often	9.8%	177	10.8%	39	13.7%	20	11.7%	12	10.4%	45	6.8%	20	4.8%	5	12.8%	8	11.9%	9	10.0%	17	4.8%	3
Never	51.0%	920	41.6%	150	44.3%	65	52.8%	54	53.4%	229	63.0%	188	48.7%	53	61.9%	38	48.5%	36	49.4%	83	45.7%	24
(No such facility in Fife)	0.3%	6	0.3%	1	0.0%	0	1.8%	2	0.0%	0	0.4%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Mean:		0.20		0.27		0.19		0.16		0.20		0.17		0.23		0.13		0.20		0.19		0.17
Weighted base:		1803		360		147		103		430		298		109		62		73		169		53
Sample:		1803		340		145		100		385		270		100		101		100		160		102

	Total	Zone 1 - Dunfermline		Zone 2 - Dalgety Bay / Rosyth		Zone 3 - Cowdenbeath/ Kelty		Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk								
Restaurants																						
More than once a week	1.4%	25	1.4%	5	0.5%	1	0.0%	0	0.8%	3	3.4%	10	2.3%	2	1.4%	1	1.3%	1	0.9%	2	0.9%	0
Once a week	8.0%	144	8.8%	32	7.3%	11	13.0%	13	7.6%	33	6.5%	19	10.7%	12	11.9%	7	7.6%	6	4.8%	8	5.2%	3
2-3 times a month	13.7%	247	12.4%	45	17.8%	26	21.8%	22	11.4%	49	10.2%	30	14.5%	16	11.7%	7	15.5%	11	19.6%	33	13.0%	7
Once a month	20.4%	368	23.1%	83	23.9%	35	13.5%	14	22.8%	98	18.0%	54	10.4%	11	21.2%	13	17.7%	13	18.5%	31	28.8%	15
Every 2-3 months	18.2%	329	22.9%	82	19.0%	28	9.2%	10	16.7%	72	13.6%	40	22.6%	25	7.3%	4	16.8%	12	25.8%	44	22.5%	12
Less often	9.4%	170	9.5%	34	13.4%	20	10.9%	11	9.0%	39	8.2%	24	5.2%	6	5.2%	3	15.1%	11	9.5%	16	11.2%	6
Never	28.5%	514	21.5%	77	18.1%	27	29.8%	31	31.8%	137	39.5%	118	33.3%	36	40.6%	25	25.0%	18	20.8%	35	18.3%	10
(No such facility in Fife)	0.4%	7	0.3%	1	0.0%	0	1.8%	2	0.0%	0	0.7%	2	1.0%	1	0.7%	0	1.0%	1	0.0%	0	0.0%	0
Mean:		0.29		0.31		0.29		0.31		0.26		0.33		0.33		0.31		0.30		0.27		0.28
Weighted base:		1803		360		147		103		430		298		109		62		73		169		53
Sample:		1803		340		145		100		385		270		100		101		100		160		102
Swimming																						
More than once a week	2.8%	50	3.0%	11	4.8%	7	2.3%	2	3.4%	15	2.0%	6	1.5%	2	1.6%	1	1.5%	1	2.1%	4	3.6%	2
Once a week	8.9%	161	13.6%	49	7.9%	12	12.8%	13	5.5%	24	7.5%	22	9.8%	11	10.6%	7	15.0%	11	4.8%	8	9.0%	5
2-3 times a month	3.5%	63	5.1%	18	5.4%	8	2.2%	2	3.8%	16	1.6%	5	3.2%	4	0.9%	1	0.9%	1	3.8%	6	4.2%	2
Once a month	5.8%	105	6.2%	22	10.5%	16	1.5%	2	3.9%	17	7.8%	23	6.9%	7	4.3%	3	3.9%	3	5.3%	9	7.7%	4
Every 2-3 months	4.1%	74	3.1%	11	6.8%	10	7.3%	7	4.2%	18	3.6%	11	2.1%	2	1.8%	1	1.5%	1	5.8%	10	4.4%	2
Less often	3.7%	66	5.3%	19	4.4%	6	2.1%	2	3.2%	14	1.7%	5	3.1%	3	3.5%	2	7.6%	6	4.1%	7	3.3%	2
Never	70.7%	1274	63.5%	228	59.6%	88	70.0%	72	76.0%	327	74.8%	223	72.5%	79	77.3%	48	68.6%	50	74.2%	125	66.1%	35
(No such facility in Fife)	0.5%	9	0.3%	1	0.6%	1	1.8%	2	0.0%	0	1.0%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.7%	1
Mean:		0.24		0.31		0.34		0.25		0.23		0.19		0.20		0.19		0.24		0.18		0.29
Weighted base:		1803		360		147		103		430		298		109		62		73		169		53
Sample:		1803		340		145		100		385		270		100		101		100		160		102
Ten-pin bowling																						
More than once a week	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Once a week	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.9%	0
2-3 times a month	0.5%	8	0.5%	2	0.6%	1	0.0%	0	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	3.1%	56	6.1%	22	7.2%	11	6.5%	7	2.5%	11	0.3%	1	0.0%	0	5.6%	3	2.5%	2	0.0%	0	0.0%	0
Every 2-3 months	5.0%	90	10.5%	38	8.1%	12	13.1%	13	3.3%	14	2.1%	6	2.3%	2	5.1%	3	0.0%	0	0.0%	0	0.9%	0
Less often	11.2%	202	17.3%	62	15.7%	23	15.9%	16	13.3%	57	8.7%	26	3.2%	3	6.8%	4	3.1%	2	2.7%	5	4.4%	2
Never	78.3%	1411	65.3%	235	68.0%	100	62.7%	65	77.6%	334	84.2%	251	92.8%	101	82.4%	51	92.0%	68	94.6%	160	91.4%	48
(No such facility in Fife)	1.8%	32	0.3%	1	0.5%	1	1.8%	2	1.8%	8	4.4%	13	1.8%	2	0.0%	0	1.8%	1	2.1%	3	2.4%	1
Mean:		0.03		0.05		0.05		0.05		0.04		0.02		0.01		0.03		0.04		0.01		0.02
Weighted base:		1803		360		147		103		430		298		109		62		73		169		53
Sample:		1803		340		145		100		385		270		100		101		100		160		102

Weighted:

Fife Council

March 2016

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk											
Theatre / concert																						
More than once a week	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 times a month	0.7%	13	0.4%	2	0.6%	1	1.4%	1	1.1%	5	0.8%	2	0.9%	1	0.7%	0	0.0%	0	0.0%	0	0.9%	0
Once a month	3.4%	62	2.3%	8	7.4%	11	2.9%	3	3.5%	15	3.4%	10	1.3%	1	1.7%	1	3.1%	2	4.7%	8	2.6%	1
Every 2-3 months	14.8%	266	21.7%	78	16.1%	24	23.4%	24	14.4%	62	10.5%	31	4.4%	5	16.7%	10	6.3%	5	13.2%	22	10.7%	6
Less often	24.9%	450	30.7%	110	30.5%	45	24.8%	26	26.2%	113	18.2%	54	17.4%	19	11.0%	7	15.4%	11	29.4%	50	29.6%	16
Never	55.4%	999	44.7%	161	45.4%	67	45.7%	47	54.1%	232	65.4%	195	75.1%	81	69.9%	43	74.2%	54	52.6%	89	56.2%	30
(No such facility in Fife)	0.6%	11	0.3%	1	0.0%	0	1.8%	2	0.2%	1	1.6%	5	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Mean:		0.06		0.06		0.07		0.07		0.07		0.04		0.03		0.04		0.03		0.06		0.05
Weighted base:		1803		360		147		103		430		298		109		62		73		169		53
Sample:		1803		340		145		100		385		270		100		101		100		160		102

GEN Gender of respondent:

Male	31.8%	573	27.7%	100	36.4%	54	39.1%	40	30.8%	132	30.5%	91	33.3%	36	27.5%	17	33.7%	25	36.7%	62	31.7%	17
Female	68.2%	1229	72.3%	260	63.6%	94	60.9%	63	69.2%	298	69.5%	207	66.7%	72	72.5%	45	66.3%	49	63.3%	107	68.3%	36
Weighted base:		1803		360		147		103		430		298		109		62		73		169		53
Sample:		1803		340		145		100		385		270		100		101		100		160		102

AGE Which of the following age ranges do you fall into? [PR]

16 to 24	4.4%	80	0.0%	0	6.4%	9	8.5%	9	1.3%	5	6.7%	20	9.0%	10	9.6%	6	0.0%	0	12.2%	21	0.0%	0
25 to 34	12.2%	219	16.0%	57	6.4%	9	21.3%	22	11.5%	49	13.4%	40	13.5%	15	4.8%	3	18.1%	13	3.0%	5	9.9%	5
35 to 44	15.4%	278	18.9%	68	20.3%	30	10.6%	11	14.5%	62	14.9%	44	12.8%	14	13.6%	8	16.1%	12	13.0%	22	12.3%	6
45 to 54	17.6%	317	20.2%	73	23.0%	34	14.2%	15	16.6%	71	14.2%	42	14.2%	15	18.5%	11	22.4%	16	16.1%	27	22.6%	12
55 to 64	19.4%	349	20.5%	74	22.4%	33	7.3%	8	20.9%	90	18.5%	55	14.6%	16	20.1%	12	17.3%	13	20.3%	34	27.3%	14
65 +	28.6%	515	22.4%	81	20.2%	30	32.7%	34	32.8%	141	29.7%	89	31.2%	34	30.4%	19	24.1%	18	34.1%	58	27.0%	14
(Refused)	2.5%	44	2.0%	7	1.4%	2	5.5%	6	2.5%	11	2.5%	7	4.8%	5	3.1%	2	1.9%	1	1.3%	2	1.1%	1
Weighted base:		1803		360		147		103		430		298		109		62		73		169		53
Sample:		1803		340		145		100		385		270		100		101		100		160		102

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk						
QUOTA Zone:																	
Zone 1 - Dunfermline	20.0%	360	100.0%	360	0.0%	0	0.0%	0	0.0%	0	0.0%	0					
Zone 2 - Dalgety Bay / Rosyth	8.2%	147	0.0%	0	100.0%	147	0.0%	0	0.0%	0	0.0%	0					
Zone 3 - Cowdenbeath/ Kelty	5.7%	103	0.0%	0	0.0%	0	100.0%	103	0.0%	0	0.0%	0					
Zone 4 - Kirkcaldy	23.8%	430	0.0%	0	0.0%	0	0.0%	0	100.0%	430	0.0%	0					
Zone 5 - Glenrothes	16.5%	298	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	298					
Zone 6 - Leven/ Methil	6.0%	109	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%	109				
Zone 7 - Kennoway	3.4%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	62			
Zone 8 - Cupar	4.1%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%	73		
Zone 9 - St. Andrews	9.4%	169	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	169	
Zone 10 - East Neuk	2.9%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%	53
Weighted base:	1803	360	147	103	430	298	109	62	73	169	53						
Sample:	1803	340	145	100	385	270	100	101	100	160	102						

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
PC Postcode sector:											
DD6 8	2.1%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%
DD6 9	1.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%
FK10 4	0.7%	13	3.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%
KY1 1	2.3%	41	0.0%	0	0.0%	0	9.5%	41	0.0%	0	0.0%
KY1 2	1.5%	27	0.0%	0	0.0%	0	6.2%	27	0.0%	0	0.0%
KY1 3	0.7%	13	0.0%	0	0.0%	0	3.1%	13	0.0%	0	0.0%
KY1 4	0.8%	14	0.0%	0	0.0%	0	3.4%	14	0.0%	0	0.0%
KY10 2	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%
KY10 3	1.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.4%
KY11 1	1.4%	24	0.0%	0	16.6%	24	0.0%	0	0.0%	0	0.0%
KY11 2	3.3%	59	0.0%	0	40.3%	59	0.0%	0	0.0%	0	0.0%
KY11 3	0.4%	7	2.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
KY11 4	2.5%	44	12.3%	44	0.0%	0	0.0%	0	0.0%	0	0.0%
KY11 8	4.3%	78	21.6%	78	0.0%	0	0.0%	0	0.0%	0	0.0%
KY11 9	3.5%	64	0.0%	0	43.1%	64	0.0%	0	0.0%	0	0.0%
KY12 0	2.9%	52	14.5%	52	0.0%	0	0.0%	0	0.0%	0	0.0%
KY12 7	2.5%	45	12.4%	45	0.0%	0	0.0%	0	0.0%	0	0.0%
KY12 8	3.6%	65	18.0%	65	0.0%	0	0.0%	0	0.0%	0	0.0%
KY12 9	3.1%	56	15.7%	56	0.0%	0	0.0%	0	0.0%	0	0.0%
KY14 6	0.7%	12	0.0%	0	0.0%	0	0.0%	0	4.1%	12	0.0%
KY14 7	2.8%	50	0.0%	0	0.0%	0	0.0%	0	16.7%	50	0.0%
KY15 4	1.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.8%
KY15 5	2.7%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.2%
KY15 7	2.8%	50	0.0%	0	0.0%	0	0.0%	0	16.9%	50	0.0%
KY16 0	1.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%
KY16 8	3.1%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.6%
KY16 9	1.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%
KY2 5	2.9%	52	0.0%	0	0.0%	0	12.0%	52	0.0%	0	0.0%
KY2 6	5.5%	99	0.0%	0	0.0%	0	22.9%	99	0.0%	0	0.0%
KY3 0	2.1%	37	0.0%	0	0.0%	0	8.7%	37	0.0%	0	0.0%
KY3 9	2.2%	40	0.0%	0	0.0%	0	9.3%	40	0.0%	0	0.0%
KY4 0	1.2%	21	0.0%	0	0.0%	0	20.3%	21	0.0%	0	0.0%
KY4 8	1.2%	21	0.0%	0	0.0%	0	20.3%	21	0.0%	0	0.0%
KY4 9	3.4%	61	0.0%	0	0.0%	0	59.4%	61	0.0%	0	0.0%
KY5 0	1.9%	34	0.0%	0	0.0%	0	7.9%	34	0.0%	0	0.0%
KY5 8	1.8%	33	0.0%	0	0.0%	0	7.6%	33	0.0%	0	0.0%
KY5 9	2.3%	41	0.0%	0	0.0%	0	9.5%	41	0.0%	0	0.0%
KY6 1	1.0%	17	0.0%	0	0.0%	0	0.0%	0	5.8%	17	0.0%
KY6 2	2.0%	37	0.0%	0	0.0%	0	0.0%	0	12.3%	37	0.0%
KY6 3	0.7%	12	0.0%	0	0.0%	0	0.0%	0	4.2%	12	0.0%
KY7 4	2.4%	44	0.0%	0	0.0%	0	0.0%	0	14.8%	44	0.0%
KY7 5	1.7%	30	0.0%	0	0.0%	0	0.0%	0	10.0%	30	0.0%
KY7 6	2.5%	46	0.0%	0	0.0%	0	0.0%	0	15.4%	46	0.0%
KY8 1	1.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%
KY8 2	1.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.9%

	Total	Zone 1 - Dunfermline	Zone 2 - Dalgety Bay / Rosyth	Zone 3 - Cowdenbeath/ Kelty	Zone 4 - Kirkcaldy	Zone 5 - Glenrothes	Zone 6 - Leven/ Methil	Zone 7 - Kennoway	Zone 8 - Cupar	Zone 9 - St. Andrews	Zone 10 - East Neuk
KY8 3	1.3% 24	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	22.2% 24	0.0% 0	0.0% 0	0.0% 0	0.0% 0
KY8 4	1.7% 31	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	28.2% 31	0.0% 0	0.0% 0	0.0% 0	0.0% 0
KY8 5	2.5% 45	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	73.5% 45	0.0% 0	0.0% 0	0.0% 0
KY8 6	0.9% 16	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	26.5% 16	0.0% 0	0.0% 0	0.0% 0
KY9 1	0.2% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	7.0% 4
Weighted base:	1803	360	147	103	430	298	109	62	73	169	53
Sample:	1803	340	145	100	385	270	100	101	100	160	102

Appendix 3:

Data Tabulations

By Area

	Total	West Fife	Mid Fife	East Fife				
Q01 Where did you last do your MAIN FOOD shopping for the household?								
Co-op, High Street, Anstruther	0.2%	3	0.0%	0	0.0%	0	0.8%	3
Co-op, St Andrews Road, Anstruther	0.9%	16	0.0%	0	0.0%	0	4.4%	16
Burntisland	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Co-op, High Street, Burntisland	0.2%	4	0.0%	0	0.5%	4	0.0%	0
Aldi, Stenhouse Street, Cowdenbeath	1.6%	28	3.6%	21	0.8%	7	0.0%	0
Co-op, Dalbeath Crescent, Cowdenbeath	0.1%	2	0.2%	1	0.1%	1	0.0%	0
Iceland, High Street, Cowdenbeath	0.1%	2	0.2%	1	0.1%	1	0.0%	0
Morrisons, Main Street, Cowdenbeath	1.4%	26	3.9%	23	0.4%	3	0.0%	0
Aldi, South Road, Cupar	1.1%	19	0.0%	0	0.4%	3	4.4%	16
Co-op, Bonnygate, Cupar	0.4%	7	0.0%	0	0.0%	0	1.9%	7
Lidl, Station Road, Cupar	1.1%	20	0.0%	0	0.2%	2	5.0%	18
Tesco Superstore, South Road, Cupar	2.8%	51	0.0%	0	1.1%	9	11.6%	42
Asda, Fulmar Way, Dalgety Bay	2.0%	36	5.1%	30	0.7%	6	0.0%	0
Tesco Express, Western Approach Road, Dalgety Bay	0.5%	9	1.0%	6	0.4%	3	0.0%	0
Tesco Metro, Regents Way, Dalgety Bay	0.8%	14	1.9%	11	0.4%	3	0.0%	0
Aldi, Arbroath Road, Dundee	0.1%	2	0.0%	0	0.0%	0	0.6%	2
Aldi, The Stack Retail Park, Dundee	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Asda, Kingsway East, Dundee	0.3%	6	0.0%	0	0.0%	0	1.7%	6
Asda, Milton of Cragie Retail Park, Dundee	0.1%	2	0.0%	0	0.0%	0	0.6%	2
Lidl, South Ward Road, Dundee	0.1%	2	0.0%	0	0.0%	0	0.6%	2
Marks & Spencer, Brook Street, Dundee	0.1%	2	0.0%	0	0.0%	0	0.6%	2
Sainsbury's, Forfar Road, Dundee	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Tesco Extra, Kingsway West, Dundee	0.1%	2	0.0%	0	0.0%	0	0.6%	2
Tesco Extra, Riverside Drive, Dundee	1.8%	32	0.0%	0	0.0%	0	8.8%	32
Tesco Extra, South Road, Dundee	0.1%	2	0.0%	0	0.1%	1	0.3%	1
Tesco Metro, Dundee	0.1%	2	0.0%	0	0.0%	0	0.6%	2
Aldi, Halbeath Road, Dunfermline	2.2%	39	6.3%	37	0.2%	2	0.0%	0
Aldi, Nightingale Place, Dunoch Retail Park, Dunfermline	1.4%	26	4.4%	26	0.0%	0	0.0%	0
Asda, Halbeath Road Retail Park, Dunfermline	6.8%	122	19.3%	113	1.1%	9	0.0%	0
Asda, St Leonards Street, Dunfermline	3.1%	56	9.6%	56	0.0%	0	0.0%	0
Co-op, Chapel Street, Dunfermline	0.1%	2	0.3%	2	0.0%	0	0.0%	0
Farmfoods, Carnegie Drive Retail Park, Dunfermline	0.1%	2	0.3%	2	0.0%	0	0.0%	0
Iceland, Halbeath Road, Dunfermline	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Marks & Spencer, High Street, Dunfermline	0.3%	6	0.9%	5	0.1%	1	0.0%	0
Tesco Express, Aberdour Road, Dunfermline	0.5%	9	1.2%	7	0.2%	2	0.0%	0
Tesco Extra, Duloch Park, Dunfermline, Fife	5.3%	96	14.7%	86	1.1%	9	0.3%	1
Tesco Extra, Turnstone Road, Dunfermline	1.4%	25	3.9%	23	0.2%	2	0.0%	0
Tesco Superstore, Fire	3.4%	61	9.7%	57	0.5%	4	0.0%	0

Fife Household Survey

Fife Council

	Total	West Fife		Mid Fife		East Fife		
Station, Winterthur Lane, Carnegie Drive, Dunfermline								
Glenrothes	0.3%	6	0.0%	0	0.7%	6	0.0%	0
Aldi, Flemington Road, Glenrothes	1.7%	31	0.0%	0	3.5%	30	0.3%	1
Asda, Fullerton Road, Glenrothes	5.5%	99	0.2%	1	10.3%	88	2.8%	10
Co-op, Marchmont Gate, Glenrothes	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Farmfoods, Kingdom Centre, Lyon Way, Glenrothes	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Iceland, Falklands Gate, Glenrothes	0.6%	11	0.0%	0	1.3%	11	0.0%	0
Lidl, Leslie Road, Glenrothes	0.5%	9	0.0%	0	1.1%	9	0.0%	0
Marks & Spencer (BP garage), Bankhead Park, Glenrothes	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Morrisons, Flemington Road, Glenrothes	6.4%	116	0.0%	0	13.1%	112	1.1%	4
Tesco Express, South Parks Road, Glenrothes	0.2%	3	0.3%	2	0.1%	1	0.0%	0
Farmfoods, High Street, Inverkeithing	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Sainsbury's, Station Road, Kinross	0.6%	10	0.5%	3	0.7%	6	0.3%	1
Kirkcaldy	0.2%	4	0.0%	0	0.5%	4	0.0%	0
Aldi, Ferrard Road, Kirkcaldy	1.9%	35	0.0%	0	4.1%	35	0.0%	0
Aldi, McKenzie Street, Kirkcaldy	0.8%	15	0.0%	0	1.8%	15	0.0%	0
Asda, Carberry Road, Kirkcaldy	6.8%	123	0.5%	3	13.7%	117	0.8%	3
Co-op, Dunearn Drive, Kirkcaldy	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Farmfoods, The Postings, Kirkcaldy	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Lidl, Esplanade, Kirkcaldy	0.5%	9	0.2%	1	0.9%	8	0.0%	0
M&S Simply Food, Fife Central Retail Park, Kirkcaldy	0.5%	9	0.3%	2	0.8%	7	0.0%	0
Marks & Spencer, High Street, Kirkcaldy	0.5%	9	0.0%	0	1.1%	9	0.0%	0
Morrisons, The Esplanade, Kirkcaldy	4.0%	73	0.9%	5	7.8%	67	0.3%	1
Sainsbury's, Fife Central Retail Park, Kirkcaldy	3.4%	61	0.2%	1	6.9%	59	0.3%	1
Leven	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Aldi, Turpie Road, Leven	1.8%	32	0.0%	0	2.9%	25	1.9%	7
Co-op, Wellesley Road, Leven	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Farmfoods, Shorehead, Leven	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Iceland, High Street, Leven	0.3%	6	0.0%	0	0.6%	5	0.3%	1
Lidl, Mitchell Street, Leven	1.5%	27	0.0%	0	2.7%	23	1.1%	4
Sainsbury's, Riverside Road, Leven	4.6%	83	0.0%	0	8.8%	75	2.2%	8
Co-op, High Street, Lochgelly	0.3%	6	0.0%	0	0.7%	6	0.0%	0
Tesco Express, Station Road, Cardenden, Lochgelly	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Tesco Metro, Queensferry Road, Rosyth	0.6%	10	1.7%	10	0.0%	0	0.0%	0
Aldi, Tom Morris Drive, St Andrews	1.6%	28	0.0%	0	0.0%	0	7.7%	28
M&S Simply Food, Largo Road, St Andrews	0.8%	14	0.0%	0	0.1%	1	3.6%	13
Morrisons, Largo Street, St Andrews	4.9%	88	0.0%	0	0.6%	5	22.9%	83
Sainsbury's Local, Market Street, St Andrews	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Tesco Metro, Market Street, St Andrews	0.6%	10	0.0%	0	0.0%	0	2.8%	10

Fife Household Survey

Fife Council

	Total	West Fife	Mid Fife	East Fife				
Alloa	1.1%	20	3.4%	20	0.0%	0	0.0%	0
Auchtermuchty	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Brechin	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Cellardyke	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Edinburgh	0.3%	6	0.9%	5	0.1%	1	0.0%	0
England	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Falkland	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Fallin	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Kelty	0.1%	2	0.3%	2	0.0%	0	0.0%	0
Kennoway	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Kincardine	0.1%	2	0.3%	2	0.0%	0	0.0%	0
Kinghorn	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Ladybank	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Leuchars	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Newport-on-Tay	0.2%	3	0.0%	0	0.0%	0	0.8%	3
Oakley	0.1%	2	0.3%	2	0.0%	0	0.0%	0
Perth	0.5%	9	0.0%	0	1.1%	9	0.0%	0
Wormit	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Internet	3.4%	61	2.1%	12	2.9%	25	6.6%	24
(Varies)	0.3%	5	0.2%	1	0.4%	3	0.3%	1
(Don't know / can't remember)	0.1%	2	0.2%	1	0.0%	0	0.3%	1
Base:		1803		585		856		362

Q01 Which Internet retailer did you use on that trip?

Those who last did main food shopping via the Internet at Q01:

Asda	32.8%	20	33.3%	4	48.0%	12	16.7%	4
Sainsbury's	18.0%	11	16.7%	2	20.0%	5	16.7%	4
Tesco	49.2%	30	50.0%	6	32.0%	8	66.7%	16
Base:		61		12		25		24

	Total	West Fife		Mid Fife		East Fife		
Q02 Where did you last go the time before that to do your MAIN FOOD shopping?								
Co-op, High Street, Anstruther	0.2%	4	0.0%	0	0.0%	0	1.1%	4
Co-op, St Andrews Road, Anstruther	0.8%	14	0.0%	0	0.0%	0	3.9%	14
Burntisland	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Co-op, High Street, Burntisland	0.2%	4	0.0%	0	0.5%	4	0.0%	0
Cowdenbeath	0.1%	2	0.3%	2	0.0%	0	0.0%	0
Aldi, Stenhouse Street, Cowdenbeath	1.4%	25	3.1%	18	0.8%	7	0.0%	0
Co-op, Dalbeath Crescent, Cowdenbeath	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Iceland, High Street, Cowdenbeath	0.3%	6	0.9%	5	0.1%	1	0.0%	0
Morrisons, Main Street, Cowdenbeath	1.1%	20	3.1%	18	0.2%	2	0.0%	0
Cupar	0.1%	2	0.0%	0	0.0%	0	0.6%	2
Aldi, South Road, Cupar	1.5%	27	0.0%	0	0.8%	7	5.5%	20
Co-op, Bonnygate, Cupar	0.2%	4	0.0%	0	0.0%	0	1.1%	4
Lidl, Station Road, Cupar	1.0%	18	0.0%	0	0.4%	3	4.1%	15
Tesco Superstore, South Road, Cupar	2.7%	49	0.0%	0	0.9%	8	11.3%	41
Asda, Fulmar Way, Dalgety Bay	1.8%	33	4.3%	25	0.9%	8	0.0%	0
Co-op, Lt Sales Avenue, Dalgety Bay	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Tesco Express, Western Approach Road, Dalgety Bay	0.7%	12	1.5%	9	0.4%	3	0.0%	0
Tesco Metro, Regents Way, Dalgety Bay	0.8%	15	2.1%	12	0.4%	3	0.0%	0
Aldi, Arbroath Road, Dundee	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Asda, Kingsway East, Dundee	0.2%	4	0.2%	1	0.0%	0	0.8%	3
Asda, Kirkton, Dundee	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Asda, Milton of Cragie Retail Park, Dundee	0.1%	2	0.0%	0	0.0%	0	0.6%	2
Marks & Spencer, Brook Street, Dundee	0.2%	3	0.0%	0	0.0%	0	0.8%	3
Morrisons, Forfar Road, Dundee	0.2%	3	0.0%	0	0.0%	0	0.8%	3
Sainsbury's, Baldovie Road, Claypotts, Dundee	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Tesco Express, Nethergate, Dundee	0.2%	3	0.0%	0	0.1%	1	0.6%	2
Tesco Extra, Kingsway West, Dundee	0.2%	3	0.0%	0	0.1%	1	0.6%	2
Tesco Extra, Riverside Drive, Dundee	1.7%	31	0.0%	0	0.0%	0	8.6%	31
Tesco Extra, South Road, Dundee	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Tesco Metro, Dundee	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Aldi, Halbeath Road, Dunfermline	2.0%	36	5.8%	34	0.2%	2	0.0%	0
Aldi, Nightingale Place, Dunoch Retail Park, Dunfermline	1.8%	32	5.1%	30	0.2%	2	0.0%	0
Asda, Halbeath Road Retail Park, Dunfermline	7.0%	126	19.5%	114	1.4%	12	0.0%	0
Asda, St Leonards Street, Dunfermline	2.7%	48	8.2%	48	0.0%	0	0.0%	0
Co-op, Chapel Street, Dunfermline	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Co-op, Queensferry Road, Dunfermline	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Farmfoods, Carnegie Drive Retail Park, Dunfermline	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Iceland, Halbeath Road, Dunfermline	0.3%	5	0.9%	5	0.0%	0	0.0%	0
Marks & Spencer, High Street, Dunfermline	0.8%	15	2.2%	13	0.2%	2	0.0%	0

Fife Household Survey

Fife Council

	Total	West Fife		Mid Fife		East Fife		
Tesco Express, Aberdour Road, Dunfermline	0.6%	11	1.4%	8	0.4%	3	0.0%	0
Tesco Extra, Duloch Park, Dunfermline, Fife	4.9%	89	13.5%	79	1.1%	9	0.3%	1
Tesco Extra, Turnstone Road, Dunfermline	1.2%	21	3.2%	19	0.2%	2	0.0%	0
Tesco Superstore, Fire Station, Winterthur Lane, Carnegie Drive, Dunfermline	3.1%	55	8.9%	52	0.4%	3	0.0%	0
Glenrothes	0.4%	7	0.0%	0	0.8%	7	0.0%	0
Aldi, Flemington Road, Glenrothes	1.9%	35	0.0%	0	4.0%	34	0.3%	1
Asda, Fullerton Road, Glenrothes	4.6%	83	0.0%	0	8.9%	76	1.9%	7
Farmfoods, Kingdom Centre, Lyon Way, Glenrothes	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Iceland, Falklands Gate, Glenrothes	0.7%	12	0.0%	0	1.4%	12	0.0%	0
Lidl, Leslie Road, Glenrothes	0.6%	11	0.0%	0	1.3%	11	0.0%	0
Marks & Spencer (BP garage), Bankhead Park, Glenrothes	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Morrisons, Flemington Road, Glenrothes	5.9%	106	0.0%	0	11.7%	100	1.7%	6
Tesco Express, South Parks Road, Glenrothes	0.2%	3	0.2%	1	0.2%	2	0.0%	0
Sainsbury's, Station Road, Kinross	0.3%	6	0.7%	4	0.2%	2	0.0%	0
Kirkcaldy	0.6%	11	0.0%	0	1.3%	11	0.0%	0
Aldi, Ferrard Road, Kirkcaldy	1.9%	34	0.0%	0	4.0%	34	0.0%	0
Aldi, McKenzie Street, Kirkcaldy	0.8%	14	0.0%	0	1.6%	14	0.0%	0
Asda, Carberry Road, Kirkcaldy	5.7%	102	0.5%	3	11.1%	95	1.1%	4
Co-op, Dunearn Drive, Kirkcaldy	0.2%	3	0.2%	1	0.2%	2	0.0%	0
Lidl, Esplanade, Kirkcaldy	0.4%	7	0.2%	1	0.7%	6	0.0%	0
M&S Simply Food, Fife Central Retail Park, Kirkcaldy	0.4%	8	0.2%	1	0.8%	7	0.0%	0
Marks & Spencer, High Street, Kirkcaldy	1.1%	19	0.0%	0	2.2%	19	0.0%	0
Morrisons, The Esplanade, Kirkcaldy	3.7%	67	0.9%	5	7.1%	61	0.3%	1
Sainsbury's, Fife Central Retail Park, Kirkcaldy	4.3%	77	0.7%	4	8.4%	72	0.3%	1
Leven	0.2%	4	0.0%	0	0.5%	4	0.0%	0
Aldi, Turpie Road, Leven	1.4%	25	0.0%	0	2.6%	22	0.8%	3
Co-op, Wellesley Road, Leven	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Farmfoods, Shorehead, Leven	0.3%	5	0.0%	0	0.6%	5	0.0%	0
Iceland, High Street, Leven	0.8%	14	0.0%	0	1.4%	12	0.6%	2
Lidl, Mitchell Street, Leven	1.2%	21	0.0%	0	2.0%	17	1.1%	4
Sainsbury's, Riverside Road, Leven	4.3%	78	0.0%	0	8.2%	70	2.2%	8
Lochgelly	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Co-op, High Street, Lochgelly	0.2%	4	0.0%	0	0.5%	4	0.0%	0
Tesco Express, Station Road, Cardenden, Lochgelly	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Co-op, Castleandhill Road, Rosyth	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Tesco Metro, Queensferry Road, Rosyth	0.6%	11	1.9%	11	0.0%	0	0.0%	0
Aldi, Tom Morris Drive, St Andrews	1.6%	28	0.0%	0	0.0%	0	7.7%	28
M&S Simply Food, Largo Road, St Andrews	0.8%	15	0.0%	0	0.0%	0	4.1%	15
Morrisons, Largo Street, St Andrews	4.7%	85	0.0%	0	0.4%	3	22.7%	82

Fife Household Survey

Fife Council

	Total	West Fife		Mid Fife		East Fife		
Sainsbury's Local, Market Street, St Andrews	0.3%	6	0.0%	0	0.0%	0	1.7%	6
Tesco Metro, Market Street, St Andrews	0.8%	14	0.0%	0	0.0%	0	3.9%	14
Alloa	1.2%	21	3.6%	21	0.0%	0	0.0%	0
Charlestown	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Craik	0.1%	2	0.0%	0	0.0%	0	0.6%	2
Dollar	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Edinburgh	0.4%	8	1.0%	6	0.1%	1	0.3%	1
England	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Kelty	0.2%	3	0.5%	3	0.0%	0	0.0%	0
Kennoway	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Kincardine	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Kinghorn	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Ladybank	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Markinch	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Methil	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Newport-on-Tay	0.2%	3	0.0%	0	0.0%	0	0.8%	3
Oakley	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Perth	0.8%	14	0.2%	1	1.4%	12	0.3%	1
St Monans	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Stirling	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Strathmiglo	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Thornton	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Internet	2.9%	53	2.1%	12	2.8%	24	4.7%	17
(Varies)	0.8%	14	0.5%	3	1.1%	9	0.6%	2
(Don't know / can't remember)	0.7%	12	0.9%	5	0.5%	4	0.8%	3
Base:		1803		585		856		362

Q02A Which Internet retailer did you use on that trip?

Those who did their main food shopping the time before last via the Internet at Q02:

Asda	3.8%	2	0.0%	0	4.2%	1	5.9%	1
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	7.5%	4	0.0%	0	16.7%	4	0.0%	0
Tesco	24.5%	13	25.0%	3	20.8%	5	29.4%	5
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No response	64.2%	34	75.0%	9	58.3%	14	64.7%	11
Base:		53		12		24		17

	Total	West Fife		Mid Fife		East Fife		
Q03 Where did you LAST go to do small, day-to-day TOP-UP food shopping?								
Anstruther	0.5%	9	0.0%	0	0.1%	1	2.2%	8
Co-op, High Street, Anstruther	0.6%	10	0.0%	0	0.4%	3	1.9%	7
Co-op, St Andrews Road, Anstruther	2.0%	36	0.0%	0	0.1%	1	9.7%	35
Burntisland	0.4%	8	0.0%	0	0.9%	8	0.0%	0
Co-op, High Street, Burntisland	1.2%	22	0.2%	1	2.5%	21	0.0%	0
Cowdenbeath	0.6%	10	1.2%	7	0.4%	3	0.0%	0
Aldi, Stenhouse Street, Cowdenbeath	1.0%	18	2.7%	16	0.2%	2	0.0%	0
Co-op, Dalbeath Crescent, Cowdenbeath	0.4%	7	0.9%	5	0.2%	2	0.0%	0
Farmfoods, High Street, Cowdenbeath	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Cowdenbeath	0.3%	5	0.9%	5	0.0%	0	0.0%	0
Morrisons, Main Street, Cowdenbeath	1.3%	24	3.9%	23	0.1%	1	0.0%	0
Cupar	0.4%	8	0.0%	0	0.0%	0	2.2%	8
Aldi, South Road, Cupar	0.7%	12	0.0%	0	0.1%	1	3.0%	11
Co-op, Bonnygate, Cupar	1.4%	26	0.0%	0	0.7%	6	5.5%	20
Lidl, Station Road, Cupar	0.8%	15	0.0%	0	0.0%	0	4.1%	15
Tesco Superstore, South Road, Cupar	1.6%	28	0.0%	0	0.4%	3	6.9%	25
Dalgety Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Fulmar Way, Dalgety Bay	1.4%	25	3.8%	22	0.4%	3	0.0%	0
Co-op, Lt Sales Avenue, Dalgety Bay	0.6%	11	1.9%	11	0.0%	0	0.0%	0
Marks & Spencer (BP garage), Harbour Drive, Dalgety Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Western Approach Road, Dalgety Bay	0.7%	12	1.5%	9	0.4%	3	0.0%	0
Tesco Metro, Regents Way, Dalgety Bay	0.8%	14	2.4%	14	0.0%	0	0.0%	0
Dundee	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Aldi, Arbroath Road, Dundee	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Aldi, The Stack Retail Park, Dundee	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Asda, Kingsway East, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Kirkton, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Milton of Cragie Retail Park, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Campfield Square, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cowgate, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Macalpine Road, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Pitkerro Road, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, South Ward Road, Dundee	0.2%	3	0.0%	0	0.0%	0	0.8%	3
Marks & Spencer, Brook Street, Dundee	0.1%	2	0.0%	0	0.0%	0	0.6%	2
Marks & Spencer, Murrygate, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Forfar Road, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Baldovie Road, Claypotts, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Forfar Road, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hawkhill, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nethergate, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Fife Household Survey

Fife Council

	Total	West Fife		Mid Fife		East Fife		
Tesco Extra, Kingsway West, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Methven Street, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Riverside Drive, Dundee	0.2%	3	0.2%	1	0.0%	0	0.6%	2
Tesco Extra, South Road, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Dundee	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Dunfermline	1.6%	29	5.0%	29	0.0%	0	0.0%	0
Aldi, Halbeath Road, Dunfermline	1.4%	25	4.3%	25	0.0%	0	0.0%	0
Aldi, Nightingale Place, Dunoch Retail Park, Dunfermline	1.3%	23	3.8%	22	0.1%	1	0.0%	0
Asda, Halbeath Road Retail Park, Dunfermline	1.8%	33	5.3%	31	0.2%	2	0.0%	0
Asda, St Leonards Street, Dunfermline	1.7%	30	5.0%	29	0.1%	1	0.0%	0
Co-op, Chapel Street, Dunfermline	1.0%	18	2.9%	17	0.1%	1	0.0%	0
Co-op, Queensferry Road, Dunfermline	0.3%	5	0.9%	5	0.0%	0	0.0%	0
Dobbies Farm Foodhall, Fife Leisure Park, Whimbrell Place, Dunfermline	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Carnegie Drive Retail Park, Dunfermline	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Iceland, Halbeath Road, Dunfermline	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Dunfermline	1.1%	20	3.4%	20	0.0%	0	0.0%	0
Tesco Express, Aberdour Road, Dunfermline	0.9%	17	2.7%	16	0.1%	1	0.0%	0
Tesco Extra, Duloch Park, Dunfermline, Fife	1.9%	35	5.6%	33	0.1%	1	0.3%	1
Tesco Extra, Turnstone Road, Dunfermline	0.7%	12	2.1%	12	0.0%	0	0.0%	0
Tesco Superstore, Fire Station, Winterthur Lane, Carnegie Drive, Dunfermline	1.6%	29	5.0%	29	0.0%	0	0.0%	0
Glenrothes	2.1%	38	0.0%	0	4.4%	38	0.0%	0
Aldi, Flemington Road, Glenrothes	0.7%	13	0.0%	0	1.4%	12	0.3%	1
Asda, Fullerton Road, Glenrothes	1.8%	33	0.0%	0	3.6%	31	0.6%	2
Co-op, Marchmont Gate, Glenrothes	0.8%	15	0.0%	0	1.8%	15	0.0%	0
Farmfoods, Kingdom Centre, Lyon Way, Glenrothes	0.2%	4	0.0%	0	0.5%	4	0.0%	0
Iceland, Falklands Gate, Glenrothes	0.7%	13	0.0%	0	1.5%	13	0.0%	0
Lidl, Leslie Road, Glenrothes	0.6%	11	0.0%	0	1.2%	10	0.3%	1
Marks & Spencer (BP garage), Bankhead Park, Glenrothes	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Morrisons, Flemington Road, Glenrothes	1.8%	33	0.2%	1	3.7%	32	0.0%	0
Tesco Express, South Parks Road, Glenrothes	0.3%	6	0.0%	0	0.7%	6	0.0%	0
Inverkeithing	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Farmfoods, High Street, Inverkeithing	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinross	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Road, Kinross	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Kirkcaldy	1.4%	25	0.2%	1	2.8%	24	0.0%	0
Aldi, Ferrard Road, Kirkcaldy	2.1%	37	0.0%	0	4.3%	37	0.0%	0
Aldi, McKenzie Street, Kirkcaldy	0.7%	12	0.2%	1	1.3%	11	0.0%	0
Asda, Carberry Road,	1.2%	21	0.0%	0	2.5%	21	0.0%	0

Fife Household Survey

Fife Council

	Total	West Fife		Mid Fife		East Fife		
Kirkcaldy								
Co-op, Dunearn Drive, Kirkcaldy	1.2%	22	1.0%	6	1.9%	16	0.0%	0
Farmfoods, The Postings, Kirkcaldy	0.2%	4	0.0%	0	0.5%	4	0.0%	0
Lidl, Esplanade, Kirkcaldy	0.8%	15	0.2%	1	1.6%	14	0.0%	0
M&S Simply Food, Fife Central Retail Park, Kirkcaldy	0.7%	13	0.3%	2	1.3%	11	0.0%	0
Marks & Spencer, High Street, Kirkcaldy	0.9%	17	0.0%	0	2.0%	17	0.0%	0
Morrisons, The Esplanade, Kirkcaldy	1.1%	20	0.5%	3	2.0%	17	0.0%	0
Sainsbury's, Fife Central Retail Park, Kirkcaldy	1.7%	30	0.2%	1	3.4%	29	0.0%	0
Leven	1.4%	26	0.0%	0	2.8%	24	0.6%	2
Aldi, Turpie Road, Leven	0.9%	17	0.0%	0	2.0%	17	0.0%	0
Co-op, Wellesley Road, Leven	0.4%	7	0.0%	0	0.8%	7	0.0%	0
Farmfoods, Shorehead, Leven	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Iceland, High Street, Leven	0.4%	7	0.0%	0	0.8%	7	0.0%	0
Lidl, Mitchell Street, Leven	0.7%	13	0.0%	0	1.5%	13	0.0%	0
Sainsbury's, Riverside Road, Leven	1.7%	31	0.0%	0	3.4%	29	0.6%	2
Lochgelly	0.2%	4	0.0%	0	0.5%	4	0.0%	0
Co-op, High Street, Lochgelly	1.0%	18	0.0%	0	2.1%	18	0.0%	0
Tesco Express, Station Road, Cardenden, Lochgelly	0.3%	6	0.0%	0	0.7%	6	0.0%	0
Rosyth	0.2%	4	0.7%	4	0.0%	0	0.0%	0
Co-op, Castleandhill Road, Rosyth	0.3%	6	1.0%	6	0.0%	0	0.0%	0
Sainsbury's Local, Unwin Avenue, Rosyth	0.4%	8	1.4%	8	0.0%	0	0.0%	0
Tesco Metro, Queensferry Road, Rosyth	0.7%	12	2.1%	12	0.0%	0	0.0%	0
St Andrews	0.5%	9	0.0%	0	0.0%	0	2.5%	9
Aldi, Tom Morris Drive, St Andrews	0.7%	13	0.2%	1	0.0%	0	3.3%	12
M&S Simply Food, Largo Road, St Andrews	0.8%	15	0.0%	0	0.0%	0	4.1%	15
Morrisons, Largo Street, St Andrews	1.4%	26	0.0%	0	0.1%	1	6.9%	25
Sainsbury's Local, Market Street, St Andrews	0.1%	2	0.0%	0	0.1%	1	0.3%	1
Tesco Metro, Market Street, St Andrews	0.9%	17	0.0%	0	0.0%	0	4.7%	17
Tayport	0.2%	4	0.0%	0	0.0%	0	1.1%	4
Co-op, Nelson Street, Tayport	0.4%	8	0.0%	0	0.0%	0	2.2%	8
Aberdour	0.2%	3	0.0%	0	0.4%	3	0.0%	0
Alloa	0.2%	3	0.5%	3	0.0%	0	0.0%	0
Ardrossen	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Auchtermuchty	0.6%	11	0.0%	0	1.3%	11	0.0%	0
Ballingry	0.2%	3	0.0%	0	0.4%	3	0.0%	0
Balmullo	0.3%	5	0.0%	0	0.0%	0	1.4%	5
Balridgeburn	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Brechin	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckhaven	0.2%	4	0.0%	0	0.5%	4	0.0%	0
Cairneyhill	0.1%	2	0.3%	2	0.0%	0	0.0%	0
Cardenden	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cellardyke	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ceres	0.2%	4	0.0%	0	0.0%	0	1.1%	4
Charlestown	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Colinsburgh	0.1%	2	0.0%	0	0.1%	1	0.3%	1
Crail	0.7%	13	0.0%	0	0.0%	0	3.6%	13
Crossford	0.5%	9	1.5%	9	0.0%	0	0.0%	0
Crosshill	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Dairsie	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dollar	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Dysart	0.1%	1	0.0%	0	0.1%	1	0.0%	0
East Wemyss	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Edinburgh	0.2%	3	0.3%	2	0.1%	1	0.0%	0

Fife Household Survey

Fife Council

	Total	West Fife		Mid Fife		East Fife		
Elie & Earlsferry	0.1%	2	0.0%	0	0.0%	0	0.6%	2
England	0.4%	7	0.0%	0	0.7%	6	0.3%	1
Falkland	0.3%	6	0.0%	0	0.7%	6	0.0%	0
Fallin	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freuchie	0.2%	3	0.0%	0	0.4%	3	0.0%	0
Gauldry	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Guardbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelty	0.5%	9	1.5%	9	0.0%	0	0.0%	0
Kennoway	0.7%	13	0.0%	0	1.5%	13	0.0%	0
Kincardine	0.3%	6	1.0%	6	0.0%	0	0.0%	0
Kinghorn	0.3%	5	0.0%	0	0.6%	5	0.0%	0
Kingsbarns	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Kingskettle	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladybank	0.5%	9	0.0%	0	1.1%	9	0.0%	0
Leslie	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Leuchars	0.4%	8	0.0%	0	0.0%	0	2.2%	8
Limekilns	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Lochore	0.2%	3	0.0%	0	0.4%	3	0.0%	0
Lundin Links	0.3%	6	0.0%	0	0.7%	6	0.0%	0
Markinch	0.3%	5	0.0%	0	0.6%	5	0.0%	0
Methil	0.3%	6	0.0%	0	0.7%	6	0.0%	0
Newburgh	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Newport-on-Tay	1.2%	22	0.0%	0	0.0%	0	6.1%	22
North Queensferry	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Oakley	0.9%	16	2.7%	16	0.0%	0	0.0%	0
Perth	0.2%	3	0.3%	2	0.1%	1	0.0%	0
Pittenweem	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Saline	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Springfield	0.1%	1	0.0%	0	0.0%	0	0.3%	1
St Monans	0.2%	4	0.0%	0	0.1%	1	0.8%	3
Steelend	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Stirling	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strathkinness	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Strathmiglo	0.2%	4	0.0%	0	0.5%	4	0.0%	0
Thornton	0.2%	4	0.0%	0	0.5%	4	0.0%	0
Windygates	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Wormit	0.2%	3	0.0%	0	0.1%	1	0.6%	2
Internet	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	1.9%	34	2.1%	12	2.0%	17	1.4%	5
(Don't know / can't remember)	0.8%	14	1.0%	6	0.5%	4	1.1%	4
(Don't do top-up shopping)	16.5%	298	13.7%	80	19.9%	170	13.3%	48
Base:		1803		585		856		362

Q03A Which Internet retailer did you use on that trip?

Those who last did top-up shopping via the Internet at Q03:

Asda	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
Iceland	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
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	100.0%	1	0.0%	0	100.0%	1	0.0%	0
Base:		1		0		1		0

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

MeanScore: visits per week

Q04 On average, how often do you do your MAIN food shopping?

Daily	1.9%	35	1.5%	9	1.9%	16	2.8%	10
Between 2 and 6 times a week	10.6%	191	9.7%	57	10.6%	91	11.9%	43
Weekly	66.0%	1190	68.9%	403	65.3%	559	63.0%	228
2-3 times a month	12.1%	219	11.5%	67	12.9%	110	11.6%	42
Once a month	6.7%	120	5.8%	34	7.1%	61	6.9%	25
Less frequently than once a month	0.3%	5	0.3%	2	0.1%	1	0.6%	2
(Don't know / can't remember / varies)	2.4%	43	2.2%	13	2.1%	18	3.3%	12
<i>Mean:</i>		<i>1.33</i>		<i>1.29</i>		<i>1.32</i>		<i>1.42</i>
<i>Base:</i>		1803		585		856		362

MeanScore: visits per week

Q05 On average, how often do you do your TOP-UP food shopping?

Those who do top-up shopping at Q03:

Daily	11.8%	178	8.9%	45	11.2%	77	17.8%	56
Between 2 and 6 times a week	48.7%	733	53.1%	268	48.1%	330	43.0%	135
Weekly	26.8%	403	27.5%	139	25.9%	178	27.4%	86
2-3 times a month	2.5%	37	2.8%	14	2.5%	17	1.9%	6
Once a month	1.2%	18	0.8%	4	1.5%	10	1.3%	4
Less frequently than once a month	0.6%	9	0.8%	4	0.6%	4	0.3%	1
(Don't know / can't remember / varies)	8.4%	127	6.1%	31	10.2%	70	8.3%	26
<i>Mean:</i>		<i>3.34</i>		<i>3.24</i>		<i>3.33</i>		<i>3.55</i>
<i>Base:</i>		1505		505		686		314

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

Q06 Could you tell me what other things you usually combine with doing your MAIN food shopping? [MR]

Excluding those who do their main food shopping via the Internet at Q01:

Fast food outlets / takeaways	0.1%	2	0.2%	1	0.1%	1	0.0%	0
Get petrol / fuel	6.7%	116	7.5%	43	6.3%	52	6.2%	21
Non-food shopping	12.9%	224	10.3%	59	13.8%	115	14.8%	50
Pub	0.2%	4	0.2%	1	0.2%	2	0.3%	1
Restaurants/ cafés	4.7%	82	3.1%	18	6.1%	51	3.8%	13
Taking children to / from school	0.4%	7	0.2%	1	0.4%	3	0.9%	3
Visit family and friends	2.4%	41	0.9%	5	2.9%	24	3.6%	12
Visit financial / professional services (e.g. banks, building societies, estate agents)	4.1%	71	3.0%	17	4.0%	33	6.2%	21
Visit other services such as travel agents, hairdressers, betting shops, libraries etc.	1.7%	30	1.9%	11	1.3%	11	2.4%	8
Visit specialist food shops (e.g. butchers, bakers, deli, fishmongers etc.)	1.4%	25	1.0%	6	1.2%	10	2.7%	9
Work	2.0%	34	1.6%	9	1.6%	13	3.6%	12
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go for a walk	0.3%	6	0.0%	0	0.6%	5	0.3%	1
Go swimming	0.3%	5	0.3%	2	0.4%	3	0.0%	0
Health activity (e.g. play sport, visit the gym, exercise class etc.)	0.5%	9	0.2%	1	0.7%	6	0.6%	2
Other food shopping	0.6%	11	0.5%	3	0.8%	7	0.3%	1
Pick up / drop off a friend / relative	0.2%	3	0.2%	1	0.0%	0	0.6%	2
Visit leisure facility	1.0%	18	0.3%	2	0.8%	7	2.7%	9
Visit recycling centre / amenity tip	0.2%	3	0.3%	2	0.0%	0	0.3%	1
Walking the dog	0.3%	5	0.3%	2	0.4%	3	0.0%	0
Window shopping / browsing	0.1%	2	0.0%	0	0.2%	2	0.0%	0
(Nothing)	64.3%	1120	70.0%	401	62.0%	515	60.4%	204
(Don't know / varies)	2.6%	45	2.6%	15	2.6%	22	2.4%	8
Base:		1742		573		831		338

	Total	West Fife		Mid Fife		East Fife		
Q07 Moving on to NON-FOOD shopping, where do you most often buy clothes, shoes and other fashion items? You can mention up to two answers. [MR]								
Dundee	15.9%	287	0.0%	0	9.3%	80	57.2%	207
Dunfermline	24.2%	437	58.3%	341	11.0%	94	0.6%	2
Carnegie Retail Park, Carnegie Drive, Dunfermline	0.4%	7	1.2%	7	0.0%	0	0.0%	0
Halbeath Retail Park, Halbeath Road, Dunfermline	1.2%	22	3.6%	21	0.1%	1	0.0%	0
Asda, Halbeath Road Retail Park, Dunfermline	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Tesco Extra, Duloch Park, Dunfermline	0.2%	4	0.7%	4	0.0%	0	0.0%	0
Glenrothes	5.8%	104	0.5%	3	10.7%	92	2.5%	9
Saltire Retail Park, Pentland Park, Glenrothes	0.8%	15	0.0%	0	1.6%	14	0.3%	1
Kirkcaldy	25.2%	455	9.7%	57	43.7%	374	6.6%	24
Asda, Carberry Road, Kirkcaldy	0.4%	7	0.0%	0	0.8%	7	0.0%	0
Fife Central Retail Park, Kirkcaldy	6.0%	108	2.1%	12	10.6%	91	1.4%	5
Leven	2.0%	36	0.2%	1	3.3%	28	1.9%	7
Riverside Retail Park, Riverside Road, Leven	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Perth	3.4%	61	0.9%	5	5.1%	44	3.3%	12
Asda, Perth	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Stirling	1.4%	25	3.4%	20	0.6%	5	0.0%	0
Sterling Mills Outlet Shopping Village, The Devon Way, Tillicoultry	0.3%	5	0.5%	3	0.2%	2	0.0%	0
Internet / mail order	18.0%	324	15.9%	93	17.2%	147	23.2%	84
(Don't buy these goods)	2.1%	38	2.6%	15	2.0%	17	1.7%	6
(Don't know / varies)	2.4%	44	2.2%	13	2.6%	22	2.5%	9
Aberdeen	0.2%	3	0.0%	0	0.1%	1	0.6%	2
Abroad	0.4%	8	0.2%	1	0.6%	5	0.6%	2
Alloa	0.1%	2	0.3%	2	0.0%	0	0.0%	0
Anstruther	0.1%	2	0.0%	0	0.0%	0	0.6%	2
Broughty Ferry	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Cardenden	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Cupar	0.6%	10	0.2%	1	0.4%	3	1.7%	6
Dalgety Bay	0.3%	6	0.9%	5	0.1%	1	0.0%	0
East Kilbride	0.1%	2	0.2%	1	0.1%	1	0.0%	0
Edinburgh	15.7%	283	19.5%	114	16.0%	137	8.8%	32
England	0.2%	3	0.3%	2	0.0%	0	0.3%	1
Falkirk	0.2%	4	0.5%	3	0.1%	1	0.0%	0
Falkland	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Glasgow	2.2%	40	2.6%	15	2.3%	20	1.4%	5
Guardbridge	0.2%	3	0.0%	0	0.2%	2	0.3%	1
Inverkeithing	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Kingsbarns	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Livingston	4.3%	78	9.7%	57	2.3%	20	0.3%	1
Newport-on-Tay	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Pittenweem	0.1%	1	0.0%	0	0.1%	1	0.0%	0
St Andrews	3.7%	67	0.2%	1	1.2%	10	15.5%	56
Strathmiglo	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Base:		1803		585		856		362

Fife Household Survey

Fife Council

	Total	West Fife	Mid Fife	East Fife				
Q08 Where do you most often buy furniture, floor coverings and soft furnishings? You can mention up to two answers. [MR]								
Dundee	8.3%	149	0.0%	0	3.9%	33	32.0%	116
Gallagher Retail Park, East Dock Street, Dundee	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Kingsway West RP, Dundee	1.2%	22	0.0%	0	0.5%	4	5.0%	18
Dunfermline	9.9%	178	22.7%	133	4.9%	42	0.8%	3
Carnegie Retail Park, Carnegie Drive, Dunfermline	2.3%	42	6.2%	36	0.7%	6	0.0%	0
Halbeath Retail Park, Halbeath Road, Dunfermline	8.0%	145	20.5%	120	2.8%	24	0.3%	1
Glenrothes	3.2%	58	0.3%	2	5.6%	48	2.2%	8
Saltire Retail Park, Pentland Park, Glenrothes	0.9%	16	0.0%	0	1.6%	14	0.6%	2
Kirkcaldy	9.4%	170	2.9%	17	16.5%	141	3.3%	12
Fife Central Retail Park, Kirkcaldy	7.4%	134	1.7%	10	12.7%	109	4.1%	15
Leven	1.2%	21	0.0%	0	2.2%	19	0.6%	2
Riverside Retail Park, Riverside Road, Leven	0.4%	7	0.0%	0	0.6%	5	0.6%	2
Perth	0.9%	17	0.0%	0	1.2%	10	1.9%	7
B&Q, Perth	0.1%	1	0.0%	0	0.1%	1	0.0%	0
St Catherine's Retail Park, Perth	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Stirling	1.3%	23	1.7%	10	1.5%	13	0.0%	0
Springkerse Retail park, Stirling	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Tillicoultry	0.3%	5	0.5%	3	0.0%	0	0.6%	2
Sterling Furniture, Moss Road, Tillicoultry	0.2%	4	0.2%	1	0.1%	1	0.6%	2
Sterling Mills Outlet Shopping Village, The Devon Way, Tillicoultry	0.9%	16	1.5%	9	0.7%	6	0.3%	1
Internet / mail order	12.5%	225	11.5%	67	13.0%	111	13.0%	47
(Don't buy these goods)	20.1%	362	17.9%	105	23.1%	198	16.3%	59
(Don't know / varies)	8.3%	149	9.2%	54	8.5%	73	6.1%	22
Alloa	0.1%	2	0.3%	2	0.0%	0	0.0%	0
Anstruther	0.6%	11	0.0%	0	0.1%	1	2.8%	10
Auchtermuchty	0.3%	5	0.0%	0	0.4%	3	0.6%	2
Balridgeburn	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Broughty Ferry	0.5%	9	0.0%	0	0.1%	1	2.2%	8
Buckhaven	0.8%	15	0.0%	0	1.5%	13	0.6%	2
Burntisland	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Cardenden	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Cowdenbeath	0.2%	4	0.5%	3	0.1%	1	0.0%	0
Crail	0.1%	2	0.0%	0	0.0%	0	0.6%	2
Cupar	1.4%	26	0.0%	0	0.7%	6	5.5%	20
Dalgety Bay	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Edinburgh	9.8%	177	12.0%	70	9.1%	78	8.0%	29
Elie & Earlsferry	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Falkirk	0.4%	7	1.2%	7	0.0%	0	0.0%	0
Glasgow	0.5%	9	0.3%	2	0.6%	5	0.6%	2
Guardbridge	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Inverkeithing	0.6%	11	0.9%	5	0.6%	5	0.3%	1
Kincardine	0.2%	3	0.2%	1	0.2%	2	0.0%	0
Lesley	0.3%	6	0.0%	0	0.7%	6	0.0%	0
Leuchars	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Livingston	0.6%	11	1.4%	8	0.2%	2	0.3%	1
Lochgelly	0.2%	3	0.2%	1	0.2%	2	0.0%	0
Methil	0.8%	14	0.0%	0	1.6%	14	0.0%	0
Montrose	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Newport-on-Tay	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Oakley	0.1%	2	0.3%	2	0.0%	0	0.0%	0
Pentland Retail Park, Straiton	0.1%	2	0.3%	2	0.0%	0	0.0%	0
Pittenweem	0.4%	7	0.0%	0	0.0%	0	1.9%	7
Rosyth	0.2%	3	0.5%	3	0.0%	0	0.0%	0
St Andrews	0.4%	8	0.0%	0	0.0%	0	2.2%	8
Strathmiglo	0.1%	2	0.0%	0	0.1%	1	0.3%	1
Base:	1803		585		856		362	

Fife Household Survey

Fife Council

	Total	West Fife		Mid Fife		East Fife		
Q09 Where do you most often buy large domestic electrical appliances (such as fridges, washing machines, vacuum cleaners etc.)? You can mention up to two answers. [MR]								
Dundee	5.0%	90	0.0%	0	0.6%	5	23.5%	85
Currys PC World, Kingsway West Retail Park Dundee	0.4%	7	0.0%	0	0.1%	1	1.7%	6
Gallagher Retail Park, East Dock Street, Dundee	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Kingsway West RP, Dundee	0.9%	17	0.0%	0	0.1%	1	4.4%	16
Dunfermline	5.5%	99	15.7%	92	0.8%	7	0.0%	0
Carnegie Retail Park, Carnegie Drive, Dunfermline	2.5%	45	7.4%	43	0.2%	2	0.0%	0
Halbeath Retail Park, Halbeath Road, Dunfermline	13.6%	246	40.5%	237	0.9%	8	0.3%	1
Glenrothes	1.3%	23	0.0%	0	2.6%	22	0.3%	1
Saltire Retail Park, Pentland Park, Glenrothes	0.6%	10	0.0%	0	1.2%	10	0.0%	0
Kirkcaldy	6.4%	116	1.9%	11	11.4%	98	1.9%	7
Fife Central Retail Park, Kirkcaldy	24.0%	432	3.2%	19	43.8%	375	10.5%	38
Leven	2.0%	36	0.0%	0	3.7%	32	1.1%	4
Riverside Retail Park, Riverside Road, Leven	0.9%	17	0.0%	0	1.4%	12	1.4%	5
Perth	0.5%	9	0.0%	0	0.8%	7	0.6%	2
Currys PC World, St Catherines Retail Park, Perth	0.1%	2	0.0%	0	0.2%	2	0.0%	0
St Catherine's Retail Park, Perth	0.3%	6	0.0%	0	0.7%	6	0.0%	0
Stirling	0.2%	4	0.7%	4	0.0%	0	0.0%	0
Internet / mail order	31.1%	560	32.5%	190	25.6%	219	41.7%	151
(Don't buy these goods)	8.9%	161	6.8%	40	10.3%	88	9.1%	33
(Don't know / varies)	2.6%	46	2.7%	16	2.7%	23	1.9%	7
Alloa	0.1%	2	0.3%	2	0.0%	0	0.0%	0
Arbroath	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Buckhaven	0.3%	5	0.0%	0	0.6%	5	0.0%	0
Burntisland	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Cowdenbeath	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Cupar	0.9%	17	0.0%	0	0.2%	2	4.1%	15
Dalgety Bay	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Edinburgh	4.1%	74	4.6%	27	3.9%	33	3.9%	14
Falkirk	0.3%	6	0.7%	4	0.2%	2	0.0%	0
Falkland	0.2%	3	0.3%	2	0.1%	1	0.0%	0
Glasgow	0.1%	2	0.2%	1	0.1%	1	0.0%	0
Livingston	0.2%	4	0.5%	3	0.0%	0	0.3%	1
Newport-on-Tay	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Rosyth	0.1%	2	0.2%	1	0.1%	1	0.0%	0
St Andrews	1.7%	30	0.0%	0	0.1%	1	8.0%	29
Thornton	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Base:		1803		585		856		362

Fife Household Survey

Fife Council

	Total	West Fife	Mid Fife	East Fife				
Q10 Where do you most often buy DIY and hardware goods? You can mention up to two answers. [MR]								
Dundee	5.8%	104	0.0%	0	0.4%	3	27.9%	101
B&Q, Kings Cross Road, Kingsway West, Dundee	0.7%	12	0.0%	0	0.1%	1	3.0%	11
Kingsway West RP, Dundee	0.9%	17	0.0%	0	0.1%	1	4.4%	16
Dunfermline	8.3%	150	24.1%	141	1.1%	9	0.0%	0
Carnegie Retail Park, Carnegie Drive, Dunfermline	9.5%	172	28.0%	164	0.8%	7	0.3%	1
Halbeath Retail Park, Halbeath Road, Dunfermline	12.8%	230	37.4%	219	1.3%	11	0.0%	0
B&Q, Carnegie Drive Retail Park, Dunfermline	0.2%	3	0.5%	3	0.0%	0	0.0%	0
Homebase, Halbeath Retail Park, Halbeath Road, Dunfermline	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Screwfix, Halbeath Motor Park, Dunfermline	0.2%	3	0.5%	3	0.0%	0	0.0%	0
Glenrothes	4.7%	84	0.0%	0	9.1%	78	1.7%	6
Saltire Retail Park, Pentland Park, Glenrothes	6.2%	112	0.2%	1	11.8%	101	2.8%	10
Screwfix, Newark Road South, Eastfield Industrial Estate, Glenrothes	0.2%	3	0.0%	0	0.2%	2	0.3%	1
Kirkcaldy	5.5%	100	1.2%	7	10.0%	86	1.9%	7
Fife Central Retail Park, Kirkcaldy	20.5%	369	3.8%	22	36.3%	311	9.9%	36
Screwfix, Frederick Wilson Park, Kirkcaldy	0.2%	4	0.0%	0	0.5%	4	0.0%	0
Leven	3.9%	71	0.0%	0	6.0%	51	5.5%	20
Riverside Retail Park, Riverside Road, Leven	5.8%	105	0.0%	0	9.3%	80	6.9%	25
Perth	0.3%	5	0.0%	0	0.4%	3	0.6%	2
B&Q, Perth	0.3%	5	0.0%	0	0.5%	4	0.3%	1
Homebase, St Catherines Retail Park, Old Market Road, Perth	0.1%	2	0.0%	0	0.2%	2	0.0%	0
St Catherine's Retail Park, Perth	0.2%	4	0.0%	0	0.5%	4	0.0%	0
Springer Retail park, Stirling	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Sterling Mills Outlet Shopping Village, The Devon Way, Tillicoultry	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Internet / mail order	5.2%	94	5.5%	32	4.4%	38	6.6%	24
(Don't buy these goods)	16.1%	290	12.7%	74	18.6%	159	15.7%	57
(Don't know / varies)	1.8%	33	2.1%	12	2.1%	18	0.8%	3
Alloa	0.2%	3	0.5%	3	0.0%	0	0.0%	0
Anstruther	0.6%	10	0.0%	0	0.0%	0	2.8%	10
Burntisland	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Cowdenbeath	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Cupar	1.4%	26	0.0%	0	0.2%	2	6.6%	24
Edinburgh	0.7%	12	1.4%	8	0.1%	1	0.8%	3
Elie & Earlsferry	0.1%	1	0.0%	0	0.0%	0	0.3%	1
England	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Falkirk	0.2%	3	0.5%	3	0.0%	0	0.0%	0
Falkland	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Glasgow	0.1%	2	0.0%	0	0.1%	1	0.3%	1
Inverkeithing	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Inverurie	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Livingston	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Lochgelly	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Rosyth	0.1%	2	0.3%	2	0.0%	0	0.0%	0
St Andrews	3.6%	65	0.0%	0	0.2%	2	17.4%	63
Base:		1803		585		856		362

Fife Household Survey

Fife Council

	Total	West Fife	Mid Fife	East Fife				
Q11 Where do you most often buy other items of a mainly personal nature, such as sports goods, jewellery, books, toys, CDs, DVDs, computers, mobiles, cameras, electronic games etc.? You can mention up to two answers. [MR]								
Dundee	5.4%	97	0.0%	0	2.2%	19	21.5%	78
Kingsway West RP, Dundee	0.1%	2	0.0%	0	0.1%	1	0.3%	1
Dunfermline	10.3%	185	27.7%	162	2.7%	23	0.0%	0
Carnegie Retail Park, Carnegie Drive, Dunfermline	0.7%	13	2.2%	13	0.0%	0	0.0%	0
Halbeath Retail Park, Halbeath Road, Dunfermline	2.0%	36	5.1%	30	0.7%	6	0.0%	0
Asda, Halbeath Road Retail Park, Dunfermline	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Asda, St Leonards Street, Dunfermline	0.1%	2	0.3%	2	0.0%	0	0.0%	0
Tesco Extra, Duloch Park, Dunfermline	0.2%	4	0.5%	3	0.0%	0	0.3%	1
Glenrothes	4.9%	89	0.2%	1	9.9%	85	0.8%	3
Saltire Retail Park, Pentland Park, Glenrothes	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Kirkcaldy	10.2%	184	1.5%	9	19.4%	166	2.5%	9
Asda, Carberry Road, Kirkcaldy	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Fife Central Retail Park, Kirkcaldy	3.5%	63	1.7%	10	5.8%	50	0.8%	3
Leven	2.2%	39	0.0%	0	4.3%	37	0.6%	2
Riverside Retail Park, Riverside Road, Leven	0.3%	6	0.0%	0	0.7%	6	0.0%	0
Perth	1.1%	20	0.5%	3	1.5%	13	1.1%	4
Asda, Perth	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Stirling	0.3%	5	0.5%	3	0.2%	2	0.0%	0
Springkerse Retail park, Stirling	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Internet / mail order	35.1%	632	40.7%	238	29.9%	256	38.1%	138
(Don't buy these goods)	22.9%	413	20.5%	120	26.2%	224	19.1%	69
(Don't know / varies)	3.4%	62	3.2%	19	4.1%	35	2.2%	8
Abroad	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Alloa	0.2%	4	0.7%	4	0.0%	0	0.0%	0
Anstruther	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Ballingry	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Cowdenbeath	0.2%	4	0.3%	2	0.2%	2	0.0%	0
Cupar	1.3%	23	0.0%	0	0.2%	2	5.8%	21
Dalgety Bay	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Edinburgh	5.2%	93	6.5%	38	5.1%	44	3.0%	11
Falkirk	0.2%	4	0.7%	4	0.0%	0	0.0%	0
Glasgow	0.3%	6	0.3%	2	0.2%	2	0.6%	2
Livingston	0.9%	17	1.9%	11	0.7%	6	0.0%	0
Newport-on-Tay	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Pittenweem	0.1%	1	0.0%	0	0.1%	1	0.0%	0
St Andrews	4.3%	77	0.0%	0	1.1%	9	18.8%	68
Ullapool	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Kinross	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Base:		1803		585		856		362

MeanScore: Very frequently=3, Quite frequently=2, Occasionally=1, Never=0

Q12 How often do you use the Internet for buying NON-FOOD goods, such as personal items and household goods?

Very frequently	15.8%	285	14.2%	83	16.4%	140	17.1%	62
Quite frequently	24.4%	440	30.1%	176	20.2%	173	25.1%	91
Occasionally	28.2%	508	28.9%	169	25.4%	217	33.7%	122
Never	31.6%	569	26.7%	156	38.1%	326	24.0%	87
(Don't know)	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Mean:		1.24		1.32		1.15		1.35
Base:		1803		585		856		362

	Total	West Fife		Mid Fife		East Fife		
Q13 What is the main reason why you never do NON-FOOD shopping via the Internet?								
<i>Those who never buy non-food goods via the Internet at Q12:</i>								
Can't check the quality of the goods before buying	4.9%	28	3.2%	5	6.1%	20	3.4%	3
Can't examine / feel the products (e.g. can't try clothes on)	6.7%	38	8.3%	13	6.4%	21	4.6%	4
Delivery charges	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to find what I want	0.7%	4	2.6%	4	0.0%	0	0.0%	0
Difficult to return items	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't have access to the Internet / computer	36.2%	206	32.1%	50	37.4%	122	39.1%	34
Don't like using computers	23.4%	133	23.7%	37	23.3%	76	23.0%	20
Don't trust the Internet (unsafe)	7.2%	41	10.3%	16	6.1%	20	5.7%	5
Goods can be damaged in transit	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Having to be in to receive deliveries	0.2%	1	0.0%	0	0.3%	1	0.0%	0
Internet shopping is taking away trade from the High Street	1.8%	10	1.3%	2	1.8%	6	2.3%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can't afford to pay in cash for goods	0.5%	3	1.3%	2	0.3%	1	0.0%	0
Can't spare the time / too busy	1.2%	7	1.9%	3	1.2%	4	0.0%	0
Difficult to use (e.g. poor eyesight)	0.9%	5	1.3%	2	0.6%	2	1.1%	1
Never used / don't know how to use the Internet	2.8%	16	1.3%	2	3.7%	12	2.3%	2
Not interested in shopping online	0.5%	3	0.0%	0	0.6%	2	1.1%	1
Prefer to visit the shops in person	2.6%	15	3.8%	6	1.5%	5	4.6%	4
Someone else does it for me	0.5%	3	0.0%	0	0.9%	3	0.0%	0
Too many junk emails afterwards	0.2%	1	0.0%	0	0.3%	1	0.0%	0
(No particular reason)	8.4%	48	7.7%	12	8.6%	28	9.2%	8
(Don't know / not sure)	1.2%	7	1.3%	2	0.6%	2	3.4%	3
Base:		569		156		326		87

	Total	West Fife		Mid Fife		East Fife		
Q14 Thinking about Internet shopping for NON-FOOD items, such as personal items and household goods, what do you like most about shopping on the Internet?								
<i>Those who buy non-food goods via the Internet at Q12:</i>								
Allows me to compare goods / prices at my leisure	4.5%	55	5.6%	24	4.5%	24	2.5%	7
Better quality goods online	1.1%	13	2.3%	10	0.4%	2	0.4%	1
Can download items purchased online	0.2%	2	0.2%	1	0.2%	1	0.0%	0
Can get finance to pay for goods online	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can read reviews of products online	0.6%	7	1.2%	5	0.2%	1	0.4%	1
Can shop 24 hours	2.4%	29	3.5%	15	1.7%	9	1.8%	5
Can use my loyalty points online	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices online	7.9%	98	8.4%	36	7.9%	42	7.3%	20
City / town centre too large to walk round	0.5%	6	0.9%	4	0.4%	2	0.0%	0
Convenient	47.3%	584	49.4%	212	44.0%	233	50.5%	139
Delivery service / saves carrying goods home	6.1%	75	3.3%	14	6.6%	35	9.5%	26
Disabled / can't walk far	1.1%	13	0.7%	3	1.7%	9	0.4%	1
Don't have any shops near me	0.6%	8	0.9%	4	0.4%	2	0.7%	2
Don't have to find a parking space / drive there	0.2%	3	0.2%	1	0.4%	2	0.0%	0
Don't like store shopping	0.9%	11	0.7%	3	0.6%	3	1.8%	5
Easier to find the special offers online	0.8%	10	0.9%	4	1.1%	6	0.0%	0
Get better guarantees online	0.2%	3	0.2%	1	0.2%	1	0.4%	1
Greater choice / range online	11.2%	138	11.0%	47	12.6%	67	8.7%	24
I can't get to the shops	0.6%	8	0.2%	1	1.1%	6	0.4%	1
Makes it easier to keep to a budget	0.3%	4	0.7%	3	0.2%	1	0.0%	0
No car available / don't drive	0.3%	4	0.5%	2	0.4%	2	0.0%	0
Saves time	2.6%	32	1.2%	5	3.8%	20	2.5%	7
There is no delivery fee / the fee is low	0.3%	4	0.2%	1	0.2%	1	0.7%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon Prime	0.1%	1	0.0%	0	0.2%	1	0.0%	0
Availability of goods / always in stock	0.2%	3	0.2%	1	0.2%	1	0.4%	1
Can buy goods that are unavailable in the shops	0.3%	4	0.0%	0	0.2%	1	1.1%	3
Don't have to go outside	0.4%	5	0.2%	1	0.6%	3	0.4%	1
Full description / photos of items	0.3%	4	0.2%	1	0.4%	2	0.4%	1
Generally easier	1.5%	18	0.7%	3	2.3%	12	1.1%	3
I like technology	0.1%	1	0.0%	0	0.2%	1	0.0%	0
Less distractions	0.1%	1	0.2%	1	0.0%	0	0.0%	0
More hygienic	0.1%	1	0.0%	0	0.0%	0	0.4%	1
No crowds / queues	0.2%	3	0.2%	1	0.4%	2	0.0%	0
No pre-planning needed	0.1%	1	0.2%	1	0.0%	0	0.0%	0
No travelling	0.3%	4	0.0%	0	0.6%	3	0.4%	1
Reliability	0.1%	1	0.0%	0	0.0%	0	0.4%	1
(No particular reason)	5.3%	65	4.2%	18	5.3%	28	6.9%	19
(Don't know / not sure)	1.2%	15	1.4%	6	1.3%	7	0.7%	2
Base:		1234		429		530		275

MeanScore: Very frequently=3, Quite frequently=2, Occasionally=1, Never=0

Q15 Looking into the future, how frequently do you intend to use the Internet for NON-FOOD shopping?

Very frequently	20.0%	360	19.8%	116	19.3%	165	21.8%	79
Quite frequently	23.4%	421	28.0%	164	19.5%	167	24.9%	90
Occasionally	26.0%	469	24.8%	145	25.4%	217	29.6%	107
Never	28.2%	509	24.6%	144	33.5%	287	21.5%	78
(Don't know)	2.4%	44	2.7%	16	2.3%	20	2.2%	8
Mean:		1.36		1.44		1.25		1.48
Base:		1803		585		856		362

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

MeanScore: visits per week

D16 Thinking about Dunfermline Town Centre, how often do you visit it, on average?

Those who live within zones 1,2 & 3:

Daily	3.4%	20	3.4%	20	0.0%	0	0.0%	0
Every 2 days	1.2%	7	1.2%	7	0.0%	0	0.0%	0
Between 3 times and six times a week	11.5%	67	11.5%	67	0.0%	0	0.0%	0
Weekly	28.0%	164	28.0%	164	0.0%	0	0.0%	0
2-3 times a month	15.7%	92	15.7%	92	0.0%	0	0.0%	0
Once a month	20.5%	120	20.5%	120	0.0%	0	0.0%	0
Less frequently than once a month	11.3%	66	11.3%	66	0.0%	0	0.0%	0
Never	7.7%	45	7.7%	45	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	4	0.7%	4	0.0%	0	0.0%	0
<i>Mean:</i>		<i>1.24</i>		<i>1.24</i>		<i>0.00</i>		<i>0.00</i>
Base:		585		585		0		0

D17 How do you normally travel to Dunfermline Town Centre?

Those who visit Dunfermline Town Centre at D16:

Drive self in car / van	59.3%	320	59.3%	320	0.0%	0	0.0%	0
Passenger in car / van	8.3%	45	8.3%	45	0.0%	0	0.0%	0
Walk	10.2%	55	10.2%	55	0.0%	0	0.0%	0
Bus	20.7%	112	20.7%	112	0.0%	0	0.0%	0
Taxi	0.4%	2	0.4%	2	0.0%	0	0.0%	0
Cycle	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Motorcycle	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Disability vehicle (wheelchair, scooter etc.)	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.6%	3	0.6%	3	0.0%	0	0.0%	0
Base:		540		540		0		0

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

D18 What typically, are your main reasons for visiting Dunfermline Town Centre (i.e. what range of things do you do when you get there)?
[MR]

Those who visit Dunfermline Town Centre at D16:

Buy fast food / takeaways	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Cinema	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Food shopping	13.9%	75	13.9%	75	0.0%	0	0.0%	0
Gaming	0.4%	2	0.4%	2	0.0%	0	0.0%	0
Get petrol / fuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meet family and friends	4.8%	26	4.8%	26	0.0%	0	0.0%	0
Non-food shopping	41.3%	223	41.3%	223	0.0%	0	0.0%	0
Shopping generally	26.3%	142	26.3%	142	0.0%	0	0.0%	0
Sports / leisure facilities	1.9%	10	1.9%	10	0.0%	0	0.0%	0
Taking children to / from school	0.6%	3	0.6%	3	0.0%	0	0.0%	0
Theatre	0.6%	3	0.6%	3	0.0%	0	0.0%	0
Visit clubs, halls, societies	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit financial / professional services (e.g. banks, building societies, estate agents etc.)	16.3%	88	16.3%	88	0.0%	0	0.0%	0
Visit other services (such as travel agents, hairdressers, betting shops, libraries etc.)	9.3%	50	9.3%	50	0.0%	0	0.0%	0
Visit pubs	3.5%	19	3.5%	19	0.0%	0	0.0%	0
Visit restaurants / cafés	21.9%	118	21.9%	118	0.0%	0	0.0%	0
Walk around / browse	27.2%	147	27.2%	147	0.0%	0	0.0%	0
Work / study	4.1%	22	4.1%	22	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donate items to charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pick up / drop off a friend / relative	0.7%	4	0.7%	4	0.0%	0	0.0%	0
Visit medical services (doctor, dentist, optician, vet etc.)	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Visit the beach	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the park	0.2%	1	0.2%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	0.7%	4	0.7%	4	0.0%	0	0.0%	0
(No particular main reason)	1.3%	7	1.3%	7	0.0%	0	0.0%	0
Base:		540		540		0		0

MeanScore: hours per visit

D19 On average, how long do you normally spend in Dunfermline Town Centre when you visit?

Those who visit Dunfermline Town Centre at D16:

Less than 30 minutes	3.5%	19	3.5%	19	0.0%	0	0.0%	0
30 minutes - 59 minutes	13.5%	73	13.5%	73	0.0%	0	0.0%	0
1 hour – 1 hour 59 minutes	35.6%	192	35.6%	192	0.0%	0	0.0%	0
2 hours – 2 hours 59 minutes	35.6%	192	35.6%	192	0.0%	0	0.0%	0
3 hours – 3 hours 59 minutes	6.5%	35	6.5%	35	0.0%	0	0.0%	0
4 hours or more	2.6%	14	2.6%	14	0.0%	0	0.0%	0
(Don't know / varies)	2.8%	15	2.8%	15	0.0%	0	0.0%	0
Mean:		1.98		1.98		0.00		0.00
Base:		540		540		0		0

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

D20 What do you LIKE MOST about Dunfermline Town Centre for shopping and as a place to visit generally? [MR]

Those who visit Dunfermline Town Centre at D16:

Attractive environment generally	5.7%	31	5.7%	31	0.0%	0	0.0%	0
Availability of parking	1.1%	6	1.1%	6	0.0%	0	0.0%	0
Childrens' play park	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Clean streets	1.1%	6	1.1%	6	0.0%	0	0.0%	0
Close to home / convenient / close to work	26.3%	142	26.3%	142	0.0%	0	0.0%	0
Easy / pleasant to walk about / pedestrian areas	3.7%	20	3.7%	20	0.0%	0	0.0%	0
Evening / nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Friendly / community atmosphere	0.9%	5	0.9%	5	0.0%	0	0.0%	0
Historic character	1.7%	9	1.7%	9	0.0%	0	0.0%	0
Leisure facilities	0.6%	3	0.6%	3	0.0%	0	0.0%	0
Nice day out	0.6%	3	0.6%	3	0.0%	0	0.0%	0
Prices	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.9%	5	0.9%	5	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	0.9%	5	0.9%	5	0.0%	0	0.0%	0
Quality / range of cafes & restaurants	4.3%	23	4.3%	23	0.0%	0	0.0%	0
Quality / range of pubs	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Quality of clothes shops	1.9%	10	1.9%	10	0.0%	0	0.0%	0
Quality of independent shops	1.5%	8	1.5%	8	0.0%	0	0.0%	0
Quality of shops	2.4%	13	2.4%	13	0.0%	0	0.0%	0
Range / choice of shops generally	9.1%	49	9.1%	49	0.0%	0	0.0%	0
Range / choice of clothes shops	1.7%	9	1.7%	9	0.0%	0	0.0%	0
Range / choice of larger stores	2.2%	12	2.2%	12	0.0%	0	0.0%	0
Range of independent shops	0.6%	3	0.6%	3	0.0%	0	0.0%	0
Security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.7%	20	3.7%	20	0.0%	0	0.0%	0
Compact layout / shops close together	3.9%	21	3.9%	21	0.0%	0	0.0%	0
Covered shopping area	1.3%	7	1.3%	7	0.0%	0	0.0%	0
Easily accessible	0.7%	4	0.7%	4	0.0%	0	0.0%	0
Familiarity / habit	1.1%	6	1.1%	6	0.0%	0	0.0%	0
Has a Debenhams store	0.6%	3	0.6%	3	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	37.2%	201	37.2%	201	0.0%	0	0.0%	0
(Don't know / can't remember)	1.9%	10	1.9%	10	0.0%	0	0.0%	0
Base:		540		540		0		0

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

D21 What do you DISLIKE MOST about Dunfermline Town Centre for shopping and as a place to visit generally? [MR]

Those who visit Dunfermline Town Centre at D16:

Anti-social behaviour	1.1%	6	1.1%	6	0.0%	0	0.0%	0
Derelict / unattractive sites	5.7%	31	5.7%	31	0.0%	0	0.0%	0
Difficult to stop	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty streets / cleaning	1.9%	10	1.9%	10	0.0%	0	0.0%	0
Inconvenient parking	4.3%	23	4.3%	23	0.0%	0	0.0%	0
Lack / limited leisure facilities	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Lack of pedestrian areas	0.6%	3	0.6%	3	0.0%	0	0.0%	0
Limited parking	6.5%	35	6.5%	35	0.0%	0	0.0%	0
Limited range of larger stores	2.6%	14	2.6%	14	0.0%	0	0.0%	0
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant shops	9.4%	51	9.4%	51	0.0%	0	0.0%	0
Poor pedestrian access / connections in the town	1.3%	7	1.3%	7	0.0%	0	0.0%	0
Poor security / policing	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Poor shop / building frontages	0.6%	3	0.6%	3	0.0%	0	0.0%	0
Prices	1.3%	7	1.3%	7	0.0%	0	0.0%	0
Provision of toilets	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Public transport	0.4%	2	0.4%	2	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	1.5%	8	1.5%	8	0.0%	0	0.0%	0
Quality / range of cafés & restaurants	1.7%	9	1.7%	9	0.0%	0	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	12.8%	69	12.8%	69	0.0%	0	0.0%	0
Range of clothes shops	5.7%	31	5.7%	31	0.0%	0	0.0%	0
Range of shops generally	27.8%	150	27.8%	150	0.0%	0	0.0%	0
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far from home / place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	0.9%	5	0.9%	5	0.0%	0	0.0%	0
Unattractive environment generally	5.7%	31	5.7%	31	0.0%	0	0.0%	0
Other	3.9%	21	3.9%	21	0.0%	0	0.0%	0
Cars in the pedestrian areas	0.6%	3	0.6%	3	0.0%	0	0.0%	0
Expensive parking	5.9%	32	5.9%	32	0.0%	0	0.0%	0
Needs a complete refurbishment	0.6%	3	0.6%	3	0.0%	0	0.0%	0
Undesirable clientele (e.g. beggars, homeless people, drug addicts etc.)	2.0%	11	2.0%	11	0.0%	0	0.0%	0
Too many charity shops	5.9%	32	5.9%	32	0.0%	0	0.0%	0
Too many cheap shops	1.5%	8	1.5%	8	0.0%	0	0.0%	0
Uneven / broken pavements	0.7%	4	0.7%	4	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	28.0%	151	28.0%	151	0.0%	0	0.0%	0
(Don't know / can't remember)	0.7%	4	0.7%	4	0.0%	0	0.0%	0
Base:		540		540		0		0

MeanScore: Good=2, Average=1, Poor=-1

D22 Overall, how do you rate Dunfermline Town Centre on the following aspects as 'Good', 'Average' or 'Poor'? [MR/PR]

Those who visit Dunfermline Town Centre at D16:

As a pleasant place to visit

Good	38.7%	209	38.7%	209	0.0%	0	0.0%	0
Average	44.8%	242	44.8%	242	0.0%	0	0.0%	0
Poor	16.3%	88	16.3%	88	0.0%	0	0.0%	0
(Don't know)	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Mean:		1.06		1.06		0.00		0.00
Base:		540		540		0		0

Fife Household Survey

Fife Council

	Total	West Fife		Mid Fife		East Fife		
Parking availability								
Good	38.9%	210	38.9%	210	0.0%	0	0.0%	0
Average	26.1%	141	26.1%	141	0.0%	0	0.0%	0
Poor	23.3%	126	23.3%	126	0.0%	0	0.0%	0
(Don't know)	11.7%	63	11.7%	63	0.0%	0	0.0%	0
Mean:		0.91		0.91		0.00		0.00
Base:		540		540		0		0
Quality of shops								
Good	24.1%	130	24.1%	130	0.0%	0	0.0%	0
Average	47.0%	254	47.0%	254	0.0%	0	0.0%	0
Poor	28.3%	153	28.3%	153	0.0%	0	0.0%	0
(Don't know)	0.6%	3	0.6%	3	0.0%	0	0.0%	0
Mean:		0.67		0.67		0.00		0.00
Base:		540		540		0		0
Range and choice of shops								
Good	19.3%	104	19.3%	104	0.0%	0	0.0%	0
Average	43.7%	236	43.7%	236	0.0%	0	0.0%	0
Poor	36.5%	197	36.5%	197	0.0%	0	0.0%	0
(Don't know)	0.6%	3	0.6%	3	0.0%	0	0.0%	0
Mean:		0.46		0.46		0.00		0.00
Base:		540		540		0		0
Range and quality of restaurants and cafes								
Good	40.7%	220	40.7%	220	0.0%	0	0.0%	0
Average	38.3%	207	38.3%	207	0.0%	0	0.0%	0
Poor	11.9%	64	11.9%	64	0.0%	0	0.0%	0
(Don't know)	9.1%	49	9.1%	49	0.0%	0	0.0%	0
Mean:		1.19		1.19		0.00		0.00
Base:		540		540		0		0
Town centre environment								
Good	35.6%	192	35.6%	192	0.0%	0	0.0%	0
Average	43.3%	234	43.3%	234	0.0%	0	0.0%	0
Poor	19.6%	106	19.6%	106	0.0%	0	0.0%	0
(Don't know)	1.5%	8	1.5%	8	0.0%	0	0.0%	0
Mean:		0.96		0.96		0.00		0.00
Base:		540		540		0		0

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

D23 What improvements to Dunfermline Town Centre would make you visit there more often? [MR]

Those who visit Dunfermline Town Centre at D16:

An outdoor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.9%	5	0.9%	5	0.0%	0	0.0%	0
Better sign posting	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Cleaner streets	4.3%	23	4.3%	23	0.0%	0	0.0%	0
Covered shopping malls	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment generally	8.1%	44	8.1%	44	0.0%	0	0.0%	0
Less traffic congestion	1.7%	9	1.7%	9	0.0%	0	0.0%	0
Lower prices	0.6%	3	0.6%	3	0.0%	0	0.0%	0
More / better food shops	3.1%	17	3.1%	17	0.0%	0	0.0%	0
More / better restaurants / cafés	6.1%	33	6.1%	33	0.0%	0	0.0%	0
More / better shops generally	43.5%	235	43.5%	235	0.0%	0	0.0%	0
More / cheaper parking	12.0%	65	12.0%	65	0.0%	0	0.0%	0
More department stores / larger stores	11.5%	62	11.5%	62	0.0%	0	0.0%	0
More leisure facilities	0.4%	2	0.4%	2	0.0%	0	0.0%	0
More nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More non- retail services	0.4%	2	0.4%	2	0.0%	0	0.0%	0
More pedestrianised streets	1.9%	10	1.9%	10	0.0%	0	0.0%	0
More security / policing	0.6%	3	0.6%	3	0.0%	0	0.0%	0
More specialist shops	9.6%	52	9.6%	52	0.0%	0	0.0%	0
More / better clothes & fashion stores	9.4%	51	9.4%	51	0.0%	0	0.0%	0
Other	5.2%	28	5.2%	28	0.0%	0	0.0%	0
Better disabled access	0.7%	4	0.7%	4	0.0%	0	0.0%	0
Better pavement maintenance	0.9%	5	0.9%	5	0.0%	0	0.0%	0
Free parking	0.9%	5	0.9%	5	0.0%	0	0.0%	0
Less charity shops	1.7%	9	1.7%	9	0.0%	0	0.0%	0
Less cheap shops (i.e. Poundland, 99p store etc.)	0.6%	3	0.6%	3	0.0%	0	0.0%	0
Less vacant shops	2.8%	15	2.8%	15	0.0%	0	0.0%	0
More / better independent shops	1.3%	7	1.3%	7	0.0%	0	0.0%	0
More children's shops / activities	0.7%	4	0.7%	4	0.0%	0	0.0%	0
Remove beggars / drug addicts from the streets	1.3%	7	1.3%	7	0.0%	0	0.0%	0
(Nothing / no change)	19.3%	104	19.3%	104	0.0%	0	0.0%	0
(Don't know)	5.6%	30	5.6%	30	0.0%	0	0.0%	0
Base:		540		540		0		0

D24 On average, how often do you visit Dunfermline Town Centre in the evenings (i.e. after 6pm)?

Those who visit Dunfermline Town Centre at D16:

Daily	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Every 2 days	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Between 3 times and 6 times a week	0.7%	4	0.7%	4	0.0%	0	0.0%	0
Weekly	2.0%	11	2.0%	11	0.0%	0	0.0%	0
2-3 times a month	4.1%	22	4.1%	22	0.0%	0	0.0%	0
Once a month	7.0%	38	7.0%	38	0.0%	0	0.0%	0
Less frequently than once a month	22.8%	123	22.8%	123	0.0%	0	0.0%	0
Never	62.0%	335	62.0%	335	0.0%	0	0.0%	0
(Don't know / varies)	1.1%	6	1.1%	6	0.0%	0	0.0%	0
Mean:		0.13		0.13		0.00		0.00
Base:		540		540		0		0

	Total	West Fife		Mid Fife		East Fife	
D25 Why do you never visit Dunfermline Town Centre? [MR]							
<i>Those who never visit Dunfermline Town Centre at D16:</i>							
Anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%
Derelict / unattractive sites	2.2%	1	2.2%	1	0.0%	0	0.0%
Difficult to stop	0.0%	0	0.0%	0	0.0%	0	0.0%
Dirty streets / cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%
Inconvenient parking	8.9%	4	8.9%	4	0.0%	0	0.0%
Lack / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%
Lack of pedestrian areas	0.0%	0	0.0%	0	0.0%	0	0.0%
Limited parking	11.1%	5	11.1%	5	0.0%	0	0.0%
Limited range of larger stores	2.2%	1	2.2%	1	0.0%	0	0.0%
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%
Numbers of vacant shops	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor pedestrian access / connections in the town	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor shop / building frontages	0.0%	0	0.0%	0	0.0%	0	0.0%
Prices	0.0%	0	0.0%	0	0.0%	0	0.0%
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality / choice of food shops and supermarkets	2.2%	1	2.2%	1	0.0%	0	0.0%
Quality / range of cafés & restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality of shops generally	8.9%	4	8.9%	4	0.0%	0	0.0%
Range of clothes shops	4.4%	2	4.4%	2	0.0%	0	0.0%
Range of shops generally	13.3%	6	13.3%	6	0.0%	0	0.0%
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%
Too far from home / place of work	2.2%	1	2.2%	1	0.0%	0	0.0%
Traffic congestion	2.2%	1	2.2%	1	0.0%	0	0.0%
Unattractive environment generally	6.7%	3	6.7%	3	0.0%	0	0.0%
Other	8.9%	4	8.9%	4	0.0%	0	0.0%
Disabled / housebound	13.3%	6	13.3%	6	0.0%	0	0.0%
(Nothing in particular / don't like or dislike)	22.2%	10	22.2%	10	0.0%	0	0.0%
(Don't know / can't remember)	4.4%	2	4.4%	2	0.0%	0	0.0%
Base:		45		45		0	0

	Total	West Fife	Mid Fife	East Fife				
D26 What would make you visit Dunfermline Town Centre more often in the evenings? [MR]								
<i>Those who live within zones 1, 2 or 3:</i>								
Better town centre environment	0.3%	2	0.3%	2	0.0%	0	0.0%	0
Easier access / less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved parking facilities	0.7%	4	0.7%	4	0.0%	0	0.0%	0
Improved town centre security	1.9%	11	1.9%	11	0.0%	0	0.0%	0
Longer / later opening hours	0.3%	2	0.3%	2	0.0%	0	0.0%	0
More / better pubs	3.1%	18	3.1%	18	0.0%	0	0.0%	0
More / better restaurants / cafés	9.6%	56	9.6%	56	0.0%	0	0.0%	0
More cultural facilities	0.9%	5	0.9%	5	0.0%	0	0.0%	0
More evening events	2.4%	14	2.4%	14	0.0%	0	0.0%	0
More family orientated facilities	0.5%	3	0.5%	3	0.0%	0	0.0%	0
More leisure facilities	0.5%	3	0.5%	3	0.0%	0	0.0%	0
More night clubs	0.2%	1	0.2%	1	0.0%	0	0.0%	0
More things to do generally	1.2%	7	1.2%	7	0.0%	0	0.0%	0
Music / arts / performances / concerts	3.6%	21	3.6%	21	0.0%	0	0.0%	0
Shops open later	1.0%	6	1.0%	6	0.0%	0	0.0%	0
Other	1.5%	9	1.5%	9	0.0%	0	0.0%	0
Better choice / quality of shops	1.2%	7	1.2%	7	0.0%	0	0.0%	0
Better policing / security	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free baby-sitting service	0.5%	3	0.5%	3	0.0%	0	0.0%	0
More / better shows on at the theatre	0.5%	3	0.5%	3	0.0%	0	0.0%	0
More events for adults	0.5%	3	0.5%	3	0.0%	0	0.0%	0
More events for children	0.5%	3	0.5%	3	0.0%	0	0.0%	0
More events for the elderly	1.0%	6	1.0%	6	0.0%	0	0.0%	0
Open a cinema	0.7%	4	0.7%	4	0.0%	0	0.0%	0
(Nothing)	71.8%	420	71.8%	420	0.0%	0	0.0%	0
(Don't know)	2.4%	14	2.4%	14	0.0%	0	0.0%	0
Base:		585		585		0		0

D27 Do you take part in any of the following leisure activities when you visit Dunfermline Town Centre? [MR/PR]

Those who visit Dunfermline Town Centre at D16:

Bingo	4.1%	22	4.1%	22	0.0%	0	0.0%	0
Cinema	27.6%	149	27.6%	149	0.0%	0	0.0%	0
Leisure centre / gym	19.4%	105	19.4%	105	0.0%	0	0.0%	0
Nightclub / disco	4.8%	26	4.8%	26	0.0%	0	0.0%	0
Pub / wine bar	40.0%	216	40.0%	216	0.0%	0	0.0%	0
Restaurants / cafés	59.4%	321	59.4%	321	0.0%	0	0.0%	0
Swimming	23.9%	129	23.9%	129	0.0%	0	0.0%	0
Ten-pin bowling	16.3%	88	16.3%	88	0.0%	0	0.0%	0
Theatre / concert	52.4%	283	52.4%	283	0.0%	0	0.0%	0
Other	0.6%	3	0.6%	3	0.0%	0	0.0%	0
(None)	20.9%	113	20.9%	113	0.0%	0	0.0%	0
(Don't know / can't remember)	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Base:		540		540		0		0

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

MeanScore: visits per week

K16 Thinking about Kirkcaldy Town Centre, how often do you visit it, on average?

Those who live within zones 4, 6 & 7:

Daily	2.0%	12	0.0%	0	2.0%	12	0.0%	0
Every 2 days	1.2%	7	0.0%	0	1.2%	7	0.0%	0
Between 3 times and six times a week	8.4%	49	0.0%	0	8.4%	49	0.0%	0
Weekly	21.2%	124	0.0%	0	21.2%	124	0.0%	0
2-3 times a month	14.2%	83	0.0%	0	14.2%	83	0.0%	0
Once a month	19.3%	113	0.0%	0	19.3%	113	0.0%	0
Less frequently than once a month	18.1%	106	0.0%	0	18.1%	106	0.0%	0
Never	14.5%	85	0.0%	0	14.5%	85	0.0%	0
(Don't know / varies)	1.2%	7	0.0%	0	1.2%	7	0.0%	0
<i>Mean:</i>		<i>0.93</i>		<i>0.00</i>		<i>0.93</i>		<i>0.00</i>
Base:		586		0		586		0

K17 How do you normally travel to Kirkcaldy Town Centre?

Those who visit Kirkcaldy Town Centre at K16:

Drive self in car / van	52.1%	261	0.0%	0	52.1%	261	0.0%	0
Passenger in car / van	12.8%	64	0.0%	0	12.8%	64	0.0%	0
Walk	8.6%	43	0.0%	0	8.6%	43	0.0%	0
Bus	23.6%	118	0.0%	0	23.6%	118	0.0%	0
Taxi	1.0%	5	0.0%	0	1.0%	5	0.0%	0
Cycle	0.4%	2	0.0%	0	0.4%	2	0.0%	0
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (wheelchair, scooter etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.2%	1	0.0%	0	0.2%	1	0.0%	0
(Don't know / varies)	1.4%	7	0.0%	0	1.4%	7	0.0%	0
Base:		501		0		501		0

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

K18 What typically, are your main reasons for visiting Kirkcaldy Town Centre (i.e. what range of things do you do when you get there)? [MR]

Those who visit Kirkcaldy Town Centre at K16:

Buy fast food / takeaways	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	19.4%	97	0.0%	0	19.4%	97	0.0%	0
Gaming	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Get petrol / fuel	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Meet family and friends	4.4%	22	0.0%	0	4.4%	22	0.0%	0
Non-food shopping	35.9%	180	0.0%	0	35.9%	180	0.0%	0
Shopping generally	33.5%	168	0.0%	0	33.5%	168	0.0%	0
Sports / leisure facilities	2.0%	10	0.0%	0	2.0%	10	0.0%	0
Taking children to / from school	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Visit clubs, halls, societies	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Visit financial / professional services (e.g. banks, building societies, estate agents etc.)	9.0%	45	0.0%	0	9.0%	45	0.0%	0
Visit other services (such as travel agents, hairdressers, betting shops, libraries etc.)	6.4%	32	0.0%	0	6.4%	32	0.0%	0
Visit pubs	1.4%	7	0.0%	0	1.4%	7	0.0%	0
Visit restaurants / cafés	13.2%	66	0.0%	0	13.2%	66	0.0%	0
Walk around / browse	27.3%	137	0.0%	0	27.3%	137	0.0%	0
Work / study	1.8%	9	0.0%	0	1.8%	9	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donate items to charity shops	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pick up / drop off a friend / relative	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit medical services (doctor, dentist, optician, vet etc.)	0.6%	3	0.0%	0	0.6%	3	0.0%	0
Visit the beach	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the park	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.2%	6	0.0%	0	1.2%	6	0.0%	0
(No particular main reason)	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Base:		501		0		501		0

MeanScore: hours per visit

K19 On average, how long do you normally spend in Kirkcaldy Town Centre when you visit?

Those who visit Kirkcaldy Town Centre at K16:

Less than 30 minutes	4.6%	23	0.0%	0	4.6%	23	0.0%	0
30 minutes - 59 minutes	13.4%	67	0.0%	0	13.4%	67	0.0%	0
1 hour – 1 hour 59 minutes	39.9%	200	0.0%	0	39.9%	200	0.0%	0
2 hours – 2 hours 59 minutes	31.3%	157	0.0%	0	31.3%	157	0.0%	0
3 hours – 3 hours 59 minutes	5.2%	26	0.0%	0	5.2%	26	0.0%	0
4 hours or more	2.0%	10	0.0%	0	2.0%	10	0.0%	0
(Don't know / varies)	3.6%	18	0.0%	0	3.6%	18	0.0%	0
Mean:		1.87		0.00		1.87		0.00
Base:		501		0		501		0

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

K20 What do you LIKE MOST about Kirkcaldy Town Centre for shopping and as a place to visit generally? [MR]

Those who visit Kirkcaldy Town Centre at K16:

Attractive environment generally	0.8%	4	0.0%	0	0.8%	4	0.0%	0
Availability of parking	2.2%	11	0.0%	0	2.2%	11	0.0%	0
Childrens' play park	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean streets	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Close to home / convenient / close to work	18.0%	90	0.0%	0	18.0%	90	0.0%	0
Easy / pleasant to walk about / pedestrian areas	3.2%	16	0.0%	0	3.2%	16	0.0%	0
Evening / nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Friendly / community atmosphere	1.2%	6	0.0%	0	1.2%	6	0.0%	0
Historic character	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure facilities	0.4%	2	0.0%	0	0.4%	2	0.0%	0
Nice day out	1.0%	5	0.0%	0	1.0%	5	0.0%	0
Prices	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.6%	3	0.0%	0	0.6%	3	0.0%	0
Quality / choice of food shops and supermarkets	1.0%	5	0.0%	0	1.0%	5	0.0%	0
Quality / range of cafes & restaurants	3.0%	15	0.0%	0	3.0%	15	0.0%	0
Quality / range of pubs	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Quality of clothes shops	0.8%	4	0.0%	0	0.8%	4	0.0%	0
Quality of independent shops	0.8%	4	0.0%	0	0.8%	4	0.0%	0
Quality of shops	1.0%	5	0.0%	0	1.0%	5	0.0%	0
Range / choice of shops generally	10.4%	52	0.0%	0	10.4%	52	0.0%	0
Range / choice of clothes shops	1.8%	9	0.0%	0	1.8%	9	0.0%	0
Range / choice of larger stores	1.4%	7	0.0%	0	1.4%	7	0.0%	0
Range of independent shops	1.0%	5	0.0%	0	1.0%	5	0.0%	0
Security / policing	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.8%	14	0.0%	0	2.8%	14	0.0%	0
Compact layout / shops close together	2.4%	12	0.0%	0	2.4%	12	0.0%	0
Covered shopping area	2.2%	11	0.0%	0	2.2%	11	0.0%	0
Easily accessible	1.2%	6	0.0%	0	1.2%	6	0.0%	0
Familiarity / habit	1.8%	9	0.0%	0	1.8%	9	0.0%	0
Has a Marks & Spencer store	1.2%	6	0.0%	0	1.2%	6	0.0%	0
Large town centre	0.8%	4	0.0%	0	0.8%	4	0.0%	0
Range / choice of cheap shops	0.6%	3	0.0%	0	0.6%	3	0.0%	0
(Nothing in particular / don't like or dislike)	48.1%	241	0.0%	0	48.1%	241	0.0%	0
(Don't know / can't remember)	1.6%	8	0.0%	0	1.6%	8	0.0%	0
Base:		501		0		501		0

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

K21 What do you DISLIKE MOST about Kirkcaldy Town Centre for shopping and as a place to visit generally? [MR]

Those who visit Kirkcaldy Town Centre at K16:

Anti-social behaviour	0.4%	2	0.0%	0	0.4%	2	0.0%	0
Derelict / unattractive sites	6.0%	30	0.0%	0	6.0%	30	0.0%	0
Difficult to stop	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty streets / cleaning	0.6%	3	0.0%	0	0.6%	3	0.0%	0
Inconvenient parking	4.6%	23	0.0%	0	4.6%	23	0.0%	0
Lack / limited leisure facilities	0.8%	4	0.0%	0	0.8%	4	0.0%	0
Lack of pedestrian areas	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Limited parking	5.4%	27	0.0%	0	5.4%	27	0.0%	0
Limited range of larger stores	1.8%	9	0.0%	0	1.8%	9	0.0%	0
More cafés / café culture needed	0.4%	2	0.0%	0	0.4%	2	0.0%	0
Numbers of vacant shops	16.0%	80	0.0%	0	16.0%	80	0.0%	0
Poor pedestrian access / connections in the town	0.6%	3	0.0%	0	0.6%	3	0.0%	0
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.6%	3	0.0%	0	0.6%	3	0.0%	0
Prices	0.8%	4	0.0%	0	0.8%	4	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.4%	2	0.0%	0	0.4%	2	0.0%	0
Quality / choice of food shops and supermarkets	3.0%	15	0.0%	0	3.0%	15	0.0%	0
Quality / range of cafés & restaurants	0.6%	3	0.0%	0	0.6%	3	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	7.6%	38	0.0%	0	7.6%	38	0.0%	0
Range of clothes shops	4.4%	22	0.0%	0	4.4%	22	0.0%	0
Range of shops generally	26.3%	132	0.0%	0	26.3%	132	0.0%	0
Service in shops	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Too far from home / place of work	0.4%	2	0.0%	0	0.4%	2	0.0%	0
Traffic congestion	1.2%	6	0.0%	0	1.2%	6	0.0%	0
Unattractive environment generally	3.2%	16	0.0%	0	3.2%	16	0.0%	0
Other	3.8%	19	0.0%	0	3.8%	19	0.0%	0
Cars in the pedestrian areas	0.8%	4	0.0%	0	0.8%	4	0.0%	0
Disabled people who park anywhere	0.6%	3	0.0%	0	0.6%	3	0.0%	0
Expensive parking	1.6%	8	0.0%	0	1.6%	8	0.0%	0
Limited disabled access	0.6%	3	0.0%	0	0.6%	3	0.0%	0
Needs a complete refurbishment	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Not enough free parking	2.4%	12	0.0%	0	2.4%	12	0.0%	0
Too busy / crowded	0.6%	3	0.0%	0	0.6%	3	0.0%	0
Too many charity shops	4.0%	20	0.0%	0	4.0%	20	0.0%	0
Undesirable clientele (e.g. beggars, homeless people, drug addicts etc.)	2.8%	14	0.0%	0	2.8%	14	0.0%	0
(Nothing in particular / don't like or dislike)	29.3%	147	0.0%	0	29.3%	147	0.0%	0
(Don't know / can't remember)	1.0%	5	0.0%	0	1.0%	5	0.0%	0
Base:		501		0		501		0

MeanScore: Good=2, Average=1, Poor=-1

K22 Overall, how do you rate Kirkcaldy Town Centre on the following aspects as 'Good', 'Average' or 'Poor'? [MR/PR]

Those who visit Kirkcaldy Town Centre at K16:

As a pleasant place to visit

Good	29.1%	146	0.0%	0	29.1%	146	0.0%	0
Average	44.7%	224	0.0%	0	44.7%	224	0.0%	0
Poor	25.5%	128	0.0%	0	25.5%	128	0.0%	0
(Don't know)	0.6%	3	0.0%	0	0.6%	3	0.0%	0
Mean:		0.78		0.00		0.78		0.00
Base:		501		0		501		0

Fife Household Survey

Fife Council

	Total	West Fife	Mid Fife	East Fife
Parking availability				
Good	35.7% 179	0.0% 0	35.7% 179	0.0% 0
Average	26.7% 134	0.0% 0	26.7% 134	0.0% 0
Poor	22.6% 113	0.0% 0	22.6% 113	0.0% 0
(Don't know)	15.0% 75	0.0% 0	15.0% 75	0.0% 0
Mean:	0.89	0.00	0.89	0.00
Base:	501	0	501	0
Quality of shops				
Good	22.0% 110	0.0% 0	22.0% 110	0.0% 0
Average	45.9% 230	0.0% 0	45.9% 230	0.0% 0
Poor	31.3% 157	0.0% 0	31.3% 157	0.0% 0
(Don't know)	0.8% 4	0.0% 0	0.8% 4	0.0% 0
Mean:	0.59	0.00	0.59	0.00
Base:	501	0	501	0
Range and choice of shops				
Good	18.0% 90	0.0% 0	18.0% 90	0.0% 0
Average	39.1% 196	0.0% 0	39.1% 196	0.0% 0
Poor	41.3% 207	0.0% 0	41.3% 207	0.0% 0
(Don't know)	1.6% 8	0.0% 0	1.6% 8	0.0% 0
Mean:	0.34	0.00	0.34	0.00
Base:	501	0	501	0
Range and quality of restaurants and cafes				
Good	31.3% 157	0.0% 0	31.3% 157	0.0% 0
Average	34.9% 175	0.0% 0	34.9% 175	0.0% 0
Poor	19.4% 97	0.0% 0	19.4% 97	0.0% 0
(Don't know)	14.4% 72	0.0% 0	14.4% 72	0.0% 0
Mean:	0.91	0.00	0.91	0.00
Base:	501	0	501	0
Town centre environment				
Good	31.9% 160	0.0% 0	31.9% 160	0.0% 0
Average	43.9% 220	0.0% 0	43.9% 220	0.0% 0
Poor	22.4% 112	0.0% 0	22.4% 112	0.0% 0
(Don't know)	1.8% 9	0.0% 0	1.8% 9	0.0% 0
Mean:	0.87	0.00	0.87	0.00
Base:	501	0	501	0

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

K23 What improvements to Kirkcaldy Town Centre would make you visit there more often? [MR]

Those who visit Kirkcaldy Town Centre at K16:

An outdoor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	1.2%	6	0.0%	0	1.2%	6	0.0%	0
Better sign posting	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	2.2%	11	0.0%	0	2.2%	11	0.0%	0
Covered shopping malls	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment generally	5.8%	29	0.0%	0	5.8%	29	0.0%	0
Less traffic congestion	1.6%	8	0.0%	0	1.6%	8	0.0%	0
Lower prices	0.8%	4	0.0%	0	0.8%	4	0.0%	0
More / better food shops	5.4%	27	0.0%	0	5.4%	27	0.0%	0
More / better restaurants / cafés	4.0%	20	0.0%	0	4.0%	20	0.0%	0
More / better shops generally	44.9%	225	0.0%	0	44.9%	225	0.0%	0
More / cheaper parking	9.2%	46	0.0%	0	9.2%	46	0.0%	0
More department stores / larger stores	11.8%	59	0.0%	0	11.8%	59	0.0%	0
More leisure facilities	1.4%	7	0.0%	0	1.4%	7	0.0%	0
More nightlife	0.4%	2	0.0%	0	0.4%	2	0.0%	0
More non- retail services	0.6%	3	0.0%	0	0.6%	3	0.0%	0
More pedestrianised streets	1.4%	7	0.0%	0	1.4%	7	0.0%	0
More security / policing	0.2%	1	0.0%	0	0.2%	1	0.0%	0
More specialist shops	5.6%	28	0.0%	0	5.6%	28	0.0%	0
More / better clothes & fashion stores	7.4%	37	0.0%	0	7.4%	37	0.0%	0
Other	4.0%	20	0.0%	0	4.0%	20	0.0%	0
A complete refurbishment	0.6%	3	0.0%	0	0.6%	3	0.0%	0
Better disabled access	1.0%	5	0.0%	0	1.0%	5	0.0%	0
Free parking	3.0%	15	0.0%	0	3.0%	15	0.0%	0
Less charity shops	1.4%	7	0.0%	0	1.4%	7	0.0%	0
Less vacant shops	4.4%	22	0.0%	0	4.4%	22	0.0%	0
Lower business rents / rates	0.8%	4	0.0%	0	0.8%	4	0.0%	0
More / better independent shops	1.2%	6	0.0%	0	1.2%	6	0.0%	0
Open a cinema	1.2%	6	0.0%	0	1.2%	6	0.0%	0
Remove beggars / drug addicts from the streets	1.8%	9	0.0%	0	1.8%	9	0.0%	0
Stop the misuse of parking (e.g. parking on the High Street, non-disabled people in the disabled parking etc.)	1.0%	5	0.0%	0	1.0%	5	0.0%	0
(Nothing / no change)	23.6%	118	0.0%	0	23.6%	118	0.0%	0
(Don't know)	3.6%	18	0.0%	0	3.6%	18	0.0%	0
Base:		501		0		501		0

K24 On average, how often do you visit Kirkcaldy Town Centre in the evenings (i.e. after 6pm)?

Those who visit Kirkcaldy Town Centre at K16:

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every 2 days	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Between 3 times and 6 times a week	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Weekly	1.8%	9	0.0%	0	1.8%	9	0.0%	0
2-3 times a month	1.6%	8	0.0%	0	1.6%	8	0.0%	0
Once a month	3.6%	18	0.0%	0	3.6%	18	0.0%	0
Less frequently than once a month	11.2%	56	0.0%	0	11.2%	56	0.0%	0
Never	80.8%	405	0.0%	0	80.8%	405	0.0%	0
(Don't know / varies)	0.8%	4	0.0%	0	0.8%	4	0.0%	0
Mean:		0.06		0.00		0.06		0.00
Base:		501		0		501		0

	Total	West Fife		Mid Fife		East Fife		
K25 Why do you never visit Kirkcaldy Town Centre? [MR]								
<i>Those who never visit Kirkcaldy Town Centre at K16:</i>								
Anti-social behaviour	1.2%	1	0.0%	0	1.2%	1	0.0%	0
Derelict / unattractive sites	2.4%	2	0.0%	0	2.4%	2	0.0%	0
Difficult to stop	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty streets / cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient parking	2.4%	2	0.0%	0	2.4%	2	0.0%	0
Lack / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of pedestrian areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited parking	3.5%	3	0.0%	0	3.5%	3	0.0%	0
Limited range of larger stores	4.7%	4	0.0%	0	4.7%	4	0.0%	0
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant shops	2.4%	2	0.0%	0	2.4%	2	0.0%	0
Poor pedestrian access / connections in the town	4.7%	4	0.0%	0	4.7%	4	0.0%	0
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	1.2%	1	0.0%	0	1.2%	1	0.0%	0
Public transport	1.2%	1	0.0%	0	1.2%	1	0.0%	0
Quality / choice of food shops and supermarkets	1.2%	1	0.0%	0	1.2%	1	0.0%	0
Quality / range of cafés & restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	3.5%	3	0.0%	0	3.5%	3	0.0%	0
Range of clothes shops	4.7%	4	0.0%	0	4.7%	4	0.0%	0
Range of shops generally	21.2%	18	0.0%	0	21.2%	18	0.0%	0
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far from home / place of work	8.2%	7	0.0%	0	8.2%	7	0.0%	0
Traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment generally	2.4%	2	0.0%	0	2.4%	2	0.0%	0
Other	11.8%	10	0.0%	0	11.8%	10	0.0%	0
Disabled / housebound	10.6%	9	0.0%	0	10.6%	9	0.0%	0
Preference for other towns	3.5%	3	0.0%	0	3.5%	3	0.0%	0
(Nothing in particular / don't like or dislike)	25.9%	22	0.0%	0	25.9%	22	0.0%	0
(Don't know / can't remember)	4.7%	4	0.0%	0	4.7%	4	0.0%	0
Base:		85		0		85		0

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

K26 What would make you visit Kirkcaldy Town Centre more often in the evenings? [MR]

Those who live within zones 4, 6 & 7:

Better town centre environment	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Easier access / less traffic congestion	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Improved parking facilities	0.5%	3	0.0%	0	0.5%	3	0.0%	0
Improved town centre security	0.7%	4	0.0%	0	0.7%	4	0.0%	0
Longer / later opening hours	0.5%	3	0.0%	0	0.5%	3	0.0%	0
More / better pubs	2.2%	13	0.0%	0	2.2%	13	0.0%	0
More / better restaurants / cafés	7.3%	43	0.0%	0	7.3%	43	0.0%	0
More cultural facilities	0.3%	2	0.0%	0	0.3%	2	0.0%	0
More evening events	1.9%	11	0.0%	0	1.9%	11	0.0%	0
More family orientated facilities	0.9%	5	0.0%	0	0.9%	5	0.0%	0
More leisure facilities	2.9%	17	0.0%	0	2.9%	17	0.0%	0
More night clubs	0.5%	3	0.0%	0	0.5%	3	0.0%	0
More things to do generally	1.0%	6	0.0%	0	1.0%	6	0.0%	0
Music / arts / performances / concerts	2.6%	15	0.0%	0	2.6%	15	0.0%	0
Shops open later	1.4%	8	0.0%	0	1.4%	8	0.0%	0
Other	1.0%	6	0.0%	0	1.0%	6	0.0%	0
Better choice / quality of shops	0.5%	3	0.0%	0	0.5%	3	0.0%	0
Better public transport links	0.7%	4	0.0%	0	0.7%	4	0.0%	0
Free parking	0.7%	4	0.0%	0	0.7%	4	0.0%	0
More / better shows on at the theatre	1.0%	6	0.0%	0	1.0%	6	0.0%	0
Open another cinema	4.8%	28	0.0%	0	4.8%	28	0.0%	0
(Nothing)	73.9%	433	0.0%	0	73.9%	433	0.0%	0
(Don't know)	1.4%	8	0.0%	0	1.4%	8	0.0%	0
Base:		586		0		586		0

K27 Do you take part in any of the following leisure activities when you visit Kirkcaldy Town Centre? [MR/PR]

Those who visit Kirkcaldy Town Centre at K16:

Bingo	2.6%	13	0.0%	0	2.6%	13	0.0%	0
Cinema	4.4%	22	0.0%	0	4.4%	22	0.0%	0
Leisure centre / gym	6.0%	30	0.0%	0	6.0%	30	0.0%	0
Nightclub / disco	2.6%	13	0.0%	0	2.6%	13	0.0%	0
Pub / wine bar	26.7%	134	0.0%	0	26.7%	134	0.0%	0
Restaurants / cafés	41.1%	206	0.0%	0	41.1%	206	0.0%	0
Swimming	12.2%	61	0.0%	0	12.2%	61	0.0%	0
Ten-pin bowling	2.2%	11	0.0%	0	2.2%	11	0.0%	0
Theatre / concert	25.3%	127	0.0%	0	25.3%	127	0.0%	0
Other	0.8%	4	0.0%	0	0.8%	4	0.0%	0
(None)	39.7%	199	0.0%	0	39.7%	199	0.0%	0
(Don't know / can't remember)	0.8%	4	0.0%	0	0.8%	4	0.0%	0
Base:		501		0		501		0

MeanScore: visits per week

G16 Thinking about Glenrothes Town Centre, how often do you visit it, on average?

Those who live within zone 5:

Daily	4.8%	13	0.0%	0	4.8%	13	0.0%	0
Every 2 days	0.7%	2	0.0%	0	0.7%	2	0.0%	0
Between 3 times and six times a week	16.7%	45	0.0%	0	16.7%	45	0.0%	0
Weekly	28.1%	76	0.0%	0	28.1%	76	0.0%	0
2-3 times a month	14.4%	39	0.0%	0	14.4%	39	0.0%	0
Once a month	13.7%	37	0.0%	0	13.7%	37	0.0%	0
Less frequently than once a month	12.6%	34	0.0%	0	12.6%	34	0.0%	0
Never	8.5%	23	0.0%	0	8.5%	23	0.0%	0
(Don't know / varies)	0.4%	1	0.0%	0	0.4%	1	0.0%	0
Mean:		1.53		0.00		1.53		0.00
Base:		270		0		270		0

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

G17 How do you normally travel to Glenrothes Town Centre?*Those who visit Glenrothes Town Centre at G16:*

Drive self in car / van	60.3%	149	0.0%	0	60.3%	149	0.0%	0
Passenger in car / van	11.7%	29	0.0%	0	11.7%	29	0.0%	0
Walk	9.3%	23	0.0%	0	9.3%	23	0.0%	0
Bus	17.4%	43	0.0%	0	17.4%	43	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (wheelchair, scooter etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.2%	3	0.0%	0	1.2%	3	0.0%	0
Base:		247		0		247		0

G18 What typically, are your main reasons for visiting Glenrothes Town Centre (i.e. what range of things do you do when you get there)?**[MR]***Those who visit Glenrothes Town Centre at G16:*

Buy fast food / takeaways	0.4%	1	0.0%	0	0.4%	1	0.0%	0
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	15.8%	39	0.0%	0	15.8%	39	0.0%	0
Gaming	0.4%	1	0.0%	0	0.4%	1	0.0%	0
Get petrol / fuel	0.4%	1	0.0%	0	0.4%	1	0.0%	0
Meet family and friends	4.0%	10	0.0%	0	4.0%	10	0.0%	0
Non-food shopping	34.8%	86	0.0%	0	34.8%	86	0.0%	0
Shopping generally	29.6%	73	0.0%	0	29.6%	73	0.0%	0
Sports / leisure facilities	1.2%	3	0.0%	0	1.2%	3	0.0%	0
Taking children to / from school	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	0.8%	2	0.0%	0	0.8%	2	0.0%	0
Visit clubs, halls, societies	0.4%	1	0.0%	0	0.4%	1	0.0%	0
Visit financial / professional services (e.g. banks, building societies, estate agents etc.)	23.9%	59	0.0%	0	23.9%	59	0.0%	0
Visit other services (such as travel agents, hairdressers, betting shops, libraries etc.)	8.5%	21	0.0%	0	8.5%	21	0.0%	0
Visit pubs	1.2%	3	0.0%	0	1.2%	3	0.0%	0
Visit restaurants / cafés	9.7%	24	0.0%	0	9.7%	24	0.0%	0
Walk around / browse	17.0%	42	0.0%	0	17.0%	42	0.0%	0
Work / study	4.5%	11	0.0%	0	4.5%	11	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donate items to charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pick up / drop off a friend / relative	0.4%	1	0.0%	0	0.4%	1	0.0%	0
Visit medical services (doctor, dentist, optician, vet etc.)	1.2%	3	0.0%	0	1.2%	3	0.0%	0
Visit the beach	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the park	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.4%	1	0.0%	0	0.4%	1	0.0%	0
(No particular main reason)	0.4%	1	0.0%	0	0.4%	1	0.0%	0
Base:		247		0		247		0

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

MeanScore: hours per visit

G19 On average, how long do you normally spend in Glenrothes Town Centre when you visit?

Those who visit Glenrothes Town Centre at G16:

Less than 30 minutes	9.7%	24	0.0%	0	9.7%	24	0.0%	0
30 minutes - 59 minutes	34.4%	85	0.0%	0	34.4%	85	0.0%	0
1 hour – 1 hour 59 minutes	39.7%	98	0.0%	0	39.7%	98	0.0%	0
2 hours – 2 hours 59 minutes	11.3%	28	0.0%	0	11.3%	28	0.0%	0
3 hours – 3 hours 59 minutes	0.4%	1	0.0%	0	0.4%	1	0.0%	0
4 hours or more	1.2%	3	0.0%	0	1.2%	3	0.0%	0
(Don't know / varies)	3.2%	8	0.0%	0	3.2%	8	0.0%	0
<i>Mean:</i>		<i>1.31</i>		<i>0.00</i>		<i>1.31</i>		<i>0.00</i>
<i>Base:</i>		<i>247</i>		<i>0</i>		<i>247</i>		<i>0</i>

G20 What do you LIKE MOST about Glenrothes Town Centre for shopping and as a place to visit generally? [MR]

Those who visit Glenrothes Town Centre at G16:

Attractive environment generally	4.9%	12	0.0%	0	4.9%	12	0.0%	0
Availability of parking	3.2%	8	0.0%	0	3.2%	8	0.0%	0
Childrens' play park	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean streets	3.6%	9	0.0%	0	3.6%	9	0.0%	0
Close to home / convenient / close to work	22.3%	55	0.0%	0	22.3%	55	0.0%	0
Easy / pleasant to walk about / pedestrian areas	1.6%	4	0.0%	0	1.6%	4	0.0%	0
Evening / nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	3.2%	8	0.0%	0	3.2%	8	0.0%	0
Friendly / community atmosphere	1.6%	4	0.0%	0	1.6%	4	0.0%	0
Historic character	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure facilities	1.2%	3	0.0%	0	1.2%	3	0.0%	0
Nice day out	1.2%	3	0.0%	0	1.2%	3	0.0%	0
Prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	1.2%	3	0.0%	0	1.2%	3	0.0%	0
Quality / range of cafes & restaurants	2.4%	6	0.0%	0	2.4%	6	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of clothes shops	0.8%	2	0.0%	0	0.8%	2	0.0%	0
Quality of independent shops	0.4%	1	0.0%	0	0.4%	1	0.0%	0
Quality of shops	1.6%	4	0.0%	0	1.6%	4	0.0%	0
Range / choice of shops generally	5.7%	14	0.0%	0	5.7%	14	0.0%	0
Range / choice of clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range / choice of larger stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	4.5%	11	0.0%	0	4.5%	11	0.0%	0
Compact layout / shops close together	2.0%	5	0.0%	0	2.0%	5	0.0%	0
Covered shopping area	14.2%	35	0.0%	0	14.2%	35	0.0%	0
(Nothing in particular / don't like or dislike)	42.5%	105	0.0%	0	42.5%	105	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Base:</i>		<i>247</i>		<i>0</i>		<i>247</i>		<i>0</i>

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

G21 What do you DISLIKE MOST about Glenrothes Town Centre for shopping and as a place to visit generally? [MR]

Those who visit Glenrothes Town Centre at G16:

Anti-social behaviour	1.6%	4	0.0%	0	1.6%	4	0.0%	0
Derelict / unattractive sites	5.7%	14	0.0%	0	5.7%	14	0.0%	0
Difficult to stop	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty streets / cleaning	1.2%	3	0.0%	0	1.2%	3	0.0%	0
Inconvenient parking	0.4%	1	0.0%	0	0.4%	1	0.0%	0
Lack / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of pedestrian areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited parking	0.8%	2	0.0%	0	0.8%	2	0.0%	0
Limited range of larger stores	6.9%	17	0.0%	0	6.9%	17	0.0%	0
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant shops	14.6%	36	0.0%	0	14.6%	36	0.0%	0
Poor pedestrian access / connections in the town	0.4%	1	0.0%	0	0.4%	1	0.0%	0
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	2.4%	6	0.0%	0	2.4%	6	0.0%	0
Quality / range of cafés & restaurants	0.8%	2	0.0%	0	0.8%	2	0.0%	0
Quality / range of pubs	0.8%	2	0.0%	0	0.8%	2	0.0%	0
Quality of shops generally	15.4%	38	0.0%	0	15.4%	38	0.0%	0
Range of clothes shops	11.3%	28	0.0%	0	11.3%	28	0.0%	0
Range of shops generally	28.7%	71	0.0%	0	28.7%	71	0.0%	0
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far from home / place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment generally	2.4%	6	0.0%	0	2.4%	6	0.0%	0
Other	4.9%	12	0.0%	0	4.9%	12	0.0%	0
Outdated / old-fashioned	1.2%	3	0.0%	0	1.2%	3	0.0%	0
Too busy / crowded	2.4%	6	0.0%	0	2.4%	6	0.0%	0
Too many charity shops	1.2%	3	0.0%	0	1.2%	3	0.0%	0
Too many cheap shops	2.4%	6	0.0%	0	2.4%	6	0.0%	0
(Nothing in particular / don't like or dislike)	31.2%	77	0.0%	0	31.2%	77	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		247		0		247		0

MeanScore: Good=2, Average=1, Poor=-1

G22 Overall, how do you rate Glenrothes Town Centre on the following aspects as 'Good', 'Average' or 'Poor'? [MR/PR]

Those who visit Glenrothes Town Centre at G16:

As a pleasant place to visit

Good	30.4%	75	0.0%	0	30.4%	75	0.0%	0
Average	45.7%	113	0.0%	0	45.7%	113	0.0%	0
Poor	23.9%	59	0.0%	0	23.9%	59	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.83		0.00		0.83		0.00
Base:		247		0		247		0

	Total	West Fife		Mid Fife		East Fife		
Parking availability								
Good	72.9%	180	0.0%	0	72.9%	180	0.0%	0
Average	15.8%	39	0.0%	0	15.8%	39	0.0%	0
Poor	5.3%	13	0.0%	0	5.3%	13	0.0%	0
(Don't know)	6.1%	15	0.0%	0	6.1%	15	0.0%	0
Mean:		1.66		0.00		1.66		0.00
Base:		247		0		247		0
Quality of shops								
Good	12.6%	31	0.0%	0	12.6%	31	0.0%	0
Average	44.1%	109	0.0%	0	44.1%	109	0.0%	0
Poor	43.3%	107	0.0%	0	43.3%	107	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.26		0.00		0.26		0.00
Base:		247		0		247		0
Range and choice of shops								
Good	8.1%	20	0.0%	0	8.1%	20	0.0%	0
Average	32.0%	79	0.0%	0	32.0%	79	0.0%	0
Poor	58.7%	145	0.0%	0	58.7%	145	0.0%	0
(Don't know)	1.2%	3	0.0%	0	1.2%	3	0.0%	0
Mean:		-0.11		0.00		-0.11		0.00
Base:		247		0		247		0
Range and quality of restaurants and cafes								
Good	21.5%	53	0.0%	0	21.5%	53	0.0%	0
Average	34.4%	85	0.0%	0	34.4%	85	0.0%	0
Poor	32.4%	80	0.0%	0	32.4%	80	0.0%	0
(Don't know)	11.7%	29	0.0%	0	11.7%	29	0.0%	0
Mean:		0.51		0.00		0.51		0.00
Base:		247		0		247		0
Town centre environment								
Good	37.2%	92	0.0%	0	37.2%	92	0.0%	0
Average	39.3%	97	0.0%	0	39.3%	97	0.0%	0
Poor	22.3%	55	0.0%	0	22.3%	55	0.0%	0
(Don't know)	1.2%	3	0.0%	0	1.2%	3	0.0%	0
Mean:		0.93		0.00		0.93		0.00
Base:		247		0		247		0

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

G23 What improvements to Glenrothes Town Centre would make you visit there more often? [MR]

Those who visit Glenrothes Town Centre at G16:

An outdoor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.4%	1	0.0%	0	0.4%	1	0.0%	0
Better sign posting	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	1.2%	3	0.0%	0	1.2%	3	0.0%	0
Covered shopping malls	0.4%	1	0.0%	0	0.4%	1	0.0%	0
Improve the environment generally	8.1%	20	0.0%	0	8.1%	20	0.0%	0
Less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	5.3%	13	0.0%	0	5.3%	13	0.0%	0
More / better restaurants / cafés	6.9%	17	0.0%	0	6.9%	17	0.0%	0
More / better shops generally	57.1%	141	0.0%	0	57.1%	141	0.0%	0
More / cheaper parking	2.0%	5	0.0%	0	2.0%	5	0.0%	0
More department stores / larger stores	17.4%	43	0.0%	0	17.4%	43	0.0%	0
More leisure facilities	0.4%	1	0.0%	0	0.4%	1	0.0%	0
More nightlife	0.4%	1	0.0%	0	0.4%	1	0.0%	0
More non- retail services	2.4%	6	0.0%	0	2.4%	6	0.0%	0
More pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More security / policing	0.4%	1	0.0%	0	0.4%	1	0.0%	0
More specialist shops	12.1%	30	0.0%	0	12.1%	30	0.0%	0
More / better clothes & fashion stores	10.5%	26	0.0%	0	10.5%	26	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Refurbishment	4.0%	10	0.0%	0	4.0%	10	0.0%	0
Less empty shops	0.8%	2	0.0%	0	0.8%	2	0.0%	0
Make it more spacious / lighter	1.2%	3	0.0%	0	1.2%	3	0.0%	0
A Marks and Spencers	0.8%	2	0.0%	0	0.8%	2	0.0%	0
More activities for children	0.8%	2	0.0%	0	0.8%	2	0.0%	0
(Nothing / no change)	15.8%	39	0.0%	0	15.8%	39	0.0%	0
(Don't know)	3.2%	8	0.0%	0	3.2%	8	0.0%	0
Base:		247		0		247		0

G24 On average, how often do you visit Glenrothes Town Centre in the evenings (i.e. after 6pm)?

Those who visit Glenrothes Town Centre at G16:

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every 2 days	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Between 3 times and 6 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weekly	1.6%	4	0.0%	0	1.6%	4	0.0%	0
2-3 times a month	0.4%	1	0.0%	0	0.4%	1	0.0%	0
Once a month	2.8%	7	0.0%	0	2.8%	7	0.0%	0
Less frequently than once a month	13.0%	32	0.0%	0	13.0%	32	0.0%	0
Never	81.8%	202	0.0%	0	81.8%	202	0.0%	0
(Don't know / varies)	0.4%	1	0.0%	0	0.4%	1	0.0%	0
Mean:		0.04		0.00		0.04		0.00
Base:		247		0		247		0

	Total	West Fife		Mid Fife		East Fife		
G25 Why do you never visit Glenrothes Town Centre? [MR]								
<i>Those who never visit Glenrothes Town Centre at G16:</i>								
Anti-social behaviour	4.3%	1	0.0%	0	4.3%	1	0.0%	0
Derelict / unattractive sites	8.7%	2	0.0%	0	8.7%	2	0.0%	0
Difficult to stop	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty streets / cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of pedestrian areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of larger stores	4.3%	1	0.0%	0	4.3%	1	0.0%	0
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor pedestrian access / connections in the town	4.3%	1	0.0%	0	4.3%	1	0.0%	0
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of cafés & restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of clothes shops	8.7%	2	0.0%	0	8.7%	2	0.0%	0
Range of shops generally	34.8%	8	0.0%	0	34.8%	8	0.0%	0
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far from home / place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment generally	8.7%	2	0.0%	0	8.7%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	43.5%	10	0.0%	0	43.5%	10	0.0%	0
(Don't know / can't remember)	8.7%	2	0.0%	0	8.7%	2	0.0%	0
Base:		23		0		23		0

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

G26 What would make you visit Glenrothes Town Centre more often in the evenings? [MR]

Those who live within zone 5:

Better town centre environment	0.4%	1	0.0%	0	0.4%	1	0.0%	0
Easier access / less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved parking facilities	0.4%	1	0.0%	0	0.4%	1	0.0%	0
Improved town centre security	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer / later opening hours	1.5%	4	0.0%	0	1.5%	4	0.0%	0
More / better pubs	3.0%	8	0.0%	0	3.0%	8	0.0%	0
More / better restaurants	10.4%	28	0.0%	0	10.4%	28	0.0%	0
More cultural facilities	1.1%	3	0.0%	0	1.1%	3	0.0%	0
More evening events	3.0%	8	0.0%	0	3.0%	8	0.0%	0
More family orientated facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities	3.3%	9	0.0%	0	3.3%	9	0.0%	0
More night clubs	0.4%	1	0.0%	0	0.4%	1	0.0%	0
More things to do generally	2.2%	6	0.0%	0	2.2%	6	0.0%	0
Music / arts / performances / concerts	4.4%	12	0.0%	0	4.4%	12	0.0%	0
Shops open later	7.8%	21	0.0%	0	7.8%	21	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	67.0%	181	0.0%	0	67.0%	181	0.0%	0
(Don't know)	3.0%	8	0.0%	0	3.0%	8	0.0%	0
Base:		270		0		270		0

G27 Do you take part in any of the following leisure activities when you visit Glenrothes Town Centre? [MR/PR]

Those who visit Glenrothes Town Centre at G16:

Bingo	6.1%	15	0.0%	0	6.1%	15	0.0%	0
Cinema	29.6%	73	0.0%	0	29.6%	73	0.0%	0
Leisure centre / gym	7.3%	18	0.0%	0	7.3%	18	0.0%	0
Nightclub / disco	1.6%	4	0.0%	0	1.6%	4	0.0%	0
Pub / wine bar	10.1%	25	0.0%	0	10.1%	25	0.0%	0
Restaurants	23.9%	59	0.0%	0	23.9%	59	0.0%	0
Swimming	8.9%	22	0.0%	0	8.9%	22	0.0%	0
Ten-pin bowling	1.6%	4	0.0%	0	1.6%	4	0.0%	0
Theatre / concert	38.1%	94	0.0%	0	38.1%	94	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowls	0.4%	1	0.0%	0	0.4%	1	0.0%	0
(None)	36.4%	90	0.0%	0	36.4%	90	0.0%	0
(Don't know / can't remember)	1.2%	3	0.0%	0	1.2%	3	0.0%	0
Base:		247		0		247		0

MeanScore: visits per week

C16 Thinking about Cupar Town Centre, how often do you visit it, on average?

Those who live within zone 8:

Daily	17.0%	17	0.0%	0	0.0%	0	17.0%	17
Every 2 days	7.0%	7	0.0%	0	0.0%	0	7.0%	7
Between 3 times and six times a week	24.0%	24	0.0%	0	0.0%	0	24.0%	24
Weekly	34.0%	34	0.0%	0	0.0%	0	34.0%	34
2-3 times a month	5.0%	5	0.0%	0	0.0%	0	5.0%	5
Once a month	8.0%	8	0.0%	0	0.0%	0	8.0%	8
Less frequently than once a month	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Never	4.0%	4	0.0%	0	0.0%	0	4.0%	4
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		2.91		0.00		0.00		2.91
Base:		100		0		0		100

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

C17 How do you normally travel to Cupar Town Centre?*Those who visit Cupar Town Centre at C16:*

Drive self in car / van	51.0%	49	0.0%	0	0.0%	0	51.0%	49
Passenger in car / van	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	40.6%	39	0.0%	0	0.0%	0	40.6%	39
Bus	7.3%	7	0.0%	0	0.0%	0	7.3%	7
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (wheelchair, scooter etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Base:		96		0		0		96

C18 What typically, are your main reasons for visiting Cupar Town Centre (i.e. what range of things do you do when you get there)? [MR]*Those who visit Cupar Town Centre at C16:*

Buy fast food / takeaways	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	25.0%	24	0.0%	0	0.0%	0	25.0%	24
Gaming	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Get petrol / fuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meet family and friends	4.2%	4	0.0%	0	0.0%	0	4.2%	4
Non-food shopping	20.8%	20	0.0%	0	0.0%	0	20.8%	20
Shopping generally	38.5%	37	0.0%	0	0.0%	0	38.5%	37
Sports / leisure facilities	5.2%	5	0.0%	0	0.0%	0	5.2%	5
Taking children to / from school	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit clubs, halls, societies	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit financial / professional services (e.g. banks, building societies, estate agents etc.)	21.9%	21	0.0%	0	0.0%	0	21.9%	21
Visit other services (such as travel agents, hairdressers, betting shops, libraries etc.)	18.8%	18	0.0%	0	0.0%	0	18.8%	18
Visit pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit restaurants / cafés	10.4%	10	0.0%	0	0.0%	0	10.4%	10
Walk around / browse	11.5%	11	0.0%	0	0.0%	0	11.5%	11
Work / study	11.5%	11	0.0%	0	0.0%	0	11.5%	11
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donate items to charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pick up / drop off a friend / relative	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Visit medical services (doctor, dentist, optician, vet etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the beach	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Visit the market	2.1%	2	0.0%	0	0.0%	0	2.1%	2
Visit the park	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.0%	1	0.0%	0	0.0%	0	1.0%	1
(No particular main reason)	2.1%	2	0.0%	0	0.0%	0	2.1%	2
Base:		96		0		0		96

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

MeanScore: hours per visit

C19 On average, how long do you normally spend in Cupar Town Centre when you visit?

Those who visit Cupar Town Centre at C16:

Less than 30 minutes	27.1%	26	0.0%	0	0.0%	0	27.1%	26
30 minutes - 59 minutes	28.1%	27	0.0%	0	0.0%	0	28.1%	27
1 hour – 1 hour 59 minutes	29.2%	28	0.0%	0	0.0%	0	29.2%	28
2 hours – 2 hours 59 minutes	7.3%	7	0.0%	0	0.0%	0	7.3%	7
3 hours – 3 hours 59 minutes	1.0%	1	0.0%	0	0.0%	0	1.0%	1
4 hours or more	6.3%	6	0.0%	0	0.0%	0	6.3%	6
(Don't know / varies)	1.0%	1	0.0%	0	0.0%	0	1.0%	1
<i>Mean:</i>		<i>1.35</i>		<i>0.00</i>		<i>0.00</i>		<i>1.35</i>
<i>Base:</i>		96		0		0		96

C20 What do you LIKE MOST about Cupar Town Centre for shopping and as a place to visit generally? [MR]

Those who visit Cupar Town Centre at C16:

Attractive environment generally	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Availability of parking	6.3%	6	0.0%	0	0.0%	0	6.3%	6
Childrens' play park	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean streets	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Close to home / convenient / close to work	17.7%	17	0.0%	0	0.0%	0	17.7%	17
Easy / pleasant to walk about / pedestrian areas	2.1%	2	0.0%	0	0.0%	0	2.1%	2
Evening / nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	2.1%	2	0.0%	0	0.0%	0	2.1%	2
Friendly / community atmosphere	10.4%	10	0.0%	0	0.0%	0	10.4%	10
Historic character	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice day out	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of cafes & restaurants	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of independent shops	2.1%	2	0.0%	0	0.0%	0	2.1%	2
Quality of shops	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Range / choice of shops generally	11.5%	11	0.0%	0	0.0%	0	11.5%	11
Range / choice of clothes shops	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Range / choice of larger stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of independent shops	6.3%	6	0.0%	0	0.0%	0	6.3%	6
Security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.1%	3	0.0%	0	0.0%	0	3.1%	3
Compact shopping area	3.1%	3	0.0%	0	0.0%	0	3.1%	3
Familiarity / habit	2.1%	2	0.0%	0	0.0%	0	2.1%	2
(Nothing in particular / don't like or dislike)	38.5%	37	0.0%	0	0.0%	0	38.5%	37
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Base:</i>		96		0		0		96

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

C21 What do you DISLIKE MOST about Cupar Town Centre for shopping and as a place to visit generally? [MR]

Those who visit Cupar Town Centre at C16:

Anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derelict / unattractive sites	3.1%	3	0.0%	0	0.0%	0	3.1%	3
Difficult to stop	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty streets / cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient parking	2.1%	2	0.0%	0	0.0%	0	2.1%	2
Lack / limited leisure facilities	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Lack of pedestrian areas	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Limited parking	6.3%	6	0.0%	0	0.0%	0	6.3%	6
Limited range of larger stores	1.0%	1	0.0%	0	0.0%	0	1.0%	1
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant shops	7.3%	7	0.0%	0	0.0%	0	7.3%	7
Poor pedestrian access / connections in the town	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Public transport	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Quality / choice of food shops and supermarkets	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Quality / range of cafés & restaurants	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	9.4%	9	0.0%	0	0.0%	0	9.4%	9
Range of clothes shops	14.6%	14	0.0%	0	0.0%	0	14.6%	14
Range of shops generally	40.6%	39	0.0%	0	0.0%	0	40.6%	39
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far from home / place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	9.4%	9	0.0%	0	0.0%	0	9.4%	9
Unattractive environment generally	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Other	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Too many Charity / betting shops	3.1%	3	0.0%	0	0.0%	0	3.1%	3
(Nothing in particular / don't like or dislike)	28.1%	27	0.0%	0	0.0%	0	28.1%	27
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		96		0		0		96

MeanScore: Good=2, Average=1, Poor=-1

C22 Overall, how do you rate Cupar Town Centre on the following aspects as 'Good', 'Average' or 'Poor'? [MR/PR]

Those who visit Cupar Town Centre at C16:

As a pleasant place to visit

Good	43.8%	42	0.0%	0	0.0%	0	43.8%	42
Average	40.6%	39	0.0%	0	0.0%	0	40.6%	39
Poor	14.6%	14	0.0%	0	0.0%	0	14.6%	14
(Don't know)	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Mean:		1.15		0.00		0.00		1.15
Base:		96		0		0		96

Parking availability

Good	59.4%	57	0.0%	0	0.0%	0	59.4%	57
Average	18.8%	18	0.0%	0	0.0%	0	18.8%	18
Poor	9.4%	9	0.0%	0	0.0%	0	9.4%	9
(Don't know)	12.5%	12	0.0%	0	0.0%	0	12.5%	12
Mean:		1.46		0.00		0.00		1.46
Base:		96		0		0		96

	Total	West Fife	Mid Fife	East Fife				
Quality of shops								
Good	26.0%	25	0.0%	0	0.0%	0	26.0%	25
Average	35.4%	34	0.0%	0	0.0%	0	35.4%	34
Poor	37.5%	36	0.0%	0	0.0%	0	37.5%	36
(Don't know)	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Mean:		0.51	0.00	0.00	0.00	0	0.51	
Base:		96	0	0	0	0	96	

	Total	West Fife	Mid Fife	East Fife				
Range and choice of shops								
Good	6.3%	6	0.0%	0	0.0%	0	6.3%	6
Average	36.5%	35	0.0%	0	0.0%	0	36.5%	35
Poor	56.3%	54	0.0%	0	0.0%	0	56.3%	54
(Don't know)	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Mean:		-0.07	0.00	0.00	0.00	0	-0.07	
Base:		96	0	0	0	0	96	

	Total	West Fife	Mid Fife	East Fife				
Range and quality of restaurants and cafes								
Good	34.4%	33	0.0%	0	0.0%	0	34.4%	33
Average	31.3%	30	0.0%	0	0.0%	0	31.3%	30
Poor	22.9%	22	0.0%	0	0.0%	0	22.9%	22
(Don't know)	11.5%	11	0.0%	0	0.0%	0	11.5%	11
Mean:		0.87	0.00	0.00	0.00	0	0.87	
Base:		96	0	0	0	0	96	

	Total	West Fife	Mid Fife	East Fife				
Town centre environment								
Good	45.8%	44	0.0%	0	0.0%	0	45.8%	44
Average	39.6%	38	0.0%	0	0.0%	0	39.6%	38
Poor	13.5%	13	0.0%	0	0.0%	0	13.5%	13
(Don't know)	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Mean:		1.19	0.00	0.00	0.00	0	1.19	
Base:		96	0	0	0	0	96	

C23 What improvements to Cupar Town Centre would make you visit there more often? [MR]

Those who visit Cupar Town Centre at C16:

An outdoor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better sign posting	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Cleaner streets	2.1%	2	0.0%	0	0.0%	0	2.1%	2
Covered shopping malls	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment generally	4.2%	4	0.0%	0	0.0%	0	4.2%	4
Less traffic congestion	9.4%	9	0.0%	0	0.0%	0	9.4%	9
Lower prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	2.1%	2	0.0%	0	0.0%	0	2.1%	2
More / better restaurants / cafés	9.4%	9	0.0%	0	0.0%	0	9.4%	9
More / better shops generally	46.9%	45	0.0%	0	0.0%	0	46.9%	45
More / cheaper parking	4.2%	4	0.0%	0	0.0%	0	4.2%	4
More department stores / larger stores	12.5%	12	0.0%	0	0.0%	0	12.5%	12
More leisure facilities	2.1%	2	0.0%	0	0.0%	0	2.1%	2
More nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More non- retail services	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised streets	10.4%	10	0.0%	0	0.0%	0	10.4%	10
More security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More specialist shops	4.2%	4	0.0%	0	0.0%	0	4.2%	4
More / better clothes & fashion stores	10.4%	10	0.0%	0	0.0%	0	10.4%	10
Other	5.2%	5	0.0%	0	0.0%	0	5.2%	5
Less charity shops	3.1%	3	0.0%	0	0.0%	0	3.1%	3
Less heavy traffic through the centre	2.1%	2	0.0%	0	0.0%	0	2.1%	2
(Nothing / no change)	15.6%	15	0.0%	0	0.0%	0	15.6%	15
(Don't know)	4.2%	4	0.0%	0	0.0%	0	4.2%	4
Base:		96	0	0	0	0	96	

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

C24 On average, how often do you visit Cupar Town Centre in the evenings (i.e. after 6pm)?

Those who visit Cupar Town Centre at C16:

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every 2 days	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Between 3 times and 6 times a week	4.2%	4	0.0%	0	0.0%	0	4.2%	4
Weekly	5.2%	5	0.0%	0	0.0%	0	5.2%	5
2-3 times a month	4.2%	4	0.0%	0	0.0%	0	4.2%	4
Once a month	8.3%	8	0.0%	0	0.0%	0	8.3%	8
Less frequently than once a month	17.7%	17	0.0%	0	0.0%	0	17.7%	17
Never	59.4%	57	0.0%	0	0.0%	0	59.4%	57
(Don't know / varies)	1.0%	1	0.0%	0	0.0%	0	1.0%	1
<i>Mean:</i>		<i>0.31</i>		<i>0.00</i>		<i>0.00</i>		<i>0.31</i>
Base:		96		0		0		96

C25 Why do you never visit Cupar Town Centre? [MR]

Those who never visit Cupar Town Centre at C16:

Anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derelict / unattractive sites	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to stop	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty streets / cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of pedestrian areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of larger stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor pedestrian access / connections in the town	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of cafés & restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of clothes shops	25.0%	1	0.0%	0	0.0%	0	25.0%	1
Range of shops generally	25.0%	1	0.0%	0	0.0%	0	25.0%	1
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far from home / place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	25.0%	1	0.0%	0	0.0%	0	25.0%	1
Unattractive environment generally	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	25.0%	1	0.0%	0	0.0%	0	25.0%	1
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		4		0		0		4

	Total	West Fife	Mid Fife	East Fife				
C26 What would make you visit Cupar Town Centre more often in the evenings? [MR]								
<i>Those who live within zone 8:</i>								
Better town centre environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier access / less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved parking facilities	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Improved town centre security	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer / later opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs	8.0%	8	0.0%	0	0.0%	0	8.0%	8
More / better restaurants	19.0%	19	0.0%	0	0.0%	0	19.0%	19
More cultural facilities	2.0%	2	0.0%	0	0.0%	0	2.0%	2
More evening events	1.0%	1	0.0%	0	0.0%	0	1.0%	1
More family orientated facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities	4.0%	4	0.0%	0	0.0%	0	4.0%	4
More night clubs	1.0%	1	0.0%	0	0.0%	0	1.0%	1
More things to do generally	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Music / arts / performances / concerts	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Shops open later	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	71.0%	71	0.0%	0	0.0%	0	71.0%	71
(Don't know)	2.0%	2	0.0%	0	0.0%	0	2.0%	2
Base:	100	0	0	100				

C27 Do you take part in any of the following leisure activities when you visit Cupar Town Centre? [MR/PR]

Those who visit Cupar Town Centre at C16:

Bingo	2.1%	2	0.0%	0	0.0%	0	2.1%	2
Cinema	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Leisure centre / gym	19.8%	19	0.0%	0	0.0%	0	19.8%	19
Nightclub / disco	2.1%	2	0.0%	0	0.0%	0	2.1%	2
Pub / wine bar	25.0%	24	0.0%	0	0.0%	0	25.0%	24
Restaurants	50.0%	48	0.0%	0	0.0%	0	50.0%	48
Swimming	18.8%	18	0.0%	0	0.0%	0	18.8%	18
Ten-pin bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre / concert	7.3%	7	0.0%	0	0.0%	0	7.3%	7
Other	1.0%	1	0.0%	0	0.0%	0	1.0%	1
(None)	36.5%	35	0.0%	0	0.0%	0	36.5%	35
(Don't know / can't remember)	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Base:	96	0	0	96				

MeanScore: visits per week

S16 Thinking about St Andrews Town Centre, how often do you visit it, on average?

Those who live within zones 9 & 10:

Daily	7.6%	20	0.0%	0	0.0%	0	7.6%	20
Every 2 days	1.9%	5	0.0%	0	0.0%	0	1.9%	5
Between 3 times and six times a week	11.8%	31	0.0%	0	0.0%	0	11.8%	31
Weekly	23.3%	61	0.0%	0	0.0%	0	23.3%	61
2-3 times a month	15.6%	41	0.0%	0	0.0%	0	15.6%	41
Once a month	13.4%	35	0.0%	0	0.0%	0	13.4%	35
Less frequently than once a month	14.9%	39	0.0%	0	0.0%	0	14.9%	39
Never	9.9%	26	0.0%	0	0.0%	0	9.9%	26
(Don't know / varies)	1.5%	4	0.0%	0	0.0%	0	1.5%	4
Mean:	1.52		0.00		0.00		1.52	
Base:	262	0	0	262				

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

S17 How do you normally travel to St Andrews Town Centre?

Those who visit St Andrews Town Centre at S16:

Drive self in car / van	66.5%	157	0.0%	0	0.0%	0	66.5%	157
Passenger in car / van	6.4%	15	0.0%	0	0.0%	0	6.4%	15
Walk	10.6%	25	0.0%	0	0.0%	0	10.6%	25
Bus	13.6%	32	0.0%	0	0.0%	0	13.6%	32
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle	0.8%	2	0.0%	0	0.0%	0	0.8%	2
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (wheelchair, scooter etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.1%	5	0.0%	0	0.0%	0	2.1%	5
Base:		236		0		0		236

S18 What typically, are your main reasons for visiting St Andrews Town Centre (i.e. what range of things do you do when you get there)?

[MR]

Those who visit St Andrews Town Centre at S16:

Buy fast food / takeaways	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Food shopping	16.5%	39	0.0%	0	0.0%	0	16.5%	39
Gaming	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Get petrol / fuel	1.3%	3	0.0%	0	0.0%	0	1.3%	3
Meet family and friends	9.3%	22	0.0%	0	0.0%	0	9.3%	22
Non-food shopping	20.8%	49	0.0%	0	0.0%	0	20.8%	49
Shopping generally	31.4%	74	0.0%	0	0.0%	0	31.4%	74
Sports / leisure facilities	5.9%	14	0.0%	0	0.0%	0	5.9%	14
Taking children to / from school	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Theatre	1.3%	3	0.0%	0	0.0%	0	1.3%	3
Visit clubs, halls, societies	0.8%	2	0.0%	0	0.0%	0	0.8%	2
Visit financial / professional services (e.g. banks, building societies, estate agents etc.)	14.4%	34	0.0%	0	0.0%	0	14.4%	34
Visit other services (such as travel agents, hairdressers, betting shops, libraries etc.)	7.2%	17	0.0%	0	0.0%	0	7.2%	17
Visit pubs	2.1%	5	0.0%	0	0.0%	0	2.1%	5
Visit restaurants / cafés	23.3%	55	0.0%	0	0.0%	0	23.3%	55
Walk around / browse	27.1%	64	0.0%	0	0.0%	0	27.1%	64
Work / study	11.0%	26	0.0%	0	0.0%	0	11.0%	26
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donate items to charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to church	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Pick up / drop off a friend / relative	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Visit medical services (doctor, dentist, optician, vet etc.)	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Visit the beach	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the market	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Visit the park	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.8%	2	0.0%	0	0.0%	0	0.8%	2
(No particular main reason)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		236		0		0		236

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

MeanScore: hours per visit

S19 On average, how long do you normally spend in St Andrews Town Centre when you visit?

Those who visit St Andrews Town Centre at S16:

Less than 30 minutes	6.8%	16	0.0%	0	0.0%	0	6.8%	16
30 minutes - 59 minutes	11.4%	27	0.0%	0	0.0%	0	11.4%	27
1 hour – 1 hour 59 minutes	39.0%	92	0.0%	0	0.0%	0	39.0%	92
2 hours – 2 hours 59 minutes	29.2%	69	0.0%	0	0.0%	0	29.2%	69
3 hours – 3 hours 59 minutes	3.8%	9	0.0%	0	0.0%	0	3.8%	9
4 hours or more	5.1%	12	0.0%	0	0.0%	0	5.1%	12
(Don't know / varies)	4.7%	11	0.0%	0	0.0%	0	4.7%	11
<i>Mean:</i>		<i>1.96</i>		<i>0.00</i>		<i>0.00</i>		<i>1.96</i>
<i>Base:</i>		<i>236</i>		<i>0</i>		<i>0</i>		<i>236</i>

S20 What do you LIKE MOST about St Andrews Town Centre for shopping and as a place to visit generally? [MR]

Those who visit St Andrews Town Centre at S16:

Attractive environment generally	17.8%	42	0.0%	0	0.0%	0	17.8%	42
Availability of parking	3.0%	7	0.0%	0	0.0%	0	3.0%	7
Childrens' play park	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean streets	1.3%	3	0.0%	0	0.0%	0	1.3%	3
Close to home / convenient / close to work	14.0%	33	0.0%	0	0.0%	0	14.0%	33
Easy / pleasant to walk about / pedestrian areas	6.8%	16	0.0%	0	0.0%	0	6.8%	16
Evening / nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Friendly / community atmosphere	7.6%	18	0.0%	0	0.0%	0	7.6%	18
Historic character	2.1%	5	0.0%	0	0.0%	0	2.1%	5
Leisure facilities	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Nice day out	2.5%	6	0.0%	0	0.0%	0	2.5%	6
Prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	0.8%	2	0.0%	0	0.0%	0	0.8%	2
Quality / range of cafes & restaurants	6.8%	16	0.0%	0	0.0%	0	6.8%	16
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of clothes shops	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Quality of independent shops	2.5%	6	0.0%	0	0.0%	0	2.5%	6
Quality of shops	3.8%	9	0.0%	0	0.0%	0	3.8%	9
Range / choice of shops generally	17.8%	42	0.0%	0	0.0%	0	17.8%	42
Range / choice of clothes shops	0.8%	2	0.0%	0	0.0%	0	0.8%	2
Range / choice of larger stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of independent shops	9.3%	22	0.0%	0	0.0%	0	9.3%	22
Security / policing	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.3%	3	0.0%	0	0.0%	0	1.3%	3
Compact shopping area	3.8%	9	0.0%	0	0.0%	0	3.8%	9
Familiarity / habit	2.5%	6	0.0%	0	0.0%	0	2.5%	6
Open air town centre	0.8%	2	0.0%	0	0.0%	0	0.8%	2
(Nothing in particular / don't like or dislike)	27.5%	65	0.0%	0	0.0%	0	27.5%	65
(Don't know / can't remember)	0.4%	1	0.0%	0	0.0%	0	0.4%	1
<i>Base:</i>		<i>236</i>		<i>0</i>		<i>0</i>		<i>236</i>

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

S21 What do you DISLIKE MOST about St Andrews Town Centre for shopping and as a place to visit generally? [MR]

Those who visit St Andrews Town Centre at S16:

Anti-social behaviour	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Derelict / unattractive sites	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Difficult to stop	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty streets / cleaning	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Inconvenient parking	9.3%	22	0.0%	0	0.0%	0	9.3%	22
Lack / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of pedestrian areas	0.8%	2	0.0%	0	0.0%	0	0.8%	2
Limited parking	17.8%	42	0.0%	0	0.0%	0	17.8%	42
Limited range of larger stores	1.7%	4	0.0%	0	0.0%	0	1.7%	4
More cafés / café culture needed	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Numbers of vacant shops	1.7%	4	0.0%	0	0.0%	0	1.7%	4
Poor pedestrian access / connections in the town	2.1%	5	0.0%	0	0.0%	0	2.1%	5
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.8%	2	0.0%	0	0.0%	0	0.8%	2
Prices	3.0%	7	0.0%	0	0.0%	0	3.0%	7
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.8%	2	0.0%	0	0.0%	0	0.8%	2
Quality / choice of food shops and supermarkets	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Quality / range of cafés & restaurants	1.7%	4	0.0%	0	0.0%	0	1.7%	4
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	4.2%	10	0.0%	0	0.0%	0	4.2%	10
Range of clothes shops	1.7%	4	0.0%	0	0.0%	0	1.7%	4
Range of shops generally	12.7%	30	0.0%	0	0.0%	0	12.7%	30
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far from home / place of work	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Traffic congestion	3.4%	8	0.0%	0	0.0%	0	3.4%	8
Unattractive environment generally	1.3%	3	0.0%	0	0.0%	0	1.3%	3
Other	1.3%	3	0.0%	0	0.0%	0	1.3%	3
Too many charity shops	5.1%	12	0.0%	0	0.0%	0	5.1%	12
Too many cafes / restaurants	3.4%	8	0.0%	0	0.0%	0	3.4%	8
Too busy / crowded	2.1%	5	0.0%	0	0.0%	0	2.1%	5
Expensive parking	4.7%	11	0.0%	0	0.0%	0	4.7%	11
Students	3.0%	7	0.0%	0	0.0%	0	3.0%	7
Poor road layout	0.8%	2	0.0%	0	0.0%	0	0.8%	2
(Nothing in particular / don't like or dislike)	37.7%	89	0.0%	0	0.0%	0	37.7%	89
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		236		0		0		236

MeanScore: Good=2, Average=1, Poor=-1

S22 Overall, how do you rate St Andrews Town Centre on the following aspects as 'Good', 'Average' or 'Poor'? [MR/PR]

Those who visit St Andrews Town Centre at S16:

As a pleasant place to visit

Good	83.9%	198	0.0%	0	0.0%	0	83.9%	198
Average	12.7%	30	0.0%	0	0.0%	0	12.7%	30
Poor	3.0%	7	0.0%	0	0.0%	0	3.0%	7
(Don't know)	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Mean:		1.78		0.00		0.00		1.78
Base:		236		0		0		236

	Total	West Fife	Mid Fife	East Fife				
Parking availability								
Good	24.2%	57	0.0%	0	0.0%	0	24.2%	57
Average	31.8%	75	0.0%	0	0.0%	0	31.8%	75
Poor	37.7%	89	0.0%	0	0.0%	0	37.7%	89
(Don't know)	6.4%	15	0.0%	0	0.0%	0	6.4%	15
Mean:		0.45		0.00		0.00		0.45
Base:		236		0		0		236
Quality of shops								
Good	57.2%	135	0.0%	0	0.0%	0	57.2%	135
Average	29.7%	70	0.0%	0	0.0%	0	29.7%	70
Poor	11.9%	28	0.0%	0	0.0%	0	11.9%	28
(Don't know)	1.3%	3	0.0%	0	0.0%	0	1.3%	3
Mean:		1.34		0.00		0.00		1.34
Base:		236		0		0		236
Range and choice of shops								
Good	34.7%	82	0.0%	0	0.0%	0	34.7%	82
Average	39.0%	92	0.0%	0	0.0%	0	39.0%	92
Poor	25.8%	61	0.0%	0	0.0%	0	25.8%	61
(Don't know)	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Mean:		0.83		0.00		0.00		0.83
Base:		236		0		0		236
Range and quality of restaurants and cafes								
Good	79.2%	187	0.0%	0	0.0%	0	79.2%	187
Average	11.4%	27	0.0%	0	0.0%	0	11.4%	27
Poor	3.0%	7	0.0%	0	0.0%	0	3.0%	7
(Don't know)	6.4%	15	0.0%	0	0.0%	0	6.4%	15
Mean:		1.78		0.00		0.00		1.78
Base:		236		0		0		236
Town centre environment								
Good	78.4%	185	0.0%	0	0.0%	0	78.4%	185
Average	16.9%	40	0.0%	0	0.0%	0	16.9%	40
Poor	3.4%	8	0.0%	0	0.0%	0	3.4%	8
(Don't know)	1.3%	3	0.0%	0	0.0%	0	1.3%	3
Mean:		1.73		0.00		0.00		1.73
Base:		236		0		0		236

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

S23 What improvements to St Andrews Town Centre would make you visit there more often? [MR]

Those who visit St Andrews Town Centre at S16:

An outdoor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	3.8%	9	0.0%	0	0.0%	0	3.8%	9
Better sign posting	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	4.2%	10	0.0%	0	0.0%	0	4.2%	10
Covered shopping malls	0.8%	2	0.0%	0	0.0%	0	0.8%	2
Improve the environment generally	2.1%	5	0.0%	0	0.0%	0	2.1%	5
Less traffic congestion	1.7%	4	0.0%	0	0.0%	0	1.7%	4
Lower prices	3.0%	7	0.0%	0	0.0%	0	3.0%	7
More / better food shops	1.3%	3	0.0%	0	0.0%	0	1.3%	3
More / better restaurants / cafés	2.1%	5	0.0%	0	0.0%	0	2.1%	5
More / better shops generally	21.2%	50	0.0%	0	0.0%	0	21.2%	50
More / cheaper parking	25.0%	59	0.0%	0	0.0%	0	25.0%	59
More department stores / larger stores	4.7%	11	0.0%	0	0.0%	0	4.7%	11
More leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More non- retail services	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised streets	5.1%	12	0.0%	0	0.0%	0	5.1%	12
More security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More specialist shops	3.4%	8	0.0%	0	0.0%	0	3.4%	8
More / better clothes & fashion stores	4.2%	10	0.0%	0	0.0%	0	4.2%	10
Other	4.2%	10	0.0%	0	0.0%	0	4.2%	10
Less charity shops	1.7%	4	0.0%	0	0.0%	0	1.7%	4
Less food shops and restaurants	1.7%	4	0.0%	0	0.0%	0	1.7%	4
Less students	1.3%	3	0.0%	0	0.0%	0	1.3%	3
(Nothing / no change)	31.4%	74	0.0%	0	0.0%	0	31.4%	74
(Don't know)	3.4%	8	0.0%	0	0.0%	0	3.4%	8
Base:		236		0		0		236

S24 On average, how often do you visit St Andrews Town Centre in the evenings (i.e. after 6pm)?

Those who visit St Andrews Town Centre at S16:

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every 2 days	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Between 3 times and 6 times a week	2.1%	5	0.0%	0	0.0%	0	2.1%	5
Weekly	4.7%	11	0.0%	0	0.0%	0	4.7%	11
2-3 times a month	6.8%	16	0.0%	0	0.0%	0	6.8%	16
Once a month	10.2%	24	0.0%	0	0.0%	0	10.2%	24
Less frequently than once a month	29.2%	69	0.0%	0	0.0%	0	29.2%	69
Never	46.6%	110	0.0%	0	0.0%	0	46.6%	110
(Don't know / varies)	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Mean:		0.24		0.00		0.00		0.24
Base:		236		0		0		236

	Total	West Fife		Mid Fife		East Fife		
S25 Why do you never visit St Andrews Town Centre? [MR]								
<i>Those who never visit St Andrews Town Centre at S16:</i>								
Anti-social behaviour	3.8%	1	0.0%	0	0.0%	0	3.8%	1
Derelict / unattractive sites	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to stop	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty streets / cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient parking	7.7%	2	0.0%	0	0.0%	0	7.7%	2
Lack / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of pedestrian areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited parking	7.7%	2	0.0%	0	0.0%	0	7.7%	2
Limited range of larger stores	7.7%	2	0.0%	0	0.0%	0	7.7%	2
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor pedestrian access / connections in the town	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices	3.8%	1	0.0%	0	0.0%	0	3.8%	1
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	3.8%	1	0.0%	0	0.0%	0	3.8%	1
Quality / choice of food shops and supermarkets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of cafés & restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	15.4%	4	0.0%	0	0.0%	0	15.4%	4
Range of clothes shops	3.8%	1	0.0%	0	0.0%	0	3.8%	1
Range of shops generally	30.8%	8	0.0%	0	0.0%	0	30.8%	8
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far from home / place of work	15.4%	4	0.0%	0	0.0%	0	15.4%	4
Traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment generally	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	34.6%	9	0.0%	0	0.0%	0	34.6%	9
(Don't know / can't remember)	3.8%	1	0.0%	0	0.0%	0	3.8%	1
Base:		26		0		0		26

Total West Fife Mid Fife East Fife

S26 What would make you visit St Andrews Town Centre more often in the evenings? [MR]
Those who live within zones 9 & 10:

Better town centre environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier access / less traffic congestion	0.8%	2	0.0%	0	0.0%	0	0.8%	2
Improved parking facilities	0.8%	2	0.0%	0	0.0%	0	0.8%	2
Improved town centre security	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer / later opening hours	0.8%	2	0.0%	0	0.0%	0	0.8%	2
More / better pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better restaurants	2.3%	6	0.0%	0	0.0%	0	2.3%	6
More cultural facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More evening events	0.4%	1	0.0%	0	0.0%	0	0.4%	1
More family orientated facilities	1.1%	3	0.0%	0	0.0%	0	1.1%	3
More leisure facilities	1.9%	5	0.0%	0	0.0%	0	1.9%	5
More night clubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More things to do generally	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Music / arts / performances / concerts	3.4%	9	0.0%	0	0.0%	0	3.4%	9
Shops open later	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Other	0.8%	2	0.0%	0	0.0%	0	0.8%	2
Improved bus service	2.3%	6	0.0%	0	0.0%	0	2.3%	6
Cheaper prices	0.8%	2	0.0%	0	0.0%	0	0.8%	2
(Nothing)	83.6%	219	0.0%	0	0.0%	0	83.6%	219
(Don't know)	1.5%	4	0.0%	0	0.0%	0	1.5%	4
Base:		262		0		0		262

S27 Do you take part in any of the following leisure activities when you visit St Andrews Town Centre? [MR/PR]
Those who visit St Andrews Town Centre at S16:

Bingo	1.3%	3	0.0%	0	0.0%	0	1.3%	3
Cinema	44.1%	104	0.0%	0	0.0%	0	44.1%	104
Leisure centre / gym	11.4%	27	0.0%	0	0.0%	0	11.4%	27
Nightclub / disco	1.3%	3	0.0%	0	0.0%	0	1.3%	3
Pub / wine bar	38.1%	90	0.0%	0	0.0%	0	38.1%	90
Restaurants	74.2%	175	0.0%	0	0.0%	0	74.2%	175
Swimming	20.3%	48	0.0%	0	0.0%	0	20.3%	48
Ten-pin bowling	1.7%	4	0.0%	0	0.0%	0	1.7%	4
Theatre / concert	48.7%	115	0.0%	0	0.0%	0	48.7%	115
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None)	13.6%	32	0.0%	0	0.0%	0	13.6%	32
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		236		0		0		236

Q28 How many short breaks (up to about 4 days) have you taken in the last 12 months?

None	42.4%	764	38.5%	225	46.3%	396	39.5%	143
One	13.6%	245	13.8%	81	13.9%	119	12.4%	45
Two	16.7%	301	18.5%	108	14.3%	122	19.6%	71
Three	12.0%	216	13.5%	79	11.4%	98	10.8%	39
Four	6.0%	109	6.5%	38	5.6%	48	6.4%	23
Five or more	7.5%	135	7.7%	45	6.7%	57	9.1%	33
(Don't know / can't remember)	1.8%	33	1.5%	9	1.9%	16	2.2%	8
Base:		1803		585		856		362

	Total	West Fife		Mid Fife		East Fife		
Q29 Where are these usually taken? [MR/PR]								
<i>Those who have taken short breaks at Q28:</i>								
Fife								
0	91.8%	954	91.4%	329	90.2%	415	95.9%	210
1	2.5%	26	3.3%	12	2.2%	10	1.8%	4
2	1.5%	16	2.2%	8	1.5%	7	0.5%	1
3	0.2%	2	0.3%	1	0.0%	0	0.5%	1
4	0.1%	1	0.0%	0	0.2%	1	0.0%	0
5+	0.6%	6	0.0%	0	1.3%	6	0.0%	0
(Don't know)	3.3%	34	2.8%	10	4.6%	21	1.4%	3
Base:		1039		360		460		219
Scotland								
0	35.5%	369	36.7%	132	37.2%	171	30.1%	66
1	25.9%	269	29.7%	107	21.7%	100	28.3%	62
2	19.5%	203	17.2%	62	20.9%	96	20.5%	45
3	8.0%	83	7.2%	26	8.3%	38	8.7%	19
4	3.7%	38	1.9%	7	4.6%	21	4.6%	10
5+	4.8%	50	4.4%	16	4.3%	20	6.4%	14
(Don't know)	2.6%	27	2.8%	10	3.0%	14	1.4%	3
Base:		1039		360		460		219
England								
0	50.0%	520	45.3%	163	50.9%	234	56.2%	123
1	27.5%	286	31.1%	112	26.7%	123	23.3%	51
2	12.7%	132	14.4%	52	11.3%	52	12.8%	28
3	3.9%	40	4.4%	16	3.5%	16	3.7%	8
4	1.3%	13	0.8%	3	1.7%	8	0.9%	2
5+	1.5%	16	1.7%	6	1.5%	7	1.4%	3
(Don't know)	3.1%	32	2.2%	8	4.3%	20	1.8%	4
Base:		1039		360		460		219
Wales								
0	93.6%	973	94.7%	341	92.0%	423	95.4%	209
1	2.7%	28	2.8%	10	2.8%	13	2.3%	5
2	0.5%	5	0.3%	1	0.4%	2	0.9%	2
3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5+	0.2%	2	0.0%	0	0.4%	2	0.0%	0
(Don't know)	3.0%	31	2.2%	8	4.3%	20	1.4%	3
Base:		1039		360		460		219
Northern Ireland								
0	91.7%	953	92.2%	332	90.7%	417	93.2%	204
1	3.9%	40	3.6%	13	3.9%	18	4.1%	9
2	0.9%	9	1.4%	5	0.4%	2	0.9%	2
3	0.1%	1	0.0%	0	0.0%	0	0.5%	1
4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5+	0.4%	4	0.3%	1	0.7%	3	0.0%	0
(Don't know)	3.1%	32	2.5%	9	4.3%	20	1.4%	3
Base:		1039		360		460		219
Abroad								
0	67.9%	705	68.9%	248	67.4%	310	67.1%	147
1	15.2%	158	16.4%	59	13.9%	64	16.0%	35
2	7.3%	76	6.9%	25	7.4%	34	7.8%	17
3	3.3%	34	3.9%	14	2.6%	12	3.7%	8
4	1.3%	13	0.8%	3	1.5%	7	1.4%	3
5+	1.9%	20	0.6%	2	2.6%	12	2.7%	6
(Don't know)	3.2%	33	2.5%	9	4.6%	21	1.4%	3
Base:		1039		360		460		219

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

MeanScore: visits per week**Q30 How often do you visit the following attractions in Fife each year? [MR/PR]****Bingo**

More than once a week	0.5%	9	0.5%	3	0.7%	6	0.0%	0
Once a week	2.4%	43	2.7%	16	2.7%	23	1.1%	4
2-3 times a month	0.7%	12	0.5%	3	0.9%	8	0.3%	1
Once a month	0.9%	17	0.9%	5	1.1%	9	0.8%	3
Every 2-3 months	1.4%	25	2.4%	14	1.1%	9	0.6%	2
Less often	1.9%	35	3.2%	19	1.5%	13	0.8%	3
Never	91.7%	1653	89.1%	521	91.7%	785	95.9%	347
(No such facility in Fife)	0.5%	9	0.7%	4	0.4%	3	0.6%	2
<i>Mean:</i>		<i>0.05</i>		<i>0.06</i>		<i>0.07</i>		<i>0.02</i>
Base:		1803		585		856		362

Cinema

More than once a week	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Once a week	0.7%	13	1.2%	7	0.4%	3	0.8%	3
2-3 times a month	2.9%	53	4.3%	25	2.1%	18	2.8%	10
Once a month	8.1%	146	10.8%	63	6.4%	55	7.7%	28
Every 2-3 months	16.8%	303	21.5%	126	13.8%	118	16.3%	59
Less often	20.5%	370	20.2%	118	20.0%	171	22.4%	81
Never	50.1%	904	41.5%	243	56.2%	481	49.7%	180
(No such facility in Fife)	0.7%	13	0.5%	3	1.1%	9	0.3%	1
<i>Mean:</i>		<i>0.09</i>		<i>0.11</i>		<i>0.07</i>		<i>0.08</i>
Base:		1803		585		856		362

Leisure centre / gym

More than once a week	6.2%	112	7.5%	44	6.0%	51	4.7%	17
Once a week	6.6%	119	8.7%	51	5.8%	50	5.0%	18
2-3 times a month	1.7%	30	1.9%	11	1.3%	11	2.2%	8
Once a month	2.6%	46	4.3%	25	1.9%	16	1.4%	5
Every 2-3 months	1.6%	28	2.1%	12	1.2%	10	1.7%	6
Less often	2.5%	45	3.1%	18	2.5%	21	1.7%	6
Never	78.5%	1416	71.8%	420	81.2%	695	83.1%	301
(No such facility in Fife)	0.4%	7	0.7%	4	0.2%	2	0.3%	1
<i>Mean:</i>		<i>0.34</i>		<i>0.42</i>		<i>0.31</i>		<i>0.26</i>
Base:		1803		585		856		362

Nightclub / disco

More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.3%	5	0.3%	2	0.4%	3	0.0%	0
2-3 times a month	0.5%	9	0.7%	4	0.2%	2	0.8%	3
Once a month	0.6%	10	1.0%	6	0.5%	4	0.0%	0
Every 2-3 months	1.1%	19	2.1%	12	0.5%	4	0.8%	3
Less often	1.9%	34	3.9%	23	1.1%	9	0.6%	2
Never	95.2%	1716	91.3%	534	97.0%	830	97.2%	352
(No such facility in Fife)	0.6%	10	0.7%	4	0.5%	4	0.6%	2
<i>Mean:</i>		<i>0.01</i>		<i>0.02</i>		<i>0.01</i>		<i>0.01</i>
Base:		1803		585		856		362

Pub / wine bar

More than once a week	1.3%	24	1.7%	10	1.4%	12	0.6%	2
Once a week	6.2%	112	5.6%	33	6.4%	55	6.6%	24
2-3 times a month	6.3%	113	6.7%	39	5.5%	47	7.5%	27
Once a month	9.9%	179	13.0%	76	8.6%	74	8.0%	29
Every 2-3 months	10.3%	186	12.8%	75	7.4%	63	13.3%	48
Less often	8.9%	161	10.4%	61	7.9%	68	8.8%	32
Never	56.7%	1022	49.2%	288	62.5%	535	55.0%	199
(No such facility in Fife)	0.3%	6	0.5%	3	0.2%	2	0.3%	1
<i>Mean:</i>		<i>0.20</i>		<i>0.22</i>		<i>0.19</i>		<i>0.17</i>
Base:		1803		585		856		362

	Total	West Fife		Mid Fife		East Fife		
Restaurants								
More than once a week	1.5%	27	1.2%	7	1.8%	15	1.4%	5
Once a week	7.5%	135	8.0%	47	7.7%	66	6.1%	22
2-3 times a month	12.9%	233	14.2%	83	11.1%	95	15.2%	55
Once a month	19.4%	350	20.9%	122	18.1%	155	20.2%	73
Every 2-3 months	18.1%	326	20.9%	122	14.8%	127	21.3%	77
Less often	9.8%	176	10.6%	62	8.6%	74	11.1%	40
Never	30.4%	548	23.8%	139	37.4%	320	24.6%	89
(No such facility in Fife)	0.4%	8	0.5%	3	0.5%	4	0.3%	1
<i>Mean:</i>		0.29		0.29		0.28		0.29
Base:		1803		585		856		362

Swimming								
More than once a week	2.8%	51	3.2%	19	2.7%	23	2.5%	9
Once a week	6.4%	116	8.0%	47	5.5%	47	6.1%	22
2-3 times a month	2.8%	51	3.6%	21	2.3%	20	2.8%	10
Once a month	3.9%	70	5.1%	30	2.9%	25	4.1%	15
Every 2-3 months	3.4%	61	3.9%	23	2.8%	24	3.9%	14
Less often	3.2%	58	4.3%	25	2.5%	21	3.3%	12
Never	76.8%	1385	71.1%	416	80.8%	692	76.5%	277
(No such facility in Fife)	0.6%	11	0.7%	4	0.5%	4	0.8%	3
<i>Mean:</i>		0.21		0.25		0.19		0.20
Base:		1803		585		856		362

Ten-pin bowling								
More than once a week	0.2%	3	0.0%	0	0.2%	2	0.3%	1
Once a week	0.1%	2	0.0%	0	0.0%	0	0.6%	2
2-3 times a month	0.4%	7	0.5%	3	0.5%	4	0.0%	0
Once a month	1.2%	22	2.6%	15	0.6%	5	0.6%	2
Every 2-3 months	3.4%	62	7.2%	42	2.2%	19	0.3%	1
Less often	8.4%	151	14.5%	85	6.4%	55	3.0%	11
Never	84.6%	1525	74.5%	436	88.0%	753	92.8%	336
(No such facility in Fife)	1.7%	31	0.7%	4	2.1%	18	2.5%	9
<i>Mean:</i>		0.03		0.03		0.02		0.02
Base:		1803		585		856		362

Theatre / concert								
More than once a week	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Once a week	0.1%	2	0.0%	0	0.2%	2	0.0%	0
2-3 times a month	0.9%	16	0.9%	5	1.2%	10	0.3%	1
Once a month	3.3%	59	3.8%	22	2.6%	22	4.1%	15
Every 2-3 months	14.1%	254	19.1%	112	11.8%	101	11.3%	41
Less often	25.0%	450	29.6%	173	21.5%	184	25.7%	93
Never	56.1%	1011	46.2%	270	61.9%	530	58.3%	211
(No such facility in Fife)	0.6%	10	0.5%	3	0.7%	6	0.3%	1
<i>Mean:</i>		0.06		0.06		0.05		0.05
Base:		1803		585		856		362

GEN Gender of respondent:

Male	32.4%	585	33.3%	195	31.0%	265	34.5%	125
Female	67.6%	1218	66.7%	390	69.0%	591	65.5%	237
Base:		1803		585		856		362

AGE Which of the following age ranges do you fall into? [PR]

16 to 24	0.9%	17	0.7%	4	1.1%	9	1.1%	4
25 to 34	2.6%	47	3.2%	19	2.5%	21	1.9%	7
35 to 44	9.3%	167	11.1%	65	8.5%	73	8.0%	29
45 to 54	21.7%	392	25.0%	146	18.9%	162	23.2%	84
55 to 64	21.9%	394	21.7%	127	21.4%	183	23.2%	84
65 +	41.2%	742	35.7%	209	44.9%	384	41.2%	149
(Refused)	2.4%	44	2.6%	15	2.8%	24	1.4%	5
Base:		1803		585		856		362

Fife Household Survey

Fife Council

	Total	West Fife		Mid Fife		East Fife		
QUOTA Zone:								
Zone 1 - Dunfermline	18.9%	340	58.1%	340	0.0%	0	0.0%	0
Zone 2 - Dalgety Bay / Rosyth	8.0%	145	24.8%	145	0.0%	0	0.0%	0
Zone 3 - Cowdenbeath/ Keltly	5.5%	100	17.1%	100	0.0%	0	0.0%	0
Zone 4 - Kirkcaldy	21.4%	385	0.0%	0	45.0%	385	0.0%	0
Zone 5 - Glenrothes	15.0%	270	0.0%	0	31.5%	270	0.0%	0
Zone 6 - Leven/ Methil	5.5%	100	0.0%	0	11.7%	100	0.0%	0
Zone 7 - Kennoway	5.6%	101	0.0%	0	11.8%	101	0.0%	0
Zone 8 - Cupar	5.5%	100	0.0%	0	0.0%	0	27.6%	100
Zone 9 - St. Andrews	8.9%	160	0.0%	0	0.0%	0	44.2%	160
Zone 10 - East Neuk	5.7%	102	0.0%	0	0.0%	0	28.2%	102
Base:		1803		585		856		362

PC Postcode sector:

DD6 8	1.9%	35	0.0%	0	0.0%	0	9.7%	35
DD6 9	0.9%	16	0.0%	0	0.0%	0	4.4%	16
FK10 4	0.7%	13	2.2%	13	0.0%	0	0.0%	0
KY1 1	2.2%	39	0.0%	0	4.6%	39	0.0%	0
KY1 2	1.5%	27	0.0%	0	3.2%	27	0.0%	0
KY1 3	0.8%	15	0.0%	0	1.8%	15	0.0%	0
KY1 4	0.8%	15	0.0%	0	1.8%	15	0.0%	0
KY10 2	1.7%	30	0.0%	0	0.0%	0	8.3%	30
KY10 3	3.6%	64	0.0%	0	0.0%	0	17.7%	64
KY11 1	1.4%	25	4.3%	25	0.0%	0	0.0%	0
KY11 2	3.5%	63	10.8%	63	0.0%	0	0.0%	0
KY11 3	0.5%	9	1.5%	9	0.0%	0	0.0%	0
KY11 4	2.5%	45	7.7%	45	0.0%	0	0.0%	0
KY11 8	3.3%	59	10.1%	59	0.0%	0	0.0%	0
KY11 9	3.2%	57	9.7%	57	0.0%	0	0.0%	0
KY12 0	2.8%	51	8.7%	51	0.0%	0	0.0%	0
KY12 7	2.2%	39	6.7%	39	0.0%	0	0.0%	0
KY12 8	3.6%	64	10.9%	64	0.0%	0	0.0%	0
KY12 9	3.3%	60	10.3%	60	0.0%	0	0.0%	0
KY14 6	0.6%	10	0.0%	0	1.2%	10	0.0%	0
KY14 7	2.0%	36	0.0%	0	4.2%	36	0.0%	0
KY15 4	1.8%	32	0.0%	0	0.0%	0	8.8%	32
KY15 5	3.8%	68	0.0%	0	0.0%	0	18.8%	68
KY15 7	2.6%	47	0.0%	0	5.5%	47	0.0%	0
KY16 0	1.8%	32	0.0%	0	0.0%	0	8.8%	32
KY16 8	3.2%	58	0.0%	0	0.0%	0	16.0%	58
KY16 9	1.1%	19	0.0%	0	0.0%	0	5.2%	19
KY2 5	2.9%	52	0.0%	0	6.1%	52	0.0%	0
KY2 6	5.0%	90	0.0%	0	10.5%	90	0.0%	0
KY3 0	2.0%	36	0.0%	0	4.2%	36	0.0%	0
KY3 9	1.7%	31	0.0%	0	3.6%	31	0.0%	0
KY4 0	1.5%	27	4.6%	27	0.0%	0	0.0%	0
KY4 8	1.2%	21	3.6%	21	0.0%	0	0.0%	0
KY4 9	2.9%	52	8.9%	52	0.0%	0	0.0%	0
KY5 0	1.3%	23	0.0%	0	2.7%	23	0.0%	0
KY5 8	1.4%	26	0.0%	0	3.0%	26	0.0%	0
KY5 9	1.7%	31	0.0%	0	3.6%	31	0.0%	0
KY6 1	1.0%	18	0.0%	0	2.1%	18	0.0%	0
KY6 2	2.2%	40	0.0%	0	4.7%	40	0.0%	0
KY6 3	0.7%	13	0.0%	0	1.5%	13	0.0%	0
KY7 4	2.3%	42	0.0%	0	4.9%	42	0.0%	0
KY7 5	1.1%	20	0.0%	0	2.3%	20	0.0%	0
KY7 6	2.4%	44	0.0%	0	5.1%	44	0.0%	0
KY8 1	1.4%	25	0.0%	0	2.9%	25	0.0%	0
KY8 2	1.4%	26	0.0%	0	3.0%	26	0.0%	0
KY8 3	1.0%	18	0.0%	0	2.1%	18	0.0%	0
KY8 4	1.7%	31	0.0%	0	3.6%	31	0.0%	0
KY8 5	3.8%	69	0.0%	0	8.1%	69	0.0%	0
KY8 6	1.8%	32	0.0%	0	3.7%	32	0.0%	0
KY9 1	0.4%	8	0.0%	0	0.0%	0	2.2%	8
Base:		1803		585		856		362

Appendix 4:

Data Tabulations

By Area (Weighted)

	Total	West Fife	Mid Fife	East Fife				
Q01 Where did you last do your MAIN FOOD shopping for the household?								
Co-op, High Street, Anstruther	0.1%	2	0.0%	0	0.0%	0	0.7%	2
Co-op, St Andrews Road, Anstruther	0.5%	10	0.0%	0	0.0%	0	3.3%	10
Burntisland	0.0%	1	0.0%	0	0.1%	1	0.0%	0
Co-op, High Street, Burntisland	0.2%	3	0.0%	0	0.4%	3	0.0%	0
Aldi, Stenhouse Street, Cowdenbeath	2.0%	36	3.2%	19	1.8%	17	0.0%	0
Co-op, Dalbeath Crescent, Cowdenbeath	0.1%	1	0.1%	1	0.1%	1	0.0%	0
Iceland, High Street, Cowdenbeath	0.3%	6	0.1%	1	0.6%	5	0.0%	0
Morrisons, Main Street, Cowdenbeath	1.5%	27	3.7%	22	0.5%	5	0.0%	0
Aldi, South Road, Cupar	0.8%	15	0.0%	0	0.3%	3	4.1%	12
Co-op, Bonnygate, Cupar	0.2%	4	0.0%	0	0.0%	0	1.5%	4
Lidl, Station Road, Cupar	0.7%	12	0.0%	0	0.2%	1	3.5%	10
Tesco Superstore, South Road, Cupar	2.1%	39	0.0%	0	0.9%	8	10.2%	30
Asda, Fulmar Way, Dalgety Bay	2.1%	37	5.0%	31	0.8%	7	0.0%	0
Tesco Express, Western Approach Road, Dalgety Bay	0.7%	12	1.4%	9	0.4%	4	0.0%	0
Tesco Metro, Regents Way, Dalgety Bay	0.7%	12	1.6%	10	0.3%	3	0.0%	0
Aldi, Arbroath Road, Dundee	0.1%	2	0.0%	0	0.0%	0	0.6%	2
Aldi, The Stack Retail Park, Dundee	0.0%	1	0.0%	0	0.0%	0	0.3%	1
Asda, Kingsway East, Dundee	0.3%	5	0.0%	0	0.0%	0	1.7%	5
Asda, Milton of Cragie Retail Park, Dundee	0.1%	3	0.0%	0	0.0%	0	0.9%	3
Lidl, South Ward Road, Dundee	0.1%	2	0.0%	0	0.0%	0	0.6%	2
Marks & Spencer, Brook Street, Dundee	0.1%	2	0.0%	0	0.0%	0	0.6%	2
Sainsbury's, Forfar Road, Dundee	0.0%	1	0.0%	0	0.1%	1	0.0%	0
Tesco Extra, Kingsway West, Dundee	0.1%	2	0.0%	0	0.0%	0	0.6%	2
Tesco Extra, Riverside Drive, Dundee	2.1%	38	0.0%	0	0.0%	0	12.8%	38
Tesco Extra, South Road, Dundee	0.1%	2	0.0%	0	0.1%	1	0.3%	1
Tesco Metro, Dundee	0.3%	6	0.0%	0	0.0%	0	2.1%	6
Aldi, Halbeath Road, Dunfermline	2.3%	41	6.2%	38	0.3%	3	0.0%	0
Aldi, Nightingale Place, Dunoch Retail Park, Dunfermline	2.1%	37	6.1%	37	0.0%	0	0.0%	0
Asda, Halbeath Road Retail Park, Dunfermline	7.4%	133	20.3%	124	1.0%	9	0.0%	0
Asda, St Leonards Street, Dunfermline	3.3%	60	9.9%	60	0.0%	0	0.0%	0
Co-op, Chapel Street, Dunfermline	0.1%	2	0.3%	2	0.0%	0	0.0%	0
Farmfoods, Carnegie Drive Retail Park, Dunfermline	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Iceland, Halbeath Road, Dunfermline	0.0%	1	0.1%	1	0.0%	0	0.0%	0
Marks & Spencer, High Street, Dunfermline	0.3%	5	0.6%	4	0.1%	1	0.0%	0
Tesco Express, Aberdour Road, Dunfermline	0.7%	12	1.5%	9	0.3%	3	0.0%	0
Tesco Extra, Duloch Park, Dunfermline, Fife	6.0%	109	15.6%	95	1.4%	13	0.3%	1
Tesco Extra, Turnstone Road, Dunfermline	1.4%	25	3.6%	22	0.3%	3	0.0%	0
Tesco Superstore, Fire	3.3%	59	9.1%	56	0.4%	3	0.0%	0

	Total	West Fife		Mid Fife		East Fife		
Station, Winterthur Lane, Carnegie Drive, Dunfermline								
Glenrothes	0.3%	5	0.0%	0	0.6%	5	0.0%	0
Aldi, Flemington Road, Glenrothes	2.5%	45	0.0%	0	5.0%	44	0.1%	0
Asda, Fullerton Road, Glenrothes	7.0%	127	0.1%	1	12.4%	111	5.1%	15
Co-op, Marchmont Gate, Glenrothes	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Farmfoods, Kingdom Centre, Lyon Way, Glenrothes	0.3%	6	0.0%	0	0.6%	6	0.0%	0
Iceland, Falklands Gate, Glenrothes	1.2%	21	0.0%	0	2.4%	21	0.0%	0
Lidl, Leslie Road, Glenrothes	0.6%	12	0.0%	0	1.3%	12	0.0%	0
Marks & Spencer (BP garage), Bankhead Park, Glenrothes	0.0%	1	0.0%	0	0.1%	1	0.0%	0
Morrisons, Flemington Road, Glenrothes	5.6%	101	0.0%	0	10.9%	98	0.8%	2
Tesco Express, South Parks Road, Glenrothes	0.1%	2	0.2%	2	0.1%	1	0.0%	0
Farmfoods, High Street, Inverkeithing	0.0%	1	0.1%	1	0.0%	0	0.0%	0
Sainsbury's, Station Road, Kinross	0.4%	8	0.4%	2	0.6%	5	0.2%	1
Kirkcaldy	0.2%	3	0.0%	0	0.4%	3	0.0%	0
Aldi, Ferrard Road, Kirkcaldy	2.0%	36	0.0%	0	4.0%	36	0.0%	0
Aldi, McKenzie Street, Kirkcaldy	0.8%	15	0.0%	0	1.6%	15	0.0%	0
Asda, Carberry Road, Kirkcaldy	7.2%	129	0.4%	2	13.9%	125	0.5%	2
Co-op, Dunearn Drive, Kirkcaldy	0.1%	2	0.3%	2	0.0%	0	0.0%	0
Farmfoods, The Postings, Kirkcaldy	0.0%	1	0.0%	0	0.1%	1	0.0%	0
Lidl, Esplanade, Kirkcaldy	0.4%	8	0.1%	1	0.8%	7	0.0%	0
M&S Simply Food, Fife Central Retail Park, Kirkcaldy	0.4%	7	0.3%	2	0.6%	6	0.0%	0
Marks & Spencer, High Street, Kirkcaldy	0.4%	8	0.0%	0	0.9%	8	0.0%	0
Morrisons, The Esplanade, Kirkcaldy	3.9%	70	0.6%	3	7.4%	67	0.2%	0
Sainsbury's, Fife Central Retail Park, Kirkcaldy	3.3%	59	0.1%	1	6.4%	58	0.2%	1
Leven	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Aldi, Turpie Road, Leven	1.5%	28	0.0%	0	2.5%	22	1.8%	5
Co-op, Wellesley Road, Leven	0.0%	1	0.0%	0	0.1%	1	0.0%	0
Farmfoods, Shorehead, Leven	0.1%	1	0.0%	0	0.2%	1	0.0%	0
Iceland, High Street, Leven	0.2%	4	0.0%	0	0.4%	4	0.1%	0
Lidl, Mitchell Street, Leven	1.3%	23	0.0%	0	2.3%	21	0.6%	2
Sainsbury's, Riverside Road, Leven	3.4%	61	0.0%	0	6.4%	57	1.2%	4
Co-op, High Street, Lochgelly	0.3%	5	0.0%	0	0.6%	5	0.0%	0
Tesco Express, Station Road, Cardenden, Lochgelly	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Tesco Metro, Queensferry Road, Rosyth	0.5%	9	1.5%	9	0.0%	0	0.0%	0
Aldi, Tom Morris Drive, St Andrews	1.0%	17	0.0%	0	0.0%	0	5.9%	17
M&S Simply Food, Largo Road, St Andrews	0.6%	10	0.0%	0	0.0%	0	3.4%	10
Morrisons, Largo Street, St Andrews	3.9%	70	0.0%	0	0.6%	5	21.9%	65
Sainsbury's Local, Market Street, St Andrews	0.0%	1	0.0%	0	0.0%	0	0.3%	1
Tesco Metro, Market Street, St Andrews	0.8%	14	0.0%	0	0.0%	0	4.6%	14

	Total	West Fife		Mid Fife		East Fife		
Alloa	1.1%	19	3.1%	19	0.0%	0	0.0%	0
Auchtermuchty	0.0%	1	0.0%	0	0.1%	1	0.0%	0
Brechin	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Cellardyke	0.1%	2	0.3%	2	0.0%	0	0.0%	0
Edinburgh	0.3%	6	0.8%	5	0.1%	1	0.0%	0
England	0.1%	1	0.0%	0	0.2%	1	0.0%	0
Falkland	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Fallin	0.0%	1	0.1%	1	0.0%	0	0.0%	0
Kelty	0.1%	2	0.3%	2	0.0%	0	0.0%	0
Kennoway	0.0%	1	0.0%	0	0.1%	1	0.0%	0
Kincardine	0.1%	2	0.4%	2	0.0%	0	0.0%	0
Kinghorn	0.3%	6	0.0%	0	0.7%	6	0.0%	0
Ladybank	0.0%	1	0.0%	0	0.1%	1	0.0%	0
Leuchars	0.0%	1	0.0%	0	0.0%	0	0.3%	1
Newport-on-Tay	0.1%	3	0.0%	0	0.0%	0	0.9%	3
Oakley	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Perth	0.7%	12	0.0%	0	1.4%	12	0.0%	0
Wormit	0.0%	1	0.0%	0	0.0%	0	0.3%	1
Internet	3.3%	60	1.9%	11	3.0%	27	7.4%	22
(Varies)	0.2%	4	0.1%	1	0.3%	2	0.3%	1
(Don't know / can't remember)	0.1%	1	0.1%	1	0.0%	0	0.2%	1
Weighted base:		1803		610		898		295
Sample:		1803		585		856		362

Q01A Which Internet retailer did you use on that trip?

Those who last did main food shopping via the Internet at Q01:

Asda	31.6%	19	35.7%	4	45.0%	12	12.8%	3
Sainsbury's	15.0%	9	13.4%	2	17.6%	5	12.5%	3
Tesco	53.5%	32	50.9%	6	37.4%	10	74.7%	16
Weighted base:		60		11		27		22
Sample:		61		12		25		24

	Total	West Fife		Mid Fife		East Fife		
Q02 Where did you last go the time before that to do your MAIN FOOD shopping?								
Co-op, High Street, Anstruther	0.2%	3	0.0%	0	0.0%	0	1.0%	3
Co-op, St Andrews Road, Anstruther	0.5%	8	0.0%	0	0.0%	0	2.8%	8
Burntisland	0.0%	1	0.0%	0	0.1%	1	0.0%	0
Co-op, High Street, Burntisland	0.2%	4	0.0%	0	0.4%	4	0.0%	0
Cowdenbeath	0.1%	2	0.3%	2	0.0%	0	0.0%	0
Aldi, Stenhouse Street, Cowdenbeath	1.7%	30	2.3%	14	1.8%	16	0.0%	0
Co-op, Dalbeath Crescent, Cowdenbeath	0.0%	1	0.0%	0	0.1%	1	0.0%	0
Iceland, High Street, Cowdenbeath	0.5%	10	0.7%	4	0.6%	5	0.0%	0
Morrisons, Main Street, Cowdenbeath	1.2%	22	3.3%	20	0.2%	2	0.0%	0
Cupar	0.1%	1	0.0%	0	0.0%	0	0.4%	1
Aldi, South Road, Cupar	1.4%	26	0.0%	0	0.9%	8	6.0%	18
Co-op, Bonnygate, Cupar	0.1%	2	0.0%	0	0.0%	0	0.8%	2
Lidl, Station Road, Cupar	0.7%	12	0.0%	0	0.2%	2	3.3%	10
Tesco Superstore, South Road, Cupar	2.2%	40	0.0%	0	0.8%	8	10.9%	32
Asda, Fulmar Way, Dalgety Bay	1.7%	31	3.9%	24	0.8%	7	0.0%	0
Co-op, Lt Sales Avenue, Dalgety Bay	0.3%	5	0.8%	5	0.0%	0	0.0%	0
Tesco Express, Western Approach Road, Dalgety Bay	0.8%	15	1.8%	11	0.4%	4	0.0%	0
Tesco Metro, Regents Way, Dalgety Bay	0.7%	13	1.8%	11	0.3%	2	0.0%	0
Aldi, Arbroath Road, Dundee	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Asda, Kingsway East, Dundee	0.2%	3	0.1%	1	0.0%	0	0.8%	2
Asda, Kirkton, Dundee	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Asda, Milton of Cragie Retail Park, Dundee	0.2%	4	0.0%	0	0.0%	0	1.2%	4
Marks & Spencer, Brook Street, Dundee	0.1%	2	0.0%	0	0.0%	0	0.7%	2
Morrisons, Forfar Road, Dundee	0.2%	3	0.0%	0	0.0%	0	0.9%	3
Sainsbury's, Baldovie Road, Claypotts, Dundee	0.0%	1	0.0%	0	0.0%	0	0.3%	1
Tesco Express, Nethergate, Dundee	0.1%	3	0.0%	0	0.1%	1	0.6%	2
Tesco Extra, Kingsway West, Dundee	0.1%	3	0.0%	0	0.1%	1	0.6%	2
Tesco Extra, Riverside Drive, Dundee	1.6%	30	0.0%	0	0.0%	0	10.0%	30
Tesco Extra, South Road, Dundee	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Tesco Metro, Dundee	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Aldi, Halbeath Road, Dunfermline	1.9%	34	5.2%	31	0.3%	3	0.0%	0
Aldi, Nightingale Place, Dunoch Retail Park, Dunfermline	2.4%	43	6.8%	41	0.2%	2	0.0%	0
Asda, Halbeath Road Retail Park, Dunfermline	8.2%	147	22.1%	135	1.3%	12	0.0%	0
Asda, St Leonards Street, Dunfermline	2.8%	51	8.4%	51	0.0%	0	0.0%	0
Co-op, Chapel Street, Dunfermline	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Co-op, Queensferry Road, Dunfermline	0.0%	1	0.1%	1	0.0%	0	0.0%	0
Farmfoods, Carnegie Drive Retail Park, Dunfermline	0.0%	1	0.1%	1	0.0%	0	0.0%	0
Iceland, Halbeath Road, Dunfermline	0.3%	5	0.8%	5	0.0%	0	0.0%	0
Marks & Spencer, High Street, Dunfermline	0.7%	13	1.9%	11	0.2%	2	0.0%	0

	Total	West Fife		Mid Fife		East Fife		
Tesco Express, Aberdour Road, Dunfermline	0.7%	12	1.6%	10	0.3%	2	0.0%	0
Tesco Extra, Duloch Park, Dunfermline, Fife	5.2%	93	12.8%	78	1.6%	15	0.3%	1
Tesco Extra, Turnstone Road, Dunfermline	1.2%	22	3.1%	19	0.3%	3	0.0%	0
Tesco Superstore, Fire Station, Winterthur Lane, Carnegie Drive, Dunfermline	3.1%	56	8.6%	52	0.4%	3	0.0%	0
Glenrothes	0.3%	6	0.0%	0	0.6%	6	0.0%	0
Aldi, Flemington Road, Glenrothes	3.1%	56	0.0%	0	6.1%	55	0.3%	1
Asda, Fullerton Road, Glenrothes	5.3%	95	0.0%	0	9.5%	86	3.3%	10
Farmfoods, Kingdom Centre, Lyon Way, Glenrothes	0.3%	6	0.0%	0	0.7%	6	0.0%	0
Iceland, Falklands Gate, Glenrothes	1.2%	22	0.0%	0	2.4%	22	0.0%	0
Lidl, Leslie Road, Glenrothes	0.5%	9	0.0%	0	1.0%	9	0.0%	0
Marks & Spencer (BP garage), Bankhead Park, Glenrothes	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Morrisons, Flemington Road, Glenrothes	5.6%	101	0.0%	0	10.6%	95	2.0%	6
Tesco Express, South Parks Road, Glenrothes	0.1%	3	0.1%	1	0.2%	2	0.0%	0
Sainsbury's, Station Road, Kinross	0.3%	5	0.5%	3	0.2%	2	0.0%	0
Kirkcaldy	0.6%	10	0.0%	0	1.1%	10	0.0%	0
Aldi, Ferrard Road, Kirkcaldy	1.9%	35	0.0%	0	3.9%	35	0.0%	0
Aldi, McKenzie Street, Kirkcaldy	0.7%	13	0.0%	0	1.5%	13	0.0%	0
Asda, Carberry Road, Kirkcaldy	5.9%	106	0.6%	3	11.2%	100	0.9%	3
Co-op, Dunearn Drive, Kirkcaldy	0.2%	3	0.3%	2	0.2%	2	0.0%	0
Lidl, Esplanade, Kirkcaldy	0.3%	6	0.1%	1	0.6%	5	0.0%	0
M&S Simply Food, Fife Central Retail Park, Kirkcaldy	0.4%	7	0.1%	1	0.7%	6	0.0%	0
Marks & Spencer, High Street, Kirkcaldy	0.9%	17	0.0%	0	1.9%	17	0.0%	0
Morrisons, The Esplanade, Kirkcaldy	3.6%	64	0.6%	4	6.7%	60	0.2%	0
Sainsbury's, Fife Central Retail Park, Kirkcaldy	3.9%	71	0.5%	3	7.5%	67	0.2%	1
Leven	0.2%	3	0.0%	0	0.4%	3	0.0%	0
Aldi, Turpie Road, Leven	1.6%	28	0.0%	0	2.8%	25	1.2%	4
Co-op, Wellesley Road, Leven	0.1%	1	0.0%	0	0.2%	1	0.0%	0
Farmfoods, Shorehead, Leven	0.3%	5	0.0%	0	0.5%	5	0.0%	0
Iceland, High Street, Leven	0.6%	11	0.0%	0	1.2%	11	0.3%	1
Lidl, Mitchell Street, Leven	0.7%	12	0.0%	0	1.2%	11	0.6%	2
Sainsbury's, Riverside Road, Leven	3.6%	65	0.0%	0	6.7%	60	1.4%	4
Lochgelly	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Co-op, High Street, Lochgelly	0.2%	3	0.0%	0	0.4%	3	0.0%	0
Tesco Express, Station Road, Cardenden, Lochgelly	0.1%	2	0.3%	2	0.0%	0	0.0%	0
Co-op, Castleandhill Road, Rosyth	0.0%	1	0.1%	1	0.0%	0	0.0%	0
Tesco Metro, Queensferry Road, Rosyth	0.5%	8	1.3%	8	0.0%	0	0.0%	0
Aldi, Tom Morris Drive, St Andrews	1.1%	20	0.0%	0	0.0%	0	6.6%	20
M&S Simply Food, Largo Road, St Andrews	0.6%	12	0.0%	0	0.0%	0	3.9%	12
Morrisons, Largo Street, St Andrews	3.5%	63	0.0%	0	0.2%	1	20.8%	61

	Total	West Fife		Mid Fife		East Fife		
Sainsbury's Local, Market Street, St Andrews	0.2%	4	0.0%	0	0.0%	0	1.3%	4
Tesco Metro, Market Street, St Andrews	0.9%	17	0.0%	0	0.0%	0	5.8%	17
Alloa	1.2%	21	3.5%	21	0.0%	0	0.0%	0
Charlestown	0.0%	1	0.1%	1	0.0%	0	0.0%	0
Craik	0.0%	1	0.0%	0	0.0%	0	0.3%	1
Dollar	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Edinburgh	0.4%	7	1.0%	6	0.1%	1	0.2%	1
England	0.1%	1	0.0%	0	0.2%	1	0.0%	0
Kelty	0.1%	2	0.4%	2	0.0%	0	0.0%	0
Kennoway	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Kincardine	0.0%	1	0.1%	1	0.0%	0	0.0%	0
Kinghorn	0.3%	5	0.0%	0	0.6%	5	0.0%	0
Ladybank	0.0%	1	0.0%	0	0.1%	1	0.0%	0
Markinch	0.0%	1	0.0%	0	0.1%	1	0.0%	0
Methil	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Newport-on-Tay	0.4%	7	0.0%	0	0.0%	0	2.3%	7
Oakley	0.0%	1	0.1%	1	0.0%	0	0.0%	0
Perth	1.0%	17	0.1%	1	1.8%	16	0.2%	1
St Monans	0.0%	1	0.0%	0	0.1%	1	0.0%	0
Stirling	0.0%	1	0.1%	1	0.0%	0	0.0%	0
Strathmiglo	0.0%	1	0.0%	0	0.1%	1	0.0%	0
Thornton	0.0%	1	0.0%	0	0.1%	1	0.0%	0
Internet (Varies)	3.0%	54	1.6%	10	3.0%	27	5.8%	17
(Don't know / can't remember)	0.9%	17	1.0%	6	1.1%	9	0.4%	1
	0.6%	11	0.7%	4	0.5%	5	0.7%	2
Weighted base:		1803		610		898		295
Sample:		1803		585		856		362

Q02A Which Internet retailer did you use on that trip?

Those who did their main food shopping the time before last via the Internet at Q02:

Asda	2.7%	1	0.0%	0	2.7%	1	4.5%	1
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	7.1%	4	0.0%	0	14.2%	4	0.0%	0
Tesco	26.4%	14	26.8%	3	25.3%	7	27.8%	5
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No response	63.8%	34	73.2%	7	57.8%	16	67.7%	11
Weighted base:		54		10		27		17
Sample:		53		12		24		17

	Total	West Fife		Mid Fife		East Fife		
Q03 Where did you LAST go to do small, day-to-day TOP-UP food shopping?								
Anstruther	0.3%	5	0.0%	0	0.1%	1	1.4%	4
Co-op, High Street, Anstruther	0.4%	7	0.0%	0	0.3%	3	1.6%	5
Co-op, St Andrews Road, Anstruther	1.2%	21	0.0%	0	0.0%	0	7.0%	21
Burntisland	0.6%	11	0.0%	0	1.2%	11	0.0%	0
Co-op, High Street, Burntisland	1.2%	22	0.1%	1	2.3%	21	0.0%	0
Cowdenbeath	0.7%	12	1.4%	9	0.3%	3	0.0%	0
Aldi, Stenhouse Street, Cowdenbeath	0.8%	15	2.0%	12	0.3%	3	0.0%	0
Co-op, Dalbeath Crescent, Cowdenbeath	0.6%	10	1.3%	8	0.2%	2	0.0%	0
Farmfoods, High Street, Cowdenbeath	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Cowdenbeath	0.2%	4	0.6%	4	0.0%	0	0.0%	0
Morrisons, Main Street, Cowdenbeath	1.6%	30	4.7%	29	0.1%	1	0.0%	0
Cupar	0.3%	5	0.0%	0	0.0%	0	1.7%	5
Aldi, South Road, Cupar	0.6%	11	0.0%	0	0.1%	1	3.5%	10
Co-op, Bonnygate, Cupar	1.1%	20	0.0%	0	0.6%	6	4.7%	14
Lidl, Station Road, Cupar	0.7%	13	0.0%	0	0.0%	0	4.5%	13
Tesco Superstore, South Road, Cupar	1.3%	24	0.0%	0	0.7%	7	5.9%	17
Dalgety Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Fulmar Way, Dalgety Bay	1.7%	31	4.6%	28	0.3%	3	0.0%	0
Co-op, Lt Sales Avenue, Dalgety Bay	0.5%	9	1.5%	9	0.0%	0	0.0%	0
Marks & Spencer (BP garage), Harbour Drive, Dalgety Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Western Approach Road, Dalgety Bay	0.6%	10	1.2%	8	0.3%	3	0.0%	0
Tesco Metro, Regents Way, Dalgety Bay	0.8%	14	2.3%	14	0.0%	0	0.0%	0
Dundee	0.3%	5	0.0%	0	0.0%	0	1.7%	5
Aldi, Arbroath Road, Dundee	0.0%	1	0.0%	0	0.0%	0	0.3%	1
Aldi, The Stack Retail Park, Dundee	0.0%	1	0.0%	0	0.0%	0	0.3%	1
Asda, Kingsway East, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Kirkton, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Milton of Cragie Retail Park, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Campfield Square, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cowgate, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Macalpine Road, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Pitkerro Road, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, South Ward Road, Dundee	0.2%	3	0.0%	0	0.0%	0	1.2%	3
Marks & Spencer, Brook Street, Dundee	0.2%	3	0.0%	0	0.0%	0	1.0%	3
Marks & Spencer, Murrygate, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Forfar Road, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Baldovie Road, Claypotts, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Forfar Road, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hawkhill, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nethergate, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	West Fife		Mid Fife		East Fife		
Tesco Extra, Kingsway West, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Methven Street, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Riverside Drive, Dundee	0.1%	2	0.1%	1	0.0%	0	0.5%	1
Tesco Extra, South Road, Dundee	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Dundee	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Dunfermline	1.7%	30	4.9%	30	0.0%	0	0.0%	0
Aldi, Halbeath Road, Dunfermline	1.2%	22	3.7%	22	0.0%	0	0.0%	0
Aldi, Nightingale Place, Dunoch Retail Park, Dunfermline	1.6%	30	4.7%	29	0.1%	1	0.0%	0
Asda, Halbeath Road Retail Park, Dunfermline	2.1%	38	5.9%	36	0.2%	2	0.0%	0
Asda, St Leonards Street, Dunfermline	1.5%	27	4.2%	26	0.1%	1	0.0%	0
Co-op, Chapel Street, Dunfermline	0.9%	15	2.3%	14	0.1%	1	0.0%	0
Co-op, Queensferry Road, Dunfermline	0.5%	8	1.3%	8	0.0%	0	0.0%	0
Dobbies Farm Foodhall, Fife Leisure Park, Whimbrell Place, Dunfermline	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Carnegie Drive Retail Park, Dunfermline	0.1%	1	0.1%	1	0.0%	0	0.0%	0
Iceland, Halbeath Road, Dunfermline	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Dunfermline	1.0%	17	2.8%	17	0.0%	0	0.0%	0
Tesco Express, Aberdour Road, Dunfermline	1.3%	23	3.6%	22	0.1%	1	0.0%	0
Tesco Extra, Duloch Park, Dunfermline, Fife	2.4%	44	6.9%	42	0.1%	1	0.3%	1
Tesco Extra, Turnstone Road, Dunfermline	0.8%	14	2.2%	14	0.0%	0	0.0%	0
Tesco Superstore, Fire Station, Winterthur Lane, Carnegie Drive, Dunfermline	1.6%	28	4.6%	28	0.0%	0	0.0%	0
Glenrothes	2.1%	38	0.0%	0	4.2%	38	0.0%	0
Aldi, Flemington Road, Glenrothes	1.0%	19	0.0%	0	2.0%	18	0.2%	1
Asda, Fullerton Road, Glenrothes	2.7%	48	0.0%	0	5.0%	44	1.3%	4
Co-op, Marchmont Gate, Glenrothes	0.8%	14	0.0%	0	1.6%	14	0.0%	0
Farmfoods, Kingdom Centre, Lyon Way, Glenrothes	0.2%	3	0.0%	0	0.4%	3	0.0%	0
Iceland, Falklands Gate, Glenrothes	0.8%	15	0.0%	0	1.7%	15	0.0%	0
Lidl, Leslie Road, Glenrothes	0.6%	10	0.0%	0	1.1%	10	0.2%	1
Marks & Spencer (BP garage), Bankhead Park, Glenrothes	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Morrisons, Flemington Road, Glenrothes	2.0%	37	0.1%	1	4.0%	36	0.0%	0
Tesco Express, South Parks Road, Glenrothes	0.3%	6	0.0%	0	0.7%	6	0.0%	0
Inverkeithing	0.0%	1	0.1%	1	0.0%	0	0.0%	0
Farmfoods, High Street, Inverkeithing	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinross	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Road, Kinross	0.0%	1	0.1%	1	0.0%	0	0.0%	0
Kirkcaldy	1.6%	29	0.2%	1	3.2%	28	0.0%	0
Aldi, Ferrard Road, Kirkcaldy	2.1%	37	0.0%	0	4.1%	37	0.0%	0
Aldi, McKenzie Street, Kirkcaldy	0.7%	13	0.3%	2	1.3%	12	0.0%	0
Asda, Carberry Road,	1.1%	20	0.0%	0	2.2%	20	0.0%	0

	Total	West Fife	Mid Fife	East Fife				
Kirkcaldy								
Co-op, Dunearn Drive, Kirkcaldy	1.3%	23	1.0%	6	1.9%	17	0.0%	0
Farmfoods, The Postings, Kirkcaldy	0.2%	4	0.0%	0	0.4%	4	0.0%	0
Lidl, Esplanade, Kirkcaldy	0.8%	15	0.1%	1	1.6%	14	0.0%	0
M&S Simply Food, Fife Central Retail Park, Kirkcaldy	0.7%	12	0.4%	2	1.1%	10	0.0%	0
Marks & Spencer, High Street, Kirkcaldy	0.8%	15	0.0%	0	1.7%	15	0.0%	0
Morrisons, The Esplanade, Kirkcaldy	1.2%	21	0.4%	3	2.0%	18	0.0%	0
Sainsbury's, Fife Central Retail Park, Kirkcaldy	1.8%	32	0.3%	2	3.4%	31	0.0%	0
Leven	1.2%	21	0.0%	0	2.3%	21	0.3%	1
Aldi, Turpie Road, Leven	0.8%	15	0.0%	0	1.6%	15	0.0%	0
Co-op, Wellesley Road, Leven	0.4%	6	0.0%	0	0.7%	6	0.0%	0
Farmfoods, Shorehead, Leven	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Iceland, High Street, Leven	0.3%	5	0.0%	0	0.6%	5	0.0%	0
Lidl, Mitchell Street, Leven	0.6%	11	0.0%	0	1.2%	11	0.0%	0
Sainsbury's, Riverside Road, Leven	1.4%	26	0.0%	0	2.7%	25	0.3%	1
Lochgelly	0.2%	4	0.0%	0	0.4%	4	0.0%	0
Co-op, High Street, Lochgelly	1.8%	32	0.0%	0	3.6%	32	0.0%	0
Tesco Express, Station Road, Cardenden, Lochgelly	0.7%	12	0.0%	0	1.4%	12	0.0%	0
Rosyth	0.2%	3	0.5%	3	0.0%	0	0.0%	0
Co-op, Castleandhill Road, Rosyth	0.3%	6	0.9%	6	0.0%	0	0.0%	0
Sainsbury's Local, Unwin Avenue, Rosyth	0.6%	11	1.9%	11	0.0%	0	0.0%	0
Tesco Metro, Queensferry Road, Rosyth	0.8%	14	2.3%	14	0.0%	0	0.0%	0
St Andrews	0.6%	12	0.0%	0	0.0%	0	3.9%	12
Aldi, Tom Morris Drive, St Andrews	0.6%	10	0.1%	1	0.0%	0	3.3%	10
M&S Simply Food, Largo Road, St Andrews	0.6%	12	0.0%	0	0.0%	0	4.0%	12
Morrisons, Largo Street, St Andrews	1.3%	24	0.0%	0	0.1%	1	7.9%	23
Sainsbury's Local, Market Street, St Andrews	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Tesco Metro, Market Street, St Andrews	1.2%	21	0.0%	0	0.0%	0	7.2%	21
Tayport	0.3%	5	0.0%	0	0.0%	0	1.6%	5
Co-op, Nelson Street, Tayport	0.4%	7	0.0%	0	0.0%	0	2.3%	7
Aberdour	0.2%	3	0.0%	0	0.3%	3	0.0%	0
Alloa	0.1%	2	0.4%	2	0.0%	0	0.0%	0
Ardrossen	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Auchtermuchty	0.6%	11	0.0%	0	1.2%	11	0.0%	0
Ballingry	0.2%	4	0.0%	0	0.4%	4	0.0%	0
Balmullo	0.2%	4	0.0%	0	0.0%	0	1.4%	4
Balridgeburn	0.0%	1	0.1%	1	0.0%	0	0.0%	0
Brechin	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckhaven	0.2%	3	0.0%	0	0.4%	3	0.0%	0
Cairneyhill	0.1%	2	0.3%	2	0.0%	0	0.0%	0
Cardenden	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cellardyke	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ceres	0.2%	3	0.0%	0	0.0%	0	1.0%	3
Charlestown	0.0%	1	0.1%	1	0.0%	0	0.0%	0
Colinsburgh	0.1%	1	0.0%	0	0.1%	1	0.1%	0
Crail	0.3%	6	0.0%	0	0.0%	0	2.0%	6
Crossford	0.4%	8	1.3%	8	0.0%	0	0.0%	0
Crosshill	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Dairsie	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dollar	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Dysart	0.0%	1	0.0%	0	0.1%	1	0.0%	0
East Wemyss	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Edinburgh	0.2%	3	0.4%	3	0.1%	1	0.0%	0

	Total	West Fife		Mid Fife		East Fife		
Elie & Earlsferry	0.0%	1	0.0%	0	0.0%	0	0.3%	1
England	0.3%	6	0.0%	0	0.6%	5	0.2%	1
Falkland	0.5%	9	0.0%	0	1.1%	9	0.0%	0
Fallin	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freuchie	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Gauldry	0.0%	1	0.0%	0	0.0%	0	0.3%	1
Guardbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelty	0.4%	7	1.2%	7	0.0%	0	0.0%	0
Kennoway	0.4%	8	0.0%	0	0.9%	8	0.0%	0
Kincardine	0.3%	6	0.9%	6	0.0%	0	0.0%	0
Kinghorn	0.5%	9	0.0%	0	1.0%	9	0.0%	0
Kingsbarns	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Kingskettle	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladybank	0.4%	7	0.0%	0	0.8%	7	0.0%	0
Leslie	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Leuchars	0.4%	7	0.0%	0	0.0%	0	2.2%	7
Limekilns	0.0%	1	0.1%	1	0.0%	0	0.0%	0
Lochore	0.3%	6	0.0%	0	0.7%	6	0.0%	0
Lundin Links	0.2%	3	0.0%	0	0.3%	3	0.0%	0
Markinch	0.5%	8	0.0%	0	0.9%	8	0.0%	0
Methil	0.6%	10	0.0%	0	1.1%	10	0.0%	0
Newburgh	0.0%	1	0.0%	0	0.1%	1	0.0%	0
Newport-on-Tay	1.5%	27	0.0%	0	0.0%	0	9.2%	27
North Queensferry	0.0%	1	0.0%	0	0.1%	1	0.0%	0
Oakley	1.0%	17	2.8%	17	0.0%	0	0.0%	0
Perth	0.6%	10	0.9%	5	0.6%	5	0.0%	0
Pittenweem	0.0%	0	0.0%	0	0.0%	0	0.1%	0
Saline	0.0%	1	0.1%	1	0.0%	0	0.0%	0
Springfield	0.0%	0	0.0%	0	0.0%	0	0.2%	0
St Monans	0.1%	2	0.0%	0	0.1%	1	0.4%	1
Steelend	0.0%	1	0.1%	1	0.0%	0	0.0%	0
Stirling	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strathkinness	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Strathmiglo	0.2%	4	0.0%	0	0.5%	4	0.0%	0
Thornton	0.2%	4	0.0%	0	0.5%	4	0.0%	0
Windygates	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wormit	0.1%	2	0.0%	0	0.1%	1	0.6%	2
Internet	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	1.9%	33	1.7%	10	2.2%	20	1.0%	3
(Don't know / can't remember)	0.6%	12	0.8%	5	0.4%	3	1.2%	4
(Don't do top-up shopping)	15.1%	272	12.5%	76	18.1%	163	11.1%	33
Weighted base:		1803		610		898		295
Sample:		1803		585		856		362

Q03A Which Internet retailer did you use on that trip?*Those who last did top-up shopping via the Internet at Q03:*

Asda	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
Iceland	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
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	100.0%	1	0.0%	0	100.0%	1	0.0%	0
Weighted base:		1		0		1		0
Sample:		1		0		1		0

Total West Fife Mid Fife East Fife

MeanScore: visits per week

Q04 On average, how often do you do your MAIN food shopping?

Daily	1.4%	26	1.3%	8	1.4%	12	1.9%	6
Between 2 and 6 times a week	9.7%	174	8.9%	54	9.8%	88	10.9%	32
Weekly	66.4%	1198	70.6%	431	63.8%	573	65.7%	194
2-3 times a month	13.3%	239	12.1%	74	14.7%	132	11.1%	33
Once a month	6.7%	121	4.9%	30	7.8%	70	6.9%	20
Less frequently than once a month	0.2%	4	0.3%	2	0.1%	1	0.5%	1
(Don't know / can't remember / varies)	2.3%	41	1.9%	12	2.4%	21	2.9%	9
<i>Mean:</i>		<i>1.27</i>		<i>1.25</i>		<i>1.25</i>		<i>1.35</i>
Weighted base:		1803		610		898		295
Sample:		1803		585		856		362

MeanScore: visits per week

Q05 On average, how often do you do your TOP-UP food shopping?

Those who do top-up shopping at Q03:

Daily	11.3%	173	8.1%	43	11.8%	87	16.2%	43
Between 2 and 6 times a week	50.0%	766	54.0%	288	49.2%	361	44.5%	117
Weekly	27.0%	413	28.2%	151	25.2%	185	29.4%	77
2-3 times a month	2.7%	41	2.1%	11	3.4%	25	2.0%	5
Once a month	0.9%	14	0.7%	4	1.1%	8	0.9%	2
Less frequently than once a month	0.5%	8	0.8%	4	0.5%	3	0.2%	0
(Don't know / can't remember / varies)	7.6%	116	6.2%	33	8.9%	66	6.8%	18
<i>Mean:</i>		<i>3.33</i>		<i>3.22</i>		<i>3.37</i>		<i>3.46</i>
Weighted base:		1531		534		735		262
Sample:		1505		505		686		314

	Total	West Fife	Mid Fife	East Fife				
Q06 Could you tell me what other things you usually combine with doing your MAIN food shopping? [MR]								
<i>Excluding those who do their main food shopping via the Internet at Q01:</i>								
Fast food outlets / takeaways	0.1%	2	0.1%	1	0.1%	1	0.0%	0
Get petrol / fuel	7.1%	125	7.4%	45	6.6%	58	8.2%	22
Non-food shopping	11.3%	197	9.4%	56	12.5%	108	11.9%	32
Pub	0.2%	4	0.1%	1	0.2%	2	0.4%	1
Restaurants/ cafés	3.7%	64	2.2%	13	4.8%	42	3.0%	8
Taking children to / from school	0.4%	7	0.1%	1	0.4%	4	1.0%	3
Visit family and friends	2.6%	45	0.8%	5	2.9%	25	5.5%	15
Visit financial / professional services (e.g. banks, building societies, estate agents)	3.6%	62	3.5%	21	3.2%	28	4.7%	13
Visit other services such as travel agents, hairdressers, betting shops, libraries etc.	1.4%	25	1.4%	8	1.2%	11	2.1%	6
Visit specialist food shops (e.g. butchers, bakers, deli, fishmongers etc.)	1.2%	20	0.7%	4	1.1%	9	2.4%	7
Work	2.5%	43	2.0%	12	2.2%	19	4.4%	12
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go for a walk	0.5%	9	0.0%	0	0.9%	8	0.3%	1
Go swimming	0.3%	5	0.4%	3	0.3%	2	0.0%	0
Health activity (e.g. play sport, visit the gym, exercise class etc.)	0.4%	8	0.3%	2	0.5%	5	0.5%	1
Other food shopping	0.9%	15	0.4%	2	1.4%	12	0.2%	0
Pick up / drop off a friend / relative	0.1%	2	0.1%	1	0.0%	0	0.5%	1
Visit leisure facility	0.8%	13	0.2%	1	0.6%	6	2.3%	6
Visit recycling centre / amenity tip	0.1%	2	0.2%	1	0.0%	0	0.2%	1
Walking the dog	0.2%	4	0.3%	2	0.2%	2	0.0%	0
Window shopping / browsing	0.1%	1	0.0%	0	0.2%	1	0.0%	0
(Nothing)	66.1%	1152	71.3%	427	63.7%	555	62.4%	170
(Don't know / varies)	2.7%	48	3.0%	18	3.0%	26	1.4%	4
Weighted base:	1743	599	871	273				
Sample:	1742	573	831	338				

	Total	West Fife		Mid Fife		East Fife		
Q07 Moving on to NON-FOOD shopping, where do you most often buy clothes, shoes and other fashion items? You can mention up to two answers. [MR]								
Dundee	14.8%	267	0.0%	0	9.9%	89	60.5%	178
Dunfermline	27.5%	495	60.8%	371	13.7%	123	0.4%	1
Carnegie Retail Park, Carnegie Drive, Dunfermline	0.4%	6	1.0%	6	0.0%	0	0.0%	0
Halbeath Retail Park, Halbeath Road, Dunfermline	1.0%	19	2.9%	18	0.1%	1	0.0%	0
Asda, Halbeath Road Retail Park, Dunfermline	0.0%	1	0.1%	1	0.0%	0	0.0%	0
Tesco Extra, Duloch Park, Dunfermline	0.2%	4	0.7%	4	0.0%	0	0.0%	0
Glenrothes	7.0%	126	1.0%	6	12.7%	114	1.9%	6
Saltire Retail Park, Pentland Park, Glenrothes	0.7%	12	0.0%	0	1.3%	11	0.2%	0
Kirkcaldy	22.8%	411	7.9%	48	39.0%	350	4.5%	13
Asda, Carberry Road, Kirkcaldy	0.4%	7	0.0%	0	0.8%	7	0.0%	0
Fife Central Retail Park, Kirkcaldy	6.4%	115	2.5%	15	10.7%	96	1.1%	3
Leven	1.6%	28	0.1%	1	2.7%	24	1.0%	3
Riverside Retail Park, Riverside Road, Leven	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Perth	3.5%	62	0.6%	4	5.7%	51	2.5%	7
Asda, Perth	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Stirling	1.5%	28	3.7%	23	0.6%	5	0.0%	0
Sterling Mills Outlet Shopping Village, The Devon Way, Tillicoultry	0.3%	6	0.7%	4	0.2%	2	0.0%	0
Internet / mail order	20.5%	369	17.1%	105	21.2%	191	25.2%	74
(Don't buy these goods)	1.5%	28	1.8%	11	1.5%	13	1.2%	3
(Don't know / varies)	2.1%	38	1.8%	11	2.2%	20	2.3%	7
Aberdeen	0.1%	2	0.0%	0	0.1%	1	0.4%	1
Abroad	0.6%	11	0.1%	1	0.5%	4	2.1%	6
Alloa	0.1%	2	0.3%	2	0.0%	0	0.0%	0
Anstruther	0.0%	1	0.0%	0	0.0%	0	0.3%	1
Broughty Ferry	0.0%	0	0.0%	0	0.0%	0	0.1%	0
Cardenden	0.0%	1	0.0%	0	0.1%	1	0.0%	0
Cupar	0.4%	7	0.1%	1	0.2%	2	1.5%	4
Dalgety Bay	0.3%	5	0.6%	4	0.1%	1	0.0%	0
East Kilbride	0.1%	2	0.1%	1	0.1%	1	0.0%	0
Edinburgh	15.3%	276	19.8%	121	14.4%	130	8.6%	25
England	0.1%	2	0.2%	1	0.0%	0	0.3%	1
Falkirk	0.2%	4	0.5%	3	0.1%	1	0.0%	0
Falkland	0.1%	1	0.1%	1	0.0%	0	0.0%	0
Glasgow	2.2%	40	2.1%	13	2.6%	24	0.9%	3
Guardbridge	0.1%	3	0.0%	0	0.2%	2	0.3%	1
Inverkeithing	0.0%	1	0.1%	1	0.0%	0	0.0%	0
Kingsbarns	0.0%	1	0.1%	1	0.0%	0	0.0%	0
Livingston	4.8%	87	10.4%	64	2.6%	23	0.1%	0
Newport-on-Tay	0.0%	1	0.0%	0	0.0%	0	0.3%	1
Pittenweem	0.0%	1	0.0%	0	0.1%	1	0.0%	0
St Andrews	3.0%	55	0.1%	1	0.8%	7	15.8%	47
Strathmiglo	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Weighted base:		1803		610		898		295
Sample:		1803		585		856		362

	Total	West Fife	Mid Fife	East Fife				
Q08 Where do you most often buy furniture, floor coverings and soft furnishings? You can mention up to two answers. [MR]								
Dundee	7.0%	125	0.0%	0	3.2%	29	32.7%	96
Gallagher Retail Park, East Dock Street, Dundee	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Kingsway West RP, Dundee	1.2%	21	0.0%	0	0.4%	3	6.0%	18
Dunfermline	10.0%	180	21.7%	133	4.8%	43	1.5%	4
Carnegie Retail Park, Carnegie Drive, Dunfermline	2.7%	48	6.3%	38	1.1%	10	0.0%	0
Halbeath Retail Park, Halbeath Road, Dunfermline	8.3%	149	20.0%	122	2.9%	26	0.2%	0
Glenrothes	2.7%	49	0.2%	1	4.6%	42	2.0%	6
Saltire Retail Park, Pentland Park, Glenrothes	0.8%	15	0.0%	0	1.3%	12	1.0%	3
Kirkcaldy	9.7%	174	2.9%	18	16.5%	148	2.7%	8
Fife Central Retail Park, Kirkcaldy	8.0%	144	1.4%	9	13.6%	122	4.5%	13
Leven	0.8%	14	0.0%	0	1.4%	13	0.5%	1
Riverside Retail Park, Riverside Road, Leven	0.4%	8	0.0%	0	0.5%	5	1.1%	3
Perth	1.1%	20	0.0%	0	1.6%	14	1.9%	6
B&Q, Perth	0.0%	1	0.0%	0	0.1%	1	0.0%	0
St Catherine's Retail Park, Perth	0.0%	1	0.0%	0	0.1%	1	0.0%	0
Stirling	1.3%	23	1.7%	10	1.4%	13	0.0%	0
Springkerse Retail park, Stirling	0.1%	2	0.3%	2	0.0%	0	0.0%	0
Tillicoultry	0.2%	4	0.3%	2	0.0%	0	0.7%	2
Sterling Furniture, Moss Road, Tillicoultry	0.2%	3	0.1%	1	0.1%	1	0.4%	1
Sterling Mills Outlet Shopping Village, The Devon Way, Tillicoultry	0.7%	13	1.2%	7	0.6%	5	0.3%	1
Internet / mail order	15.4%	277	14.9%	91	15.9%	143	14.5%	43
(Don't buy these goods)	17.7%	319	15.4%	94	19.6%	176	16.8%	50
(Don't know / varies)	8.6%	154	8.6%	53	9.6%	86	5.2%	15
Alloa	0.1%	2	0.3%	2	0.0%	0	0.0%	0
Anstruther	0.3%	6	0.0%	0	0.1%	1	1.8%	5
Auchtermuchty	0.2%	4	0.0%	0	0.3%	3	0.4%	1
Balridgeburn	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Broughty Ferry	0.6%	11	0.0%	0	0.0%	0	3.6%	11
Buckhaven	1.1%	20	0.0%	0	2.1%	19	0.3%	1
Burntisland	0.0%	1	0.0%	0	0.0%	0	0.3%	1
Cardenden	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Cowdenbeath	0.6%	11	1.0%	6	0.6%	5	0.0%	0
Crail	0.0%	1	0.0%	0	0.0%	0	0.3%	1
Cupar	1.0%	18	0.0%	0	0.6%	5	4.3%	13
Dalgety Bay	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Edinburgh	10.3%	185	13.5%	82	9.1%	82	7.2%	21
Elie & Earlsferry	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Falkirk	0.4%	8	1.3%	8	0.0%	0	0.0%	0
Glasgow	0.7%	12	0.4%	2	1.0%	9	0.4%	1
Guardbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverkeithing	0.5%	10	0.6%	4	0.6%	5	0.2%	0
Kincardine	0.1%	2	0.1%	1	0.2%	2	0.0%	0
Lesley	0.2%	4	0.0%	0	0.5%	4	0.0%	0
Leuchars	0.0%	1	0.0%	0	0.1%	1	0.0%	0
Livingston	1.0%	17	2.5%	15	0.2%	1	0.3%	1
Lochgelly	0.1%	2	0.1%	1	0.2%	2	0.0%	0
Methil	0.8%	15	0.0%	0	1.6%	15	0.0%	0
Montrose	0.0%	1	0.0%	0	0.0%	0	0.3%	1
Newport-on-Tay	0.0%	1	0.0%	0	0.1%	1	0.0%	0
Oakley	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Pentland Retail Park, Straiton	0.1%	2	0.4%	2	0.0%	0	0.0%	0
Pittenweem	0.2%	4	0.0%	0	0.0%	0	1.4%	4
Rosyth	0.4%	7	1.2%	7	0.0%	0	0.0%	0
St Andrews	0.3%	6	0.0%	0	0.0%	0	1.9%	6
Strathmiglo	0.1%	1	0.0%	0	0.1%	1	0.2%	1
Weighted base:	1803		610		898		295	
Sample:	1803		585		856		362	

	Total	West Fife		Mid Fife		East Fife		
Q09 Where do you most often buy large domestic electrical appliances (such as fridges, washing machines, vacuum cleaners etc.)? You can mention up to two answers. [MR]								
Dundee	4.5%	82	0.0%	0	0.6%	5	25.8%	76
Currys PC World, Kingsway West Retail Park Dundee	0.4%	7	0.0%	0	0.1%	1	2.0%	6
Gallagher Retail Park, East Dock Street, Dundee	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Kingsway West RP, Dundee	0.9%	16	0.0%	0	0.1%	1	5.0%	15
Dunfermline	5.9%	106	15.6%	95	1.2%	11	0.0%	0
Carnegie Retail Park, Carnegie Drive, Dunfermline	2.6%	48	6.7%	41	0.7%	7	0.0%	0
Halbeath Retail Park, Halbeath Road, Dunfermline	14.2%	255	39.7%	242	1.4%	13	0.2%	0
Glenrothes	1.4%	25	0.0%	0	2.6%	24	0.4%	1
Saltire Retail Park, Pentland Park, Glenrothes	0.5%	8	0.0%	0	0.9%	8	0.0%	0
Kirkcaldy	6.1%	110	1.3%	8	10.6%	95	2.6%	8
Fife Central Retail Park, Kirkcaldy	24.7%	446	3.5%	22	44.4%	399	8.7%	26
Leven	1.7%	31	0.0%	0	3.2%	29	0.6%	2
Riverside Retail Park, Riverside Road, Leven	0.7%	13	0.0%	0	1.1%	10	0.9%	3
Perth	0.7%	12	0.0%	0	1.1%	10	0.8%	2
Currys PC World, St Catherines Retail Park, Perth	0.1%	3	0.0%	0	0.3%	3	0.0%	0
St Catherine's Retail Park, Perth	0.3%	6	0.0%	0	0.7%	6	0.0%	0
Stirling	0.2%	4	0.7%	4	0.0%	0	0.0%	0
Internet / mail order	32.7%	589	35.4%	216	28.3%	254	40.6%	120
(Don't buy these goods)	8.5%	152	7.3%	45	8.0%	72	12.2%	36
(Don't know / varies)	2.6%	46	2.4%	15	3.0%	27	1.5%	4
Alloa	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Arbroath	0.1%	1	0.1%	1	0.0%	0	0.0%	0
Buckhaven	0.2%	4	0.0%	0	0.4%	4	0.0%	0
Burntisland	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Cowdenbeath	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Cupar	0.8%	14	0.0%	0	0.2%	2	4.2%	12
Dalgety Bay	0.0%	1	0.0%	0	0.1%	1	0.0%	0
Edinburgh	3.5%	62	4.0%	24	3.3%	30	2.9%	9
Falkirk	0.3%	5	0.6%	4	0.2%	1	0.0%	0
Falkland	0.1%	3	0.3%	2	0.1%	1	0.0%	0
Glasgow	0.1%	3	0.3%	2	0.1%	1	0.0%	0
Livingston	0.4%	7	1.1%	6	0.0%	0	0.3%	1
Newport-on-Tay	0.1%	1	0.1%	1	0.0%	0	0.0%	0
Rosyth	0.1%	1	0.1%	1	0.1%	1	0.0%	0
St Andrews	1.1%	20	0.0%	0	0.0%	0	6.5%	19
Thornton	0.0%	1	0.0%	0	0.0%	0	0.3%	1
Weighted base:		1803		610		898		295
Sample:		1803		585		856		362

	Total	West Fife	Mid Fife	East Fife				
Q10 Where do you most often buy DIY and hardware goods? You can mention up to two answers. [MR]								
Dundee	5.5%	99	0.0%	0	0.4%	4	32.4%	95
B&Q, Kings Cross Road, Kingsway West, Dundee	0.8%	14	0.0%	0	0.1%	1	4.3%	13
Kingsway West RP, Dundee	0.9%	17	0.0%	0	0.1%	1	5.3%	16
Dunfermline	8.9%	161	24.3%	148	1.4%	13	0.0%	0
Carnegie Retail Park, Carnegie Drive, Dunfermline	10.5%	190	28.2%	172	1.9%	17	0.3%	1
Halbeath Retail Park, Halbeath Road, Dunfermline	13.6%	244	37.8%	231	1.5%	13	0.0%	0
B&Q, Carnegie Drive Retail Park, Dunfermline	0.1%	3	0.4%	3	0.0%	0	0.0%	0
Homebase, Halbeath Retail Park, Halbeath Road, Dunfermline	0.0%	1	0.1%	1	0.0%	0	0.0%	0
Screwfix, Halbeath Motor Park, Dunfermline	0.4%	6	1.0%	6	0.0%	0	0.0%	0
Glenrothes	4.9%	89	0.0%	0	9.1%	82	2.5%	7
Saltire Retail Park, Pentland Park, Glenrothes	5.8%	105	0.1%	1	11.0%	99	1.9%	6
Screwfix, Newark Road South, Eastfield Industrial Estate, Glenrothes	0.2%	3	0.0%	0	0.3%	3	0.2%	1
Kirkcaldy	5.4%	98	0.9%	5	9.8%	88	1.7%	5
Fife Central Retail Park, Kirkcaldy	22.1%	399	3.9%	24	38.9%	349	8.6%	25
Screwfix, Frederick Wilson Park, Kirkcaldy	0.4%	8	0.0%	0	0.9%	8	0.0%	0
Leven	3.1%	56	0.0%	0	4.7%	43	4.7%	14
Riverside Retail Park, Riverside Road, Leven	4.1%	74	0.0%	0	6.8%	61	4.4%	13
Perth	0.5%	9	0.0%	0	0.8%	8	0.5%	1
B&Q, Perth	0.3%	5	0.0%	0	0.5%	4	0.2%	1
Homebase, St Catherines Retail Park, Old Market Road, Perth	0.1%	1	0.0%	0	0.2%	1	0.0%	0
St Catherine's Retail Park, Perth	0.2%	4	0.0%	0	0.5%	4	0.0%	0
Springer Retail park, Stirling	0.1%	2	0.3%	2	0.0%	0	0.0%	0
Sterling Mills Outlet Shopping Village, The Devon Way, Tillicoultry	0.0%	1	0.1%	1	0.0%	0	0.0%	0
Internet / mail order	5.5%	99	5.8%	35	4.6%	42	7.7%	23
(Don't buy these goods)	15.3%	276	12.2%	74	17.9%	160	13.8%	41
(Don't know / varies)	1.9%	34	1.7%	11	2.4%	21	0.7%	2
Alloa	0.2%	3	0.5%	3	0.0%	0	0.0%	0
Anstruther	0.6%	11	0.0%	0	0.0%	0	3.6%	11
Burntisland	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Cowdenbeath	0.0%	1	0.1%	1	0.0%	0	0.0%	0
Cupar	0.9%	17	0.0%	0	0.2%	1	5.1%	15
Edinburgh	0.8%	15	2.0%	12	0.0%	0	0.7%	2
Elie & Earlsferry	0.0%	0	0.0%	0	0.0%	0	0.2%	0
England	0.0%	1	0.0%	0	0.1%	1	0.0%	0
Falkirk	0.2%	3	0.5%	3	0.0%	0	0.0%	0
Falkland	0.1%	1	0.1%	1	0.0%	0	0.0%	0
Glasgow	0.1%	2	0.0%	0	0.2%	2	0.2%	0
Inverkeithing	0.0%	1	0.0%	0	0.1%	1	0.0%	0
Inverurie	0.0%	0	0.0%	0	0.0%	0	0.1%	0
Livingston	0.0%	1	0.1%	1	0.0%	0	0.0%	0
Lochgelly	0.4%	7	0.0%	0	0.8%	7	0.0%	0
Rosyth	0.1%	2	0.2%	2	0.0%	0	0.0%	0
St Andrews	2.8%	50	0.0%	0	0.1%	1	16.5%	49
Weighted base:		1803		610		898		295
Sample:		1803		585		856		362

	Total	West Fife		Mid Fife		East Fife		
Q11 Where do you most often buy other items of a mainly personal nature, such as sports goods, jewellery, books, toys, CDs, DVDs, computers, mobiles, cameras, electronic games etc.? You can mention up to two answers. [MR]								
Dundee	4.9%	89	0.0%	0	2.7%	24	22.0%	65
Kingsway West RP, Dundee	0.1%	1	0.0%	0	0.1%	1	0.2%	0
Dunfermline	11.5%	207	27.8%	170	4.2%	38	0.0%	0
Carnegie Retail Park, Carnegie Drive, Dunfermline	0.9%	16	2.6%	16	0.0%	0	0.0%	0
Halbeath Retail Park, Halbeath Road, Dunfermline	2.4%	44	5.4%	33	1.2%	10	0.0%	0
Asda, Halbeath Road Retail Park, Dunfermline	0.0%	1	0.1%	1	0.0%	0	0.0%	0
Asda, St Leonards Street, Dunfermline	0.1%	3	0.4%	3	0.0%	0	0.0%	0
Tesco Extra, Duloch Park, Dunfermline	0.4%	7	1.0%	6	0.0%	0	0.3%	1
Glenrothes	5.4%	98	0.1%	1	10.3%	93	1.5%	4
Saltire Retail Park, Pentland Park, Glenrothes	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Kirkcaldy	10.1%	182	1.3%	8	18.8%	169	1.8%	5
Asda, Carberry Road, Kirkcaldy	0.0%	1	0.0%	0	0.1%	1	0.0%	0
Fife Central Retail Park, Kirkcaldy	3.3%	59	1.8%	11	5.2%	46	0.7%	2
Leven	1.9%	35	0.0%	0	3.8%	34	0.3%	1
Riverside Retail Park, Riverside Road, Leven	0.2%	4	0.0%	0	0.5%	4	0.0%	0
Perth	1.6%	30	0.4%	3	2.7%	25	0.9%	3
Asda, Perth	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Stirling	0.2%	4	0.4%	2	0.2%	2	0.0%	0
Springkerse Retail park, Stirling	0.0%	1	0.1%	1	0.0%	0	0.0%	0
Internet / mail order	39.5%	712	43.7%	267	35.7%	321	42.2%	125
(Don't buy these goods)	19.1%	345	16.7%	102	21.3%	191	17.6%	52
(Don't know / varies)	2.9%	53	2.7%	16	3.5%	31	1.7%	5
Abroad	0.1%	2	0.0%	0	0.2%	2	0.0%	0
Alloa	0.2%	3	0.5%	3	0.0%	0	0.0%	0
Anstruther	0.0%	0	0.0%	0	0.0%	0	0.1%	0
Ballingry	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Cowdenbeath	0.2%	3	0.2%	1	0.2%	2	0.0%	0
Cupar	0.9%	17	0.0%	0	0.2%	1	5.3%	16
Dalgety Bay	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Edinburgh	5.3%	95	7.0%	42	5.1%	46	2.2%	6
Falkirk	0.3%	6	1.0%	6	0.0%	0	0.0%	0
Glasgow	0.2%	4	0.3%	2	0.2%	2	0.3%	1
Livingston	1.2%	22	2.4%	15	0.8%	7	0.0%	0
Newport-on-Tay	0.0%	1	0.0%	0	0.0%	0	0.3%	1
Pittenweem	0.0%	1	0.0%	0	0.1%	1	0.0%	0
St Andrews	3.3%	59	0.0%	0	0.7%	6	17.9%	53
Ullapool	0.0%	1	0.0%	0	0.0%	0	0.3%	1
Kinross	0.1%	1	0.1%	1	0.0%	0	0.0%	0
Weighted base:		1803		610		898		295
Sample:		1803		585		856		362

MeanScore: Very frequently=3, Quite frequently=2, Occasionally=1, Never=0

Q12 How often do you use the Internet for buying NON-FOOD goods, such as personal items and household goods?

Very frequently	20.7%	373	17.9%	109	22.5%	202	20.8%	61
Quite frequently	27.4%	494	32.8%	200	23.0%	207	29.5%	87
Occasionally	27.3%	493	29.1%	178	24.7%	221	31.7%	94
Never	24.5%	443	20.1%	123	29.8%	267	17.9%	53
(Don't know)	0.0%	1	0.1%	1	0.0%	0	0.0%	0
<i>Mean:</i>		<i>1.44</i>		<i>1.49</i>		<i>1.38</i>		<i>1.53</i>
Weighted base:		1803		610		898		295
Sample:		1803		585		856		362

	Total	West Fife		Mid Fife		East Fife		
Q13 What is the main reason why you never do NON-FOOD shopping via the Internet?								
<i>Those who never buy non-food goods via the Internet at Q12:</i>								
Can't check the quality of the goods before buying	4.9%	22	3.3%	4	6.0%	16	3.1%	2
Can't examine / feel the products (e.g. can't try clothes on)	6.9%	31	8.6%	11	6.7%	18	4.2%	2
Delivery charges	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to find what I want	0.9%	4	3.2%	4	0.0%	0	0.0%	0
Difficult to return items	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't have access to the Internet / computer	33.8%	150	29.2%	36	34.8%	93	39.4%	21
Don't like using computers	24.1%	107	26.1%	32	23.5%	63	22.7%	12
Don't trust the Internet (unsafe)	7.4%	33	9.8%	12	6.6%	18	6.2%	3
Goods can be damaged in transit	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Having to be in to receive deliveries	0.1%	0	0.0%	0	0.2%	0	0.0%	0
Internet shopping is taking away trade from the High Street	2.2%	10	1.3%	2	2.6%	7	2.4%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can't afford to pay in cash for goods	0.5%	2	1.3%	2	0.2%	1	0.0%	0
Can't spare the time / too busy	1.3%	6	1.9%	2	1.3%	3	0.0%	0
Difficult to use (e.g. poor eyesight)	0.8%	3	1.1%	1	0.6%	2	1.2%	1
Never used / don't know how to use the Internet	2.6%	12	1.1%	1	3.5%	9	1.9%	1
Not interested in shopping online	0.5%	2	0.0%	0	0.6%	2	0.9%	0
Prefer to visit the shops in person	2.5%	11	3.8%	5	1.5%	4	4.3%	2
Someone else does it for me	0.5%	2	0.0%	0	0.9%	2	0.0%	0
Too many junk emails afterwards	0.2%	1	0.0%	0	0.4%	1	0.0%	0
(No particular reason)	9.6%	43	8.1%	10	10.3%	27	9.7%	5
(Don't know / not sure)	1.1%	5	1.3%	2	0.5%	1	4.0%	2
Weighted base:		443		123		267		53
Sample:		569		156		326		87

	Total	West Fife		Mid Fife		East Fife		
Q14 Thinking about Internet shopping for NON-FOOD items, such as personal items and household goods, what do you like most about shopping on the Internet?								
<i>Those who buy non-food goods via the Internet at Q12:</i>								
Allows me to compare goods / prices at my leisure	3.8%	52	4.8%	23	3.7%	23	2.0%	5
Better quality goods online	1.4%	18	3.3%	16	0.3%	2	0.2%	0
Can download items purchased online	0.1%	2	0.2%	1	0.1%	1	0.0%	0
Can get finance to pay for goods online	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can read reviews of products online	0.4%	6	0.9%	4	0.2%	1	0.3%	1
Can shop 24 hours	2.5%	34	3.8%	18	1.9%	12	1.6%	4
Can use my loyalty points online	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices online	8.2%	112	7.6%	37	8.6%	54	8.6%	21
City / town centre too large to walk round	0.4%	5	0.7%	3	0.3%	2	0.0%	0
Convenient	49.8%	678	54.4%	265	45.5%	287	52.0%	126
Delivery service / saves carrying goods home	6.1%	83	2.5%	12	7.6%	48	9.3%	23
Disabled / can't walk far	0.9%	13	0.5%	2	1.5%	10	0.2%	1
Don't have any shops near me	0.5%	7	0.8%	4	0.2%	1	0.7%	2
Don't have to find a parking space / drive there	0.3%	5	0.3%	2	0.5%	3	0.0%	0
Don't like store shopping	0.7%	9	0.5%	2	0.6%	4	1.1%	3
Easier to find the special offers online	1.0%	14	0.8%	4	1.6%	10	0.0%	0
Get better guarantees online	0.3%	3	0.2%	1	0.3%	2	0.3%	1
Greater choice / range online	10.4%	142	9.8%	48	11.5%	73	8.8%	21
I can't get to the shops	0.5%	7	0.2%	1	0.9%	5	0.3%	1
Makes it easier to keep to a budget	0.2%	3	0.5%	2	0.1%	1	0.0%	0
No car available / don't drive	0.3%	4	0.5%	3	0.3%	2	0.0%	0
Saves time	2.8%	38	0.9%	4	4.4%	28	2.4%	6
There is no delivery fee / the fee is low	0.3%	4	0.2%	1	0.2%	1	0.8%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon Prime	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Availability of goods / always in stock	0.5%	7	0.3%	2	0.3%	2	1.4%	3
Can buy goods that are unavailable in the shops	0.2%	2	0.0%	0	0.1%	1	0.6%	1
Don't have to go outside	0.7%	9	0.2%	1	1.2%	7	0.3%	1
Full description / photos of items	0.6%	8	0.1%	1	1.0%	6	0.4%	1
Generally easier	1.0%	14	0.5%	2	1.6%	10	0.7%	2
I like technology	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Less distractions	0.1%	1	0.2%	1	0.0%	0	0.0%	0
More hygienic	0.0%	0	0.0%	0	0.0%	0	0.2%	0
No crowds / queues	0.3%	4	0.2%	1	0.4%	3	0.0%	0
No pre-planning needed	0.1%	1	0.2%	1	0.0%	0	0.0%	0
No travelling	0.3%	4	0.0%	0	0.4%	3	0.3%	1
Reliability	0.0%	0	0.0%	0	0.0%	0	0.2%	0
(No particular reason)	4.4%	60	4.2%	20	3.7%	23	6.8%	16
(Don't know / not sure)	0.8%	11	1.0%	5	0.8%	5	0.4%	1
Weighted base:		1360		488		631		242
Sample:		1234		429		530		275

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

MeanScore: Very frequently=3, Quite frequently=2, Occasionally=1, Never=0

Q15 Looking into the future, how frequently do you intend to use the Internet for NON-FOOD shopping?

Very frequently	25.4%	458	25.4%	155	24.5%	220	27.9%	82
Quite frequently	25.0%	450	28.1%	171	22.6%	203	25.9%	76
Occasionally	25.7%	463	25.7%	157	24.8%	222	28.2%	83
Never	21.7%	392	18.5%	113	25.6%	230	16.4%	48
(Don't know)	2.2%	40	2.2%	14	2.5%	22	1.6%	5
<i>Mean:</i>		<i>1.55</i>		<i>1.62</i>		<i>1.47</i>		<i>1.66</i>
Weighted base:		1803		610		898		295
Sample:		1803		585		856		362

MeanScore: visits per week

D16 Thinking about Dunfermline Town Centre, how often do you visit it, on average?

Those who live within zones 1,2 & 3:

Daily	2.7%	17	2.7%	17	0.0%	0	0.0%	0
Every 2 days	1.1%	7	1.1%	7	0.0%	0	0.0%	0
Between 3 times and six times a week	9.9%	60	9.9%	60	0.0%	0	0.0%	0
Weekly	29.1%	178	29.1%	178	0.0%	0	0.0%	0
2-3 times a month	15.5%	95	15.5%	95	0.0%	0	0.0%	0
Once a month	22.3%	136	22.3%	136	0.0%	0	0.0%	0
Less frequently than once a month	10.8%	66	10.8%	66	0.0%	0	0.0%	0
Never	8.0%	49	8.0%	49	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	3	0.5%	3	0.0%	0	0.0%	0
<i>Mean:</i>		<i>1.13</i>		<i>1.13</i>		<i>0.00</i>		<i>0.00</i>
Weighted base:		610		610		0		0
Sample:		585		585		0		0

D17 How do you normally travel to Dunfermline Town Centre?

Those who visit Dunfermline Town Centre at D16:

Drive self in car / van	61.5%	345	61.5%	345	0.0%	0	0.0%	0
Passenger in car / van	6.9%	39	6.9%	39	0.0%	0	0.0%	0
Walk	11.2%	63	11.2%	63	0.0%	0	0.0%	0
Bus	19.2%	108	19.2%	108	0.0%	0	0.0%	0
Taxi	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Cycle	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Motorcycle	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Disability vehicle (wheelchair, scooter etc.)	0.1%	1	0.1%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.4%	2	0.4%	2	0.0%	0	0.0%	0
Weighted base:		561		561		0		0
Sample:		540		540		0		0

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

D18 What typically, are your main reasons for visiting Dunfermline Town Centre (i.e. what range of things do you do when you get there)?
[MR]

Those who visit Dunfermline Town Centre at D16:

Buy fast food / takeaways	0.1%	1	0.1%	1	0.0%	0	0.0%	0
Cinema	0.1%	1	0.1%	1	0.0%	0	0.0%	0
Food shopping	12.2%	68	12.2%	68	0.0%	0	0.0%	0
Gaming	0.4%	2	0.4%	2	0.0%	0	0.0%	0
Get petrol / fuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meet family and friends	4.3%	24	4.3%	24	0.0%	0	0.0%	0
Non-food shopping	42.0%	236	42.0%	236	0.0%	0	0.0%	0
Shopping generally	28.6%	161	28.6%	161	0.0%	0	0.0%	0
Sports / leisure facilities	2.1%	12	2.1%	12	0.0%	0	0.0%	0
Taking children to / from school	0.6%	3	0.6%	3	0.0%	0	0.0%	0
Theatre	0.4%	2	0.4%	2	0.0%	0	0.0%	0
Visit clubs, halls, societies	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit financial / professional services (e.g. banks, building societies, estate agents etc.)	16.8%	94	16.8%	94	0.0%	0	0.0%	0
Visit other services (such as travel agents, hairdressers, betting shops, libraries etc.)	9.4%	53	9.4%	53	0.0%	0	0.0%	0
Visit pubs	3.1%	17	3.1%	17	0.0%	0	0.0%	0
Visit restaurants / cafés	22.8%	128	22.8%	128	0.0%	0	0.0%	0
Walk around / browse	27.0%	151	27.0%	151	0.0%	0	0.0%	0
Work / study	3.6%	20	3.6%	20	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donate items to charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pick up / drop off a friend / relative	0.7%	4	0.7%	4	0.0%	0	0.0%	0
Visit medical services (doctor, dentist, optician, vet etc.)	0.1%	1	0.1%	1	0.0%	0	0.0%	0
Visit the beach	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the park	0.2%	1	0.2%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	0.5%	3	0.5%	3	0.0%	0	0.0%	0
(No particular main reason)	1.1%	6	1.1%	6	0.0%	0	0.0%	0
Weighted base:		561		561		0		0
Sample:		540		540		0		0

MeanScore: hours per visit

D19 On average, how long do you normally spend in Dunfermline Town Centre when you visit?

Those who visit Dunfermline Town Centre at D16:

Less than 30 minutes	3.8%	21	3.8%	21	0.0%	0	0.0%	0
30 minutes - 59 minutes	12.3%	69	12.3%	69	0.0%	0	0.0%	0
1 hour - 1 hour 59 minutes	34.4%	193	34.4%	193	0.0%	0	0.0%	0
2 hours - 2 hours 59 minutes	38.1%	214	38.1%	214	0.0%	0	0.0%	0
3 hours - 3 hours 59 minutes	7.3%	41	7.3%	41	0.0%	0	0.0%	0
4 hours or more	2.1%	12	2.1%	12	0.0%	0	0.0%	0
(Don't know / varies)	2.1%	12	2.1%	12	0.0%	0	0.0%	0
Mean:		2.00		2.00		0.00		0.00
Weighted base:		561		561		0		0
Sample:		540		540		0		0

	Total	West Fife		Mid Fife		East Fife	
D20 What do you LIKE MOST about Dunfermline Town Centre for shopping and as a place to visit generally? [MR]							
<i>Those who visit Dunfermline Town Centre at D16:</i>							
Attractive environment generally	7.8%	44	7.8%	44	0.0%	0	0.0%
Availability of parking	0.8%	5	0.8%	5	0.0%	0	0.0%
Childrens' play park	0.3%	2	0.3%	2	0.0%	0	0.0%
Clean streets	1.6%	9	1.6%	9	0.0%	0	0.0%
Close to home / convenient / close to work	29.1%	163	29.1%	163	0.0%	0	0.0%
Easy / pleasant to walk about / pedestrian areas	3.1%	18	3.1%	18	0.0%	0	0.0%
Evening / nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%
Free parking	0.3%	2	0.3%	2	0.0%	0	0.0%
Friendly / community atmosphere	1.0%	6	1.0%	6	0.0%	0	0.0%
Historic character	1.5%	8	1.5%	8	0.0%	0	0.0%
Leisure facilities	0.6%	3	0.6%	3	0.0%	0	0.0%
Nice day out	0.4%	2	0.4%	2	0.0%	0	0.0%
Prices	0.2%	1	0.2%	1	0.0%	0	0.0%
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%
Public transport	0.6%	3	0.6%	3	0.0%	0	0.0%
Quality / choice of food shops and supermarkets	0.8%	4	0.8%	4	0.0%	0	0.0%
Quality / range of cafes & restaurants	3.9%	22	3.9%	22	0.0%	0	0.0%
Quality / range of pubs	0.2%	1	0.2%	1	0.0%	0	0.0%
Quality of clothes shops	2.5%	14	2.5%	14	0.0%	0	0.0%
Quality of independent shops	1.1%	6	1.1%	6	0.0%	0	0.0%
Quality of shops	2.5%	14	2.5%	14	0.0%	0	0.0%
Range / choice of shops generally	11.5%	64	11.5%	64	0.0%	0	0.0%
Range / choice of clothes shops	1.7%	10	1.7%	10	0.0%	0	0.0%
Range / choice of larger stores	2.3%	13	2.3%	13	0.0%	0	0.0%
Range of independent shops	0.4%	2	0.4%	2	0.0%	0	0.0%
Security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	3.6%	20	3.6%	20	0.0%	0	0.0%
Compact layout / shops close together	4.1%	23	4.1%	23	0.0%	0	0.0%
Covered shopping area	1.0%	6	1.0%	6	0.0%	0	0.0%
Easily accessible	0.6%	3	0.6%	3	0.0%	0	0.0%
Familiarity / habit	0.9%	5	0.9%	5	0.0%	0	0.0%
Has a Debenhams store	0.6%	3	0.6%	3	0.0%	0	0.0%
(Nothing in particular / don't like or dislike)	34.0%	191	34.0%	191	0.0%	0	0.0%
(Don't know / can't remember)	1.6%	9	1.6%	9	0.0%	0	0.0%
Weighted base:		561		561		0	0
Sample:		540		540		0	0

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

D21 What do you DISLIKE MOST about Dunfermline Town Centre for shopping and as a place to visit generally? [MR]

Those who visit Dunfermline Town Centre at D16:

Anti-social behaviour	1.5%	9	1.5%	9	0.0%	0	0.0%	0
Derelict / unattractive sites	7.0%	39	7.0%	39	0.0%	0	0.0%	0
Difficult to stop	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty streets / cleaning	1.5%	9	1.5%	9	0.0%	0	0.0%	0
Inconvenient parking	4.0%	22	4.0%	22	0.0%	0	0.0%	0
Lack / limited leisure facilities	0.1%	1	0.1%	1	0.0%	0	0.0%	0
Lack of pedestrian areas	0.5%	3	0.5%	3	0.0%	0	0.0%	0
Limited parking	7.7%	43	7.7%	43	0.0%	0	0.0%	0
Limited range of larger stores	3.0%	17	3.0%	17	0.0%	0	0.0%	0
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant shops	10.0%	56	10.0%	56	0.0%	0	0.0%	0
Poor pedestrian access / connections in the town	1.0%	5	1.0%	5	0.0%	0	0.0%	0
Poor security / policing	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Poor shop / building frontages	0.4%	2	0.4%	2	0.0%	0	0.0%	0
Prices	1.4%	8	1.4%	8	0.0%	0	0.0%	0
Provision of toilets	0.1%	1	0.1%	1	0.0%	0	0.0%	0
Public transport	0.3%	2	0.3%	2	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	1.2%	7	1.2%	7	0.0%	0	0.0%	0
Quality / range of cafés & restaurants	2.2%	13	2.2%	13	0.0%	0	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	12.7%	71	12.7%	71	0.0%	0	0.0%	0
Range of clothes shops	5.9%	33	5.9%	33	0.0%	0	0.0%	0
Range of shops generally	28.1%	158	28.1%	158	0.0%	0	0.0%	0
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far from home / place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	0.7%	4	0.7%	4	0.0%	0	0.0%	0
Unattractive environment generally	4.8%	27	4.8%	27	0.0%	0	0.0%	0
Other	3.1%	17	3.1%	17	0.0%	0	0.0%	0
Cars in the pedestrian areas	0.4%	2	0.4%	2	0.0%	0	0.0%	0
Expensive parking	6.0%	34	6.0%	34	0.0%	0	0.0%	0
Needs a complete refurbishment	0.4%	2	0.4%	2	0.0%	0	0.0%	0
Undesirable clientele (e.g. beggars, homeless people, drug addicts etc.)	3.3%	19	3.3%	19	0.0%	0	0.0%	0
Too many charity shops	4.9%	27	4.9%	27	0.0%	0	0.0%	0
Too many cheap shops	1.3%	7	1.3%	7	0.0%	0	0.0%	0
Uneven / broken pavements	0.5%	3	0.5%	3	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	29.5%	166	29.5%	166	0.0%	0	0.0%	0
(Don't know / can't remember)	0.7%	4	0.7%	4	0.0%	0	0.0%	0
Weighted base:		561		561		0		0
Sample:		540		540		0		0

MeanScore: Good=2, Average=1, Poor=-1

D22 Overall, how do you rate Dunfermline Town Centre on the following aspects as 'Good', 'Average' or 'Poor'? [MR/PR]

Those who visit Dunfermline Town Centre at D16:

As a pleasant place to visit

Good	39.7%	223	39.7%	223	0.0%	0	0.0%	0
Average	45.6%	256	45.6%	256	0.0%	0	0.0%	0
Poor	14.5%	81	14.5%	81	0.0%	0	0.0%	0
(Don't know)	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Mean:		1.11		1.11		0.00		0.00
Weighted base:		561		561		0		0
Sample:		540		540		0		0

	Total	West Fife		Mid Fife		East Fife		
Parking availability								
Good	37.8%	212	37.8%	212	0.0%	0	0.0%	0
Average	30.5%	171	30.5%	171	0.0%	0	0.0%	0
Poor	22.0%	124	22.0%	124	0.0%	0	0.0%	0
(Don't know)	9.7%	54	9.7%	54	0.0%	0	0.0%	0
Mean:		0.93		0.93		0.00		0.00
Weighted base:		561		561		0		0
Sample:		540		540		0		0

Quality of shops								
Good	24.2%	136	24.2%	136	0.0%	0	0.0%	0
Average	48.1%	270	48.1%	270	0.0%	0	0.0%	0
Poor	27.3%	154	27.3%	154	0.0%	0	0.0%	0
(Don't know)	0.4%	2	0.4%	2	0.0%	0	0.0%	0
Mean:		0.69		0.69		0.00		0.00
Weighted base:		561		561		0		0
Sample:		540		540		0		0

Range and choice of shops								
Good	19.5%	109	19.5%	109	0.0%	0	0.0%	0
Average	45.1%	253	45.1%	253	0.0%	0	0.0%	0
Poor	34.9%	196	34.9%	196	0.0%	0	0.0%	0
(Don't know)	0.5%	3	0.5%	3	0.0%	0	0.0%	0
Mean:		0.49		0.49		0.00		0.00
Weighted base:		561		561		0		0
Sample:		540		540		0		0

Range and quality of restaurants and cafes								
Good	37.4%	210	37.4%	210	0.0%	0	0.0%	0
Average	40.8%	229	40.8%	229	0.0%	0	0.0%	0
Poor	14.0%	78	14.0%	78	0.0%	0	0.0%	0
(Don't know)	7.8%	44	7.8%	44	0.0%	0	0.0%	0
Mean:		1.10		1.10		0.00		0.00
Weighted base:		561		561		0		0
Sample:		540		540		0		0

Town centre environment								
Good	34.0%	191	34.0%	191	0.0%	0	0.0%	0
Average	46.4%	261	46.4%	261	0.0%	0	0.0%	0
Poor	18.4%	104	18.4%	104	0.0%	0	0.0%	0
(Don't know)	1.1%	6	1.1%	6	0.0%	0	0.0%	0
Mean:		0.97		0.97		0.00		0.00
Weighted base:		561		561		0		0
Sample:		540		540		0		0

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

D23 What improvements to Dunfermline Town Centre would make you visit there more often? [MR]*Those who visit Dunfermline Town Centre at D16:*

An outdoor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.7%	4	0.7%	4	0.0%	0	0.0%	0
Better sign posting	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Cleaner streets	3.3%	19	3.3%	19	0.0%	0	0.0%	0
Covered shopping malls	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment generally	7.8%	44	7.8%	44	0.0%	0	0.0%	0
Less traffic congestion	1.3%	7	1.3%	7	0.0%	0	0.0%	0
Lower prices	0.4%	2	0.4%	2	0.0%	0	0.0%	0
More / better food shops	3.5%	20	3.5%	20	0.0%	0	0.0%	0
More / better restaurants / cafés	8.5%	48	8.5%	48	0.0%	0	0.0%	0
More / better shops generally	41.8%	235	41.8%	235	0.0%	0	0.0%	0
More / cheaper parking	12.5%	70	12.5%	70	0.0%	0	0.0%	0
More department stores / larger stores	11.4%	64	11.4%	64	0.0%	0	0.0%	0
More leisure facilities	0.3%	2	0.3%	2	0.0%	0	0.0%	0
More nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More non- retail services	0.3%	1	0.3%	1	0.0%	0	0.0%	0
More pedestrianised streets	1.5%	8	1.5%	8	0.0%	0	0.0%	0
More security / policing	0.6%	3	0.6%	3	0.0%	0	0.0%	0
More specialist shops	9.5%	53	9.5%	53	0.0%	0	0.0%	0
More / better clothes & fashion stores	10.8%	61	10.8%	61	0.0%	0	0.0%	0
Other	7.3%	41	7.3%	41	0.0%	0	0.0%	0
Better disabled access	0.5%	3	0.5%	3	0.0%	0	0.0%	0
Better pavement maintenance	0.7%	4	0.7%	4	0.0%	0	0.0%	0
Free parking	1.5%	8	1.5%	8	0.0%	0	0.0%	0
Less charity shops	2.0%	11	2.0%	11	0.0%	0	0.0%	0
Less cheap shops (i.e. Poundland, 99p store etc.)	1.2%	7	1.2%	7	0.0%	0	0.0%	0
Less vacant shops	3.0%	17	3.0%	17	0.0%	0	0.0%	0
More / better independent shops	1.4%	8	1.4%	8	0.0%	0	0.0%	0
More children's shops / activities	1.7%	9	1.7%	9	0.0%	0	0.0%	0
Remove beggars / drug addicts from the streets	1.7%	9	1.7%	9	0.0%	0	0.0%	0
(Nothing / no change)	17.9%	100	17.9%	100	0.0%	0	0.0%	0
(Don't know)	4.3%	24	4.3%	24	0.0%	0	0.0%	0
Weighted base:		561		561		0		0
Sample:		540		540		0		0

D24 On average, how often do you visit Dunfermline Town Centre in the evenings (i.e. after 6pm)?*Those who visit Dunfermline Town Centre at D16:*

Daily	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Every 2 days	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Between 3 times and 6 times a week	0.6%	3	0.6%	3	0.0%	0	0.0%	0
Weekly	2.8%	16	2.8%	16	0.0%	0	0.0%	0
2-3 times a month	3.9%	22	3.9%	22	0.0%	0	0.0%	0
Once a month	8.5%	48	8.5%	48	0.0%	0	0.0%	0
Less frequently than once a month	24.9%	140	24.9%	140	0.0%	0	0.0%	0
Never	58.2%	327	58.2%	327	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	5	0.9%	5	0.0%	0	0.0%	0
Mean:		0.14		0.14		0.00		0.00
Weighted base:		561		561		0		0
Sample:		540		540		0		0

	Total	West Fife	Mid Fife	East Fife				
D25 Why do you never visit Dunfermline Town Centre? [MR]								
<i>Those who never visit Dunfermline Town Centre at D16:</i>								
Anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derelict / unattractive sites	1.7%	1	1.7%	1	0.0%	0	0.0%	0
Difficult to stop	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty streets / cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient parking	6.7%	3	6.7%	3	0.0%	0	0.0%	0
Lack / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of pedestrian areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited parking	6.9%	3	6.9%	3	0.0%	0	0.0%	0
Limited range of larger stores	1.7%	1	1.7%	1	0.0%	0	0.0%	0
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor pedestrian access / connections in the town	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	1.9%	1	1.9%	1	0.0%	0	0.0%	0
Quality / range of cafés & restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	6.3%	3	6.3%	3	0.0%	0	0.0%	0
Range of clothes shops	3.1%	2	3.1%	2	0.0%	0	0.0%	0
Range of shops generally	13.6%	7	13.6%	7	0.0%	0	0.0%	0
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far from home / place of work	1.7%	1	1.7%	1	0.0%	0	0.0%	0
Traffic congestion	1.4%	1	1.4%	1	0.0%	0	0.0%	0
Unattractive environment generally	4.6%	2	4.6%	2	0.0%	0	0.0%	0
Other	14.6%	7	14.6%	7	0.0%	0	0.0%	0
Disabled / housebound	16.6%	8	16.6%	8	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	25.8%	13	25.8%	13	0.0%	0	0.0%	0
(Don't know / can't remember)	3.2%	2	3.2%	2	0.0%	0	0.0%	0
Weighted base:		49		49		0		0
Sample:		45		45		0		0

	Total	West Fife	Mid Fife	East Fife				
D26 What would make you visit Dunfermline Town Centre more often in the evenings? [MR]								
<i>Those who live within zones 1, 2 or 3:</i>								
Better town centre environment	0.4%	2	0.4%	2	0.0%	0	0.0%	0
Easier access / less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved parking facilities	0.5%	3	0.5%	3	0.0%	0	0.0%	0
Improved town centre security	1.8%	11	1.8%	11	0.0%	0	0.0%	0
Longer / later opening hours	0.3%	2	0.3%	2	0.0%	0	0.0%	0
More / better pubs	3.5%	22	3.5%	22	0.0%	0	0.0%	0
More / better restaurants / cafés	8.9%	54	8.9%	54	0.0%	0	0.0%	0
More cultural facilities	0.6%	4	0.6%	4	0.0%	0	0.0%	0
More evening events	2.8%	17	2.8%	17	0.0%	0	0.0%	0
More family orientated facilities	1.1%	7	1.1%	7	0.0%	0	0.0%	0
More leisure facilities	0.4%	2	0.4%	2	0.0%	0	0.0%	0
More night clubs	0.1%	1	0.1%	1	0.0%	0	0.0%	0
More things to do generally	2.2%	13	2.2%	13	0.0%	0	0.0%	0
Music / arts / performances / concerts	2.6%	16	2.6%	16	0.0%	0	0.0%	0
Shops open later	1.1%	7	1.1%	7	0.0%	0	0.0%	0
Other	1.9%	12	1.9%	12	0.0%	0	0.0%	0
Better choice / quality of shops	1.7%	11	1.7%	11	0.0%	0	0.0%	0
Better policing / security	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free baby-sitting service	1.1%	6	1.1%	6	0.0%	0	0.0%	0
More / better shows on at the theatre	0.4%	2	0.4%	2	0.0%	0	0.0%	0
More events for adults	0.4%	3	0.4%	3	0.0%	0	0.0%	0
More events for children	1.3%	8	1.3%	8	0.0%	0	0.0%	0
More events for the elderly	0.8%	5	0.8%	5	0.0%	0	0.0%	0
Open a cinema	0.5%	3	0.5%	3	0.0%	0	0.0%	0
(Nothing)	68.8%	420	68.8%	420	0.0%	0	0.0%	0
(Don't know)	3.1%	19	3.1%	19	0.0%	0	0.0%	0
Weighted base:		610		610		0		0
Sample:		585		585		0		0

D27 Do you take part in any of the following leisure activities when you visit Dunfermline Town Centre? [MR/PR]

Those who visit Dunfermline Town Centre at D16:

Bingo	5.1%	29	5.1%	29	0.0%	0	0.0%	0
Cinema	33.1%	186	33.1%	186	0.0%	0	0.0%	0
Leisure centre / gym	26.9%	151	26.9%	151	0.0%	0	0.0%	0
Nightclub / disco	8.3%	46	8.3%	46	0.0%	0	0.0%	0
Pub / wine bar	44.6%	250	44.6%	250	0.0%	0	0.0%	0
Restaurants / cafés	62.8%	353	62.8%	353	0.0%	0	0.0%	0
Swimming	30.1%	169	30.1%	169	0.0%	0	0.0%	0
Ten-pin bowling	22.4%	126	22.4%	126	0.0%	0	0.0%	0
Theatre / concert	53.4%	300	53.4%	300	0.0%	0	0.0%	0
Other	0.6%	3	0.6%	3	0.0%	0	0.0%	0
(None)	19.0%	107	19.0%	107	0.0%	0	0.0%	0
(Don't know / can't remember)	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Weighted base:		561		561		0		0
Sample:		540		540		0		0

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

MeanScore: visits per week**K16 Thinking about Kirkcaldy Town Centre, how often do you visit it, on average?***Those who live within zones 4, 6 & 7:*

Daily	2.1%	12	0.0%	0	2.1%	12	0.0%	0
Every 2 days	1.0%	6	0.0%	0	1.0%	6	0.0%	0
Between 3 times and six times a week	7.0%	42	0.0%	0	7.0%	42	0.0%	0
Weekly	20.0%	120	0.0%	0	20.0%	120	0.0%	0
2-3 times a month	14.5%	87	0.0%	0	14.5%	87	0.0%	0
Once a month	20.5%	123	0.0%	0	20.5%	123	0.0%	0
Less frequently than once a month	20.2%	121	0.0%	0	20.2%	121	0.0%	0
Never	13.8%	83	0.0%	0	13.8%	83	0.0%	0
(Don't know / varies)	0.9%	6	0.0%	0	0.9%	6	0.0%	0
<i>Mean:</i>		<i>0.86</i>		<i>0.00</i>		<i>0.86</i>		<i>0.00</i>
Weighted base:		600		0		600		0
Sample:		586		0		586		0

K17 How do you normally travel to Kirkcaldy Town Centre?*Those who visit Kirkcaldy Town Centre at K16:*

Drive self in car / van	53.5%	277	0.0%	0	53.5%	277	0.0%	0
Passenger in car / van	11.3%	58	0.0%	0	11.3%	58	0.0%	0
Walk	8.6%	44	0.0%	0	8.6%	44	0.0%	0
Bus	22.8%	118	0.0%	0	22.8%	118	0.0%	0
Taxi	0.9%	5	0.0%	0	0.9%	5	0.0%	0
Cycle	0.3%	2	0.0%	0	0.3%	2	0.0%	0
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (wheelchair, scooter etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.4%	2	0.0%	0	0.4%	2	0.0%	0
(Don't know / varies)	2.3%	12	0.0%	0	2.3%	12	0.0%	0
Weighted base:		517		0		517		0
Sample:		501		0		501		0

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

K18 What typically, are your main reasons for visiting Kirkcaldy Town Centre (i.e. what range of things do you do when you get there)? [MR]

Those who visit Kirkcaldy Town Centre at K16:

Buy fast food / takeaways	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	18.4%	95	0.0%	0	18.4%	95	0.0%	0
Gaming	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Get petrol / fuel	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Meet family and friends	3.8%	20	0.0%	0	3.8%	20	0.0%	0
Non-food shopping	33.6%	174	0.0%	0	33.6%	174	0.0%	0
Shopping generally	33.5%	173	0.0%	0	33.5%	173	0.0%	0
Sports / leisure facilities	1.8%	9	0.0%	0	1.8%	9	0.0%	0
Taking children to / from school	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Visit clubs, halls, societies	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Visit financial / professional services (e.g. banks, building societies, estate agents etc.)	8.0%	42	0.0%	0	8.0%	42	0.0%	0
Visit other services (such as travel agents, hairdressers, betting shops, libraries etc.)	6.1%	31	0.0%	0	6.1%	31	0.0%	0
Visit pubs	1.9%	10	0.0%	0	1.9%	10	0.0%	0
Visit restaurants / cafés	11.6%	60	0.0%	0	11.6%	60	0.0%	0
Walk around / browse	26.6%	138	0.0%	0	26.6%	138	0.0%	0
Work / study	2.5%	13	0.0%	0	2.5%	13	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donate items to charity shops	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pick up / drop off a friend / relative	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit medical services (doctor, dentist, optician, vet etc.)	1.3%	7	0.0%	0	1.3%	7	0.0%	0
Visit the beach	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the park	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.8%	9	0.0%	0	1.8%	9	0.0%	0
(No particular main reason)	0.1%	0	0.0%	0	0.1%	0	0.0%	0
Weighted base:		517		0		517		0
Sample:		501		0		501		0

MeanScore: hours per visit

K19 On average, how long do you normally spend in Kirkcaldy Town Centre when you visit?

Those who visit Kirkcaldy Town Centre at K16:

Less than 30 minutes	6.0%	31	0.0%	0	6.0%	31	0.0%	0
30 minutes - 59 minutes	14.2%	73	0.0%	0	14.2%	73	0.0%	0
1 hour – 1 hour 59 minutes	39.4%	204	0.0%	0	39.4%	204	0.0%	0
2 hours – 2 hours 59 minutes	29.7%	153	0.0%	0	29.7%	153	0.0%	0
3 hours – 3 hours 59 minutes	4.7%	24	0.0%	0	4.7%	24	0.0%	0
4 hours or more	1.7%	9	0.0%	0	1.7%	9	0.0%	0
(Don't know / varies)	4.3%	22	0.0%	0	4.3%	22	0.0%	0
Mean:		1.81		0.00		1.81		0.00
Weighted base:		517		0		517		0
Sample:		501		0		501		0

	Total	West Fife	Mid Fife	East Fife
K20 What do you LIKE MOST about Kirkcaldy Town Centre for shopping and as a place to visit generally? [MR]				
<i>Those who visit Kirkcaldy Town Centre at K16:</i>				
Attractive environment generally	1.5%	8	0.0%	0
Availability of parking	2.5%	13	0.0%	0
Childrens' play park	0.0%	0	0.0%	0
Clean streets	0.2%	1	0.0%	0
Close to home / convenient / close to work	17.4%	90	0.0%	0
Easy / pleasant to walk about / pedestrian areas	2.5%	13	0.0%	0
Evening / nightlife	0.0%	0	0.0%	0
Free parking	0.2%	1	0.0%	0
Friendly / community atmosphere	0.9%	5	0.0%	0
Historic character	0.0%	0	0.0%	0
Leisure facilities	0.4%	2	0.0%	0
Nice day out	0.7%	4	0.0%	0
Prices	0.4%	2	0.0%	0
Provision of toilets	0.0%	0	0.0%	0
Public transport	0.5%	3	0.0%	0
Quality / choice of food shops and supermarkets	0.7%	4	0.0%	0
Quality / range of cafes & restaurants	2.5%	13	0.0%	0
Quality / range of pubs	0.2%	1	0.0%	0
Quality of clothes shops	0.9%	5	0.0%	0
Quality of independent shops	0.7%	4	0.0%	0
Quality of shops	1.7%	9	0.0%	0
Range / choice of shops generally	12.3%	64	0.0%	0
Range / choice of clothes shops	1.3%	7	0.0%	0
Range / choice of larger stores	1.9%	10	0.0%	0
Range of independent shops	0.9%	5	0.0%	0
Security / policing	0.1%	1	0.0%	0
Service in shops	0.0%	0	0.0%	0
Other	2.5%	13	0.0%	0
Compact layout / shops close together	3.0%	16	0.0%	0
Covered shopping area	1.5%	8	0.0%	0
Easily accessible	1.1%	6	0.0%	0
Familiarity / habit	1.6%	8	0.0%	0
Has a Marks & Spencer store	0.9%	5	0.0%	0
Large town centre	1.4%	7	0.0%	0
Range / choice of cheap shops	0.5%	3	0.0%	0
(Nothing in particular / don't like or dislike)	48.2%	249	0.0%	0
(Don't know / can't remember)	2.1%	11	0.0%	0
Weighted base:	517	0	517	0
Sample:	501	0	501	0

	Total	West Fife	Mid Fife	East Fife
K21 What do you DISLIKE MOST about Kirkcaldy Town Centre for shopping and as a place to visit generally? [MR]				
<i>Those who visit Kirkcaldy Town Centre at K16:</i>				
Anti-social behaviour	0.4%	2	0.0%	0
Derelict / unattractive sites	5.8%	30	0.0%	0
Difficult to stop	0.0%	0	0.0%	0
Dirty streets / cleaning	0.5%	3	0.0%	0
Inconvenient parking	4.4%	23	0.0%	0
Lack / limited leisure facilities	1.8%	9	0.0%	0
Lack of pedestrian areas	0.1%	1	0.0%	0
Limited parking	6.7%	35	0.0%	0
Limited range of larger stores	2.7%	14	0.0%	0
More cafés / café culture needed	0.3%	1	0.0%	0
Numbers of vacant shops	17.2%	89	0.0%	0
Poor pedestrian access / connections in the town	0.5%	3	0.0%	0
Poor security / policing	0.0%	0	0.0%	0
Poor shop / building frontages	0.5%	3	0.0%	0
Prices	0.7%	4	0.0%	0
Provision of toilets	0.0%	0	0.0%	0
Public transport	0.2%	1	0.0%	0
Quality / choice of food shops and supermarkets	2.7%	14	0.0%	0
Quality / range of cafés & restaurants	1.3%	6	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0
Quality of shops generally	7.4%	38	0.0%	0
Range of clothes shops	4.5%	23	0.0%	0
Range of shops generally	29.4%	152	0.0%	0
Service in shops	0.1%	1	0.0%	0
Too far from home / place of work	0.3%	2	0.0%	0
Traffic congestion	1.0%	5	0.0%	0
Unattractive environment generally	4.0%	21	0.0%	0
Other	4.3%	22	0.0%	0
Cars in the pedestrian areas	0.4%	2	0.0%	0
Disabled people who park anywhere	0.4%	2	0.0%	0
Expensive parking	1.3%	7	0.0%	0
Limited disabled access	0.7%	4	0.0%	0
Needs a complete refurbishment	0.2%	1	0.0%	0
Not enough free parking	2.4%	12	0.0%	0
Too busy / crowded	0.5%	2	0.0%	0
Too many charity shops	3.7%	19	0.0%	0
Undesirable clientele (e.g. beggars, homeless people, drug addicts etc.)	2.7%	14	0.0%	0
(Nothing in particular / don't like or dislike)	24.7%	127	0.0%	0
(Don't know / can't remember)	0.9%	5	0.0%	0
Weighted base:	517	0	517	0
Sample:	501	0	501	0

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

MeanScore: Good=2, Average=1, Poor=-1

K22 Overall, how do you rate Kirkcaldy Town Centre on the following aspects as 'Good', 'Average' or 'Poor'? [MR/PR]

Those who visit Kirkcaldy Town Centre at K16:

As a pleasant place to visit

Good	27.9%	144	0.0%	0	27.9%	144	0.0%	0
Average	46.4%	240	0.0%	0	46.4%	240	0.0%	0
Poor	25.4%	131	0.0%	0	25.4%	131	0.0%	0
(Don't know)	0.4%	2	0.0%	0	0.4%	2	0.0%	0
<i>Mean:</i>		<i>0.77</i>		<i>0.00</i>	<i>0.77</i>		<i>0.00</i>	
Weighted base:		517		0	517		0	
Sample:		501		0	501		0	

Parking availability

Good	35.6%	184	0.0%	0	35.6%	184	0.0%	0
Average	27.8%	144	0.0%	0	27.8%	144	0.0%	0
Poor	22.9%	118	0.0%	0	22.9%	118	0.0%	0
(Don't know)	13.7%	71	0.0%	0	13.7%	71	0.0%	0
<i>Mean:</i>		<i>0.88</i>		<i>0.00</i>	<i>0.88</i>		<i>0.00</i>	
Weighted base:		517		0	517		0	
Sample:		501		0	501		0	

Quality of shops

Good	19.1%	99	0.0%	0	19.1%	99	0.0%	0
Average	45.1%	233	0.0%	0	45.1%	233	0.0%	0
Poor	35.2%	182	0.0%	0	35.2%	182	0.0%	0
(Don't know)	0.6%	3	0.0%	0	0.6%	3	0.0%	0
<i>Mean:</i>		<i>0.48</i>		<i>0.00</i>	<i>0.48</i>		<i>0.00</i>	
Weighted base:		517		0	517		0	
Sample:		501		0	501		0	

Range and choice of shops

Good	15.9%	82	0.0%	0	15.9%	82	0.0%	0
Average	38.7%	200	0.0%	0	38.7%	200	0.0%	0
Poor	44.3%	229	0.0%	0	44.3%	229	0.0%	0
(Don't know)	1.1%	6	0.0%	0	1.1%	6	0.0%	0
<i>Mean:</i>		<i>0.27</i>		<i>0.00</i>	<i>0.27</i>		<i>0.00</i>	
Weighted base:		517		0	517		0	
Sample:		501		0	501		0	

Range and quality of restaurants and cafes

Good	31.0%	160	0.0%	0	31.0%	160	0.0%	0
Average	35.1%	182	0.0%	0	35.1%	182	0.0%	0
Poor	22.8%	118	0.0%	0	22.8%	118	0.0%	0
(Don't know)	11.1%	57	0.0%	0	11.1%	57	0.0%	0
<i>Mean:</i>		<i>0.83</i>		<i>0.00</i>	<i>0.83</i>		<i>0.00</i>	
Weighted base:		517		0	517		0	
Sample:		501		0	501		0	

Town centre environment

Good	30.4%	157	0.0%	0	30.4%	157	0.0%	0
Average	43.4%	224	0.0%	0	43.4%	224	0.0%	0
Poor	24.8%	128	0.0%	0	24.8%	128	0.0%	0
(Don't know)	1.4%	7	0.0%	0	1.4%	7	0.0%	0
<i>Mean:</i>		<i>0.81</i>		<i>0.00</i>	<i>0.81</i>		<i>0.00</i>	
Weighted base:		517		0	517		0	
Sample:		501		0	501		0	

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

K23 What improvements to Kirkcaldy Town Centre would make you visit there more often? [MR]*Those who visit Kirkcaldy Town Centre at K16:*

An outdoor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.9%	5	0.0%	0	0.9%	5	0.0%	0
Better sign posting	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	2.2%	11	0.0%	0	2.2%	11	0.0%	0
Covered shopping malls	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment generally	7.8%	40	0.0%	0	7.8%	40	0.0%	0
Less traffic congestion	1.2%	6	0.0%	0	1.2%	6	0.0%	0
Lower prices	0.9%	5	0.0%	0	0.9%	5	0.0%	0
More / better food shops	5.3%	27	0.0%	0	5.3%	27	0.0%	0
More / better restaurants / cafés	4.8%	25	0.0%	0	4.8%	25	0.0%	0
More / better shops generally	50.9%	263	0.0%	0	50.9%	263	0.0%	0
More / cheaper parking	10.0%	52	0.0%	0	10.0%	52	0.0%	0
More department stores / larger stores	11.5%	59	0.0%	0	11.5%	59	0.0%	0
More leisure facilities	2.3%	12	0.0%	0	2.3%	12	0.0%	0
More nightlife	0.4%	2	0.0%	0	0.4%	2	0.0%	0
More non- retail services	1.6%	8	0.0%	0	1.6%	8	0.0%	0
More pedestrianised streets	1.2%	6	0.0%	0	1.2%	6	0.0%	0
More security / policing	0.2%	1	0.0%	0	0.2%	1	0.0%	0
More specialist shops	5.6%	29	0.0%	0	5.6%	29	0.0%	0
More / better clothes & fashion stores	9.2%	48	0.0%	0	9.2%	48	0.0%	0
Other	3.2%	17	0.0%	0	3.2%	17	0.0%	0
A complete refurbishment	0.5%	2	0.0%	0	0.5%	2	0.0%	0
Better disabled access	1.0%	5	0.0%	0	1.0%	5	0.0%	0
Free parking	2.5%	13	0.0%	0	2.5%	13	0.0%	0
Less charity shops	1.4%	7	0.0%	0	1.4%	7	0.0%	0
Less vacant shops	5.0%	26	0.0%	0	5.0%	26	0.0%	0
Lower business rents / rates	0.8%	4	0.0%	0	0.8%	4	0.0%	0
More / better independent shops	1.3%	7	0.0%	0	1.3%	7	0.0%	0
Open a cinema	1.2%	6	0.0%	0	1.2%	6	0.0%	0
Remove beggars / drug addicts from the streets	2.3%	12	0.0%	0	2.3%	12	0.0%	0
Stop the misuse of parking (e.g. parking on the High Street, non-disabled people in the disabled parking etc.)	0.6%	3	0.0%	0	0.6%	3	0.0%	0
(Nothing / no change)	18.4%	95	0.0%	0	18.4%	95	0.0%	0
(Don't know)	2.7%	14	0.0%	0	2.7%	14	0.0%	0
Weighted base:		517		0		517		0
Sample:		501		0		501		0

K24 On average, how often do you visit Kirkcaldy Town Centre in the evenings (i.e. after 6pm)?*Those who visit Kirkcaldy Town Centre at K16:*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every 2 days	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Between 3 times and 6 times a week	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Weekly	1.8%	9	0.0%	0	1.8%	9	0.0%	0
2-3 times a month	1.7%	9	0.0%	0	1.7%	9	0.0%	0
Once a month	4.9%	25	0.0%	0	4.9%	25	0.0%	0
Less frequently than once a month	15.5%	80	0.0%	0	15.5%	80	0.0%	0
Never	75.4%	390	0.0%	0	75.4%	390	0.0%	0
(Don't know / varies)	0.6%	3	0.0%	0	0.6%	3	0.0%	0
Mean:		0.07		0.00		0.07		0.00
Weighted base:		517		0		517		0
Sample:		501		0		501		0

	Total	West Fife		Mid Fife		East Fife		
K25 Why do you never visit Kirkcaldy Town Centre? [MR]								
<i>Those who never visit Kirkcaldy Town Centre at K16:</i>								
Anti-social behaviour	1.2%	1	0.0%	0	1.2%	1	0.0%	0
Derelict / unattractive sites	1.4%	1	0.0%	0	1.4%	1	0.0%	0
Difficult to stop	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty streets / cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient parking	3.3%	3	0.0%	0	3.3%	3	0.0%	0
Lack / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of pedestrian areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited parking	3.1%	3	0.0%	0	3.1%	3	0.0%	0
Limited range of larger stores	4.5%	4	0.0%	0	4.5%	4	0.0%	0
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant shops	1.7%	1	0.0%	0	1.7%	1	0.0%	0
Poor pedestrian access / connections in the town	10.8%	9	0.0%	0	10.8%	9	0.0%	0
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.5%	0	0.0%	0	0.5%	0	0.0%	0
Public transport	1.1%	1	0.0%	0	1.1%	1	0.0%	0
Quality / choice of food shops and supermarkets	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Quality / range of cafés & restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	3.3%	3	0.0%	0	3.3%	3	0.0%	0
Range of clothes shops	5.1%	4	0.0%	0	5.1%	4	0.0%	0
Range of shops generally	20.1%	17	0.0%	0	20.1%	17	0.0%	0
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far from home / place of work	5.2%	4	0.0%	0	5.2%	4	0.0%	0
Traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment generally	1.2%	1	0.0%	0	1.2%	1	0.0%	0
Other	15.0%	12	0.0%	0	15.0%	12	0.0%	0
Disabled / housebound	8.6%	7	0.0%	0	8.6%	7	0.0%	0
Preference for other towns	2.9%	2	0.0%	0	2.9%	2	0.0%	0
(Nothing in particular / don't like or dislike)	26.4%	22	0.0%	0	26.4%	22	0.0%	0
(Don't know / can't remember)	3.9%	3	0.0%	0	3.9%	3	0.0%	0
Weighted base:		83		0		83		0
Sample:		85		0		85		0

	Total	West Fife	Mid Fife	East Fife				
K26 What would make you visit Kirkcaldy Town Centre more often in the evenings? [MR]								
<i>Those who live within zones 4, 6 & 7:</i>								
Better town centre environment	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Easier access / less traffic congestion	0.3%	2	0.0%	0	0.3%	2	0.0%	0
Improved parking facilities	0.8%	5	0.0%	0	0.8%	5	0.0%	0
Improved town centre security	0.8%	5	0.0%	0	0.8%	5	0.0%	0
Longer / later opening hours	0.6%	4	0.0%	0	0.6%	4	0.0%	0
More / better pubs	3.2%	19	0.0%	0	3.2%	19	0.0%	0
More / better restaurants / cafés	7.6%	46	0.0%	0	7.6%	46	0.0%	0
More cultural facilities	0.2%	1	0.0%	0	0.2%	1	0.0%	0
More evening events	3.4%	20	0.0%	0	3.4%	20	0.0%	0
More family orientated facilities	0.8%	5	0.0%	0	0.8%	5	0.0%	0
More leisure facilities	3.2%	19	0.0%	0	3.2%	19	0.0%	0
More night clubs	1.9%	11	0.0%	0	1.9%	11	0.0%	0
More things to do generally	0.9%	5	0.0%	0	0.9%	5	0.0%	0
Music / arts / performances / concerts	2.3%	14	0.0%	0	2.3%	14	0.0%	0
Shops open later	1.7%	10	0.0%	0	1.7%	10	0.0%	0
Other	1.8%	11	0.0%	0	1.8%	11	0.0%	0
Better choice / quality of shops	0.6%	3	0.0%	0	0.6%	3	0.0%	0
Better public transport links	0.6%	4	0.0%	0	0.6%	4	0.0%	0
Free parking	1.4%	9	0.0%	0	1.4%	9	0.0%	0
More / better shows on at the theatre	0.8%	5	0.0%	0	0.8%	5	0.0%	0
Open another cinema	5.2%	31	0.0%	0	5.2%	31	0.0%	0
(Nothing)	69.7%	418	0.0%	0	69.7%	418	0.0%	0
(Don't know)	1.0%	6	0.0%	0	1.0%	6	0.0%	0
Weighted base:		600		0		600		0
Sample:		586		0		586		0

K27 Do you take part in any of the following leisure activities when you visit Kirkcaldy Town Centre? [MR/PR]

Those who visit Kirkcaldy Town Centre at K16:

Bingo	3.4%	17	0.0%	0	3.4%	17	0.0%	0
Cinema	3.9%	20	0.0%	0	3.9%	20	0.0%	0
Leisure centre / gym	8.1%	42	0.0%	0	8.1%	42	0.0%	0
Nightclub / disco	7.0%	36	0.0%	0	7.0%	36	0.0%	0
Pub / wine bar	32.0%	165	0.0%	0	32.0%	165	0.0%	0
Restaurants / cafés	45.2%	234	0.0%	0	45.2%	234	0.0%	0
Swimming	18.1%	94	0.0%	0	18.1%	94	0.0%	0
Ten-pin bowling	2.6%	14	0.0%	0	2.6%	14	0.0%	0
Theatre / concert	24.2%	125	0.0%	0	24.2%	125	0.0%	0
Other	0.7%	4	0.0%	0	0.7%	4	0.0%	0
(None)	33.8%	175	0.0%	0	33.8%	175	0.0%	0
(Don't know / can't remember)	1.5%	8	0.0%	0	1.5%	8	0.0%	0
Weighted base:		517		0		517		0
Sample:		501		0		501		0

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

MeanScore: visits per week**G16 Thinking about Glenrothes Town Centre, how often do you visit it, on average?***Those who live within zone 5:*

Daily	6.8%	20	0.0%	0	6.8%	20	0.0%	0
Every 2 days	0.5%	1	0.0%	0	0.5%	1	0.0%	0
Between 3 times and six times a week	15.2%	45	0.0%	0	15.2%	45	0.0%	0
Weekly	23.8%	71	0.0%	0	23.8%	71	0.0%	0
2-3 times a month	15.6%	46	0.0%	0	15.6%	46	0.0%	0
Once a month	15.3%	46	0.0%	0	15.3%	46	0.0%	0
Less frequently than once a month	12.2%	36	0.0%	0	12.2%	36	0.0%	0
Never	10.3%	31	0.0%	0	10.3%	31	0.0%	0
(Don't know / varies)	0.2%	1	0.0%	0	0.2%	1	0.0%	0
<i>Mean:</i>		<i>1.56</i>		<i>0.00</i>		<i>1.56</i>		<i>0.00</i>
Weighted base:		298		0		298		0
Sample:		270		0		270		0

G17 How do you normally travel to Glenrothes Town Centre?*Those who visit Glenrothes Town Centre at G16:*

Drive self in car / van	62.6%	167	0.0%	0	62.6%	167	0.0%	0
Passenger in car / van	12.1%	32	0.0%	0	12.1%	32	0.0%	0
Walk	9.8%	26	0.0%	0	9.8%	26	0.0%	0
Bus	14.7%	39	0.0%	0	14.7%	39	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (wheelchair, scooter etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.8%	2	0.0%	0	0.8%	2	0.0%	0
Weighted base:		267		0		267		0
Sample:		247		0		247		0

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

G18 What typically, are your main reasons for visiting Glenrothes Town Centre (i.e. what range of things do you do when you get there)?
[MR]

Those who visit Glenrothes Town Centre at G16:

Buy fast food / takeaways	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	14.3%	38	0.0%	0	14.3%	38	0.0%	0
Gaming	0.4%	1	0.0%	0	0.4%	1	0.0%	0
Get petrol / fuel	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Meet family and friends	4.5%	12	0.0%	0	4.5%	12	0.0%	0
Non-food shopping	32.1%	86	0.0%	0	32.1%	86	0.0%	0
Shopping generally	30.1%	80	0.0%	0	30.1%	80	0.0%	0
Sports / leisure facilities	0.9%	2	0.0%	0	0.9%	2	0.0%	0
Taking children to / from school	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	0.6%	1	0.0%	0	0.6%	1	0.0%	0
Visit clubs, halls, societies	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Visit financial / professional services (e.g. banks, building societies, estate agents etc.)	20.0%	53	0.0%	0	20.0%	53	0.0%	0
Visit other services (such as travel agents, hairdressers, betting shops, libraries etc.)	8.7%	23	0.0%	0	8.7%	23	0.0%	0
Visit pubs	0.9%	2	0.0%	0	0.9%	2	0.0%	0
Visit restaurants / cafés	7.6%	20	0.0%	0	7.6%	20	0.0%	0
Walk around / browse	20.5%	55	0.0%	0	20.5%	55	0.0%	0
Work / study	7.0%	19	0.0%	0	7.0%	19	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donate items to charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pick up / drop off a friend / relative	0.4%	1	0.0%	0	0.4%	1	0.0%	0
Visit medical services (doctor, dentist, optician, vet etc.)	1.0%	3	0.0%	0	1.0%	3	0.0%	0
Visit the beach	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the park	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.3%	1	0.0%	0	0.3%	1	0.0%	0
(No particular main reason)	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Weighted base:		267		0		267		0
Sample:		247		0		247		0

MeanScore: hours per visit

G19 On average, how long do you normally spend in Glenrothes Town Centre when you visit?

Those who visit Glenrothes Town Centre at G16:

Less than 30 minutes	10.3%	28	0.0%	0	10.3%	28	0.0%	0
30 minutes - 59 minutes	34.9%	93	0.0%	0	34.9%	93	0.0%	0
1 hour - 1 hour 59 minutes	38.8%	104	0.0%	0	38.8%	104	0.0%	0
2 hours - 2 hours 59 minutes	10.5%	28	0.0%	0	10.5%	28	0.0%	0
3 hours - 3 hours 59 minutes	0.3%	1	0.0%	0	0.3%	1	0.0%	0
4 hours or more	1.0%	3	0.0%	0	1.0%	3	0.0%	0
(Don't know / varies)	4.2%	11	0.0%	0	4.2%	11	0.0%	0
Mean:		1.28		0.00		1.28		0.00
Weighted base:		267		0		267		0
Sample:		247		0		247		0

	Total	West Fife		Mid Fife		East Fife		
G20 What do you LIKE MOST about Glenrothes Town Centre for shopping and as a place to visit generally? [MR]								
<i>Those who visit Glenrothes Town Centre at G16:</i>								
Attractive environment generally	3.7%	10	0.0%	0	3.7%	10	0.0%	0
Availability of parking	2.6%	7	0.0%	0	2.6%	7	0.0%	0
Childrens' play park	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean streets	3.1%	8	0.0%	0	3.1%	8	0.0%	0
Close to home / convenient / close to work	28.1%	75	0.0%	0	28.1%	75	0.0%	0
Easy / pleasant to walk about / pedestrian areas	1.2%	3	0.0%	0	1.2%	3	0.0%	0
Evening / nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	2.8%	7	0.0%	0	2.8%	7	0.0%	0
Friendly / community atmosphere	1.2%	3	0.0%	0	1.2%	3	0.0%	0
Historic character	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure facilities	0.9%	2	0.0%	0	0.9%	2	0.0%	0
Nice day out	0.9%	2	0.0%	0	0.9%	2	0.0%	0
Prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	2.5%	7	0.0%	0	2.5%	7	0.0%	0
Quality / range of cafes & restaurants	1.8%	5	0.0%	0	1.8%	5	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of clothes shops	0.6%	2	0.0%	0	0.6%	2	0.0%	0
Quality of independent shops	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Quality of shops	1.2%	3	0.0%	0	1.2%	3	0.0%	0
Range / choice of shops generally	4.6%	12	0.0%	0	4.6%	12	0.0%	0
Range / choice of clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range / choice of larger stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.3%	9	0.0%	0	3.3%	9	0.0%	0
Compact layout / shops close together	2.0%	5	0.0%	0	2.0%	5	0.0%	0
Covered shopping area	12.4%	33	0.0%	0	12.4%	33	0.0%	0
(Nothing in particular / don't like or dislike)	41.8%	112	0.0%	0	41.8%	112	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	267		0		267		0	
Sample:	247		0		247		0	

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

G21 What do you DISLIKE MOST about Glenrothes Town Centre for shopping and as a place to visit generally? [MR]

Those who visit Glenrothes Town Centre at G16:

Anti-social behaviour	1.3%	3	0.0%	0	1.3%	3	0.0%	0
Derelict / unattractive sites	7.0%	19	0.0%	0	7.0%	19	0.0%	0
Difficult to stop	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty streets / cleaning	0.8%	2	0.0%	0	0.8%	2	0.0%	0
Inconvenient parking	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Lack / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of pedestrian areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited parking	0.7%	2	0.0%	0	0.7%	2	0.0%	0
Limited range of larger stores	6.5%	17	0.0%	0	6.5%	17	0.0%	0
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant shops	13.0%	35	0.0%	0	13.0%	35	0.0%	0
Poor pedestrian access / connections in the town	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	3.7%	10	0.0%	0	3.7%	10	0.0%	0
Quality / range of cafés & restaurants	0.6%	1	0.0%	0	0.6%	1	0.0%	0
Quality / range of pubs	0.6%	2	0.0%	0	0.6%	2	0.0%	0
Quality of shops generally	15.2%	40	0.0%	0	15.2%	40	0.0%	0
Range of clothes shops	12.0%	32	0.0%	0	12.0%	32	0.0%	0
Range of shops generally	29.5%	79	0.0%	0	29.5%	79	0.0%	0
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far from home / place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment generally	3.3%	9	0.0%	0	3.3%	9	0.0%	0
Other	4.1%	11	0.0%	0	4.1%	11	0.0%	0
Outdated / old-fashioned	2.6%	7	0.0%	0	2.6%	7	0.0%	0
Too busy / crowded	1.9%	5	0.0%	0	1.9%	5	0.0%	0
Too many charity shops	1.0%	3	0.0%	0	1.0%	3	0.0%	0
Too many cheap shops	2.2%	6	0.0%	0	2.2%	6	0.0%	0
(Nothing in particular / don't like or dislike)	31.4%	84	0.0%	0	31.4%	84	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		267		0		267		0
Sample:		247		0		247		0

MeanScore: Good=2, Average=1, Poor=-1

G22 Overall, how do you rate Glenrothes Town Centre on the following aspects as 'Good', 'Average' or 'Poor'? [MR/PR]

Those who visit Glenrothes Town Centre at G16:

As a pleasant place to visit

Good	28.4%	76	0.0%	0	28.4%	76	0.0%	0
Average	46.2%	123	0.0%	0	46.2%	123	0.0%	0
Poor	25.3%	68	0.0%	0	25.3%	68	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.78		0.00		0.78		0.00
Weighted base:		267		0		267		0
Sample:		247		0		247		0

	Total	West Fife	Mid Fife	East Fife
Parking availability				
Good	76.2% 204	0.0% 0	76.2% 204	0.0% 0
Average	13.8% 37	0.0% 0	13.8% 37	0.0% 0
Poor	5.7% 15	0.0% 0	5.7% 15	0.0% 0
(Don't know)	4.3% 11	0.0% 0	4.3% 11	0.0% 0
Mean:	1.68	0.00	1.68	0.00
Weighted base:	267	0	267	0
Sample:	247	0	247	0

	Total	West Fife	Mid Fife	East Fife
Quality of shops				
Good	12.7% 34	0.0% 0	12.7% 34	0.0% 0
Average	46.4% 124	0.0% 0	46.4% 124	0.0% 0
Poor	40.8% 109	0.0% 0	40.8% 109	0.0% 0
(Don't know)	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Mean:	0.31	0.00	0.31	0.00
Weighted base:	267	0	267	0
Sample:	247	0	247	0

	Total	West Fife	Mid Fife	East Fife
Range and choice of shops				
Good	6.1% 16	0.0% 0	6.1% 16	0.0% 0
Average	37.0% 99	0.0% 0	37.0% 99	0.0% 0
Poor	56.1% 150	0.0% 0	56.1% 150	0.0% 0
(Don't know)	0.9% 2	0.0% 0	0.9% 2	0.0% 0
Mean:	-0.07	0.00	-0.07	0.00
Weighted base:	267	0	267	0
Sample:	247	0	247	0

	Total	West Fife	Mid Fife	East Fife
Range and quality of restaurants and cafes				
Good	17.7% 47	0.0% 0	17.7% 47	0.0% 0
Average	37.6% 100	0.0% 0	37.6% 100	0.0% 0
Poor	35.2% 94	0.0% 0	35.2% 94	0.0% 0
(Don't know)	9.5% 25	0.0% 0	9.5% 25	0.0% 0
Mean:	0.42	0.00	0.42	0.00
Weighted base:	267	0	267	0
Sample:	247	0	247	0

	Total	West Fife	Mid Fife	East Fife
Town centre environment				
Good	35.5% 95	0.0% 0	35.5% 95	0.0% 0
Average	40.0% 107	0.0% 0	40.0% 107	0.0% 0
Poor	23.5% 63	0.0% 0	23.5% 63	0.0% 0
(Don't know)	1.0% 3	0.0% 0	1.0% 3	0.0% 0
Mean:	0.88	0.00	0.88	0.00
Weighted base:	267	0	267	0
Sample:	247	0	247	0

Total West Fife Mid Fife East Fife

G23 What improvements to Glenrothes Town Centre would make you visit there more often? [MR]

Those who visit Glenrothes Town Centre at G16:

An outdoor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Better sign posting	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.9%	2	0.0%	0	0.9%	2	0.0%	0
Covered shopping malls	0.4%	1	0.0%	0	0.4%	1	0.0%	0
Improve the environment generally	6.8%	18	0.0%	0	6.8%	18	0.0%	0
Less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	4.3%	11	0.0%	0	4.3%	11	0.0%	0
More / better restaurants / cafés	5.5%	15	0.0%	0	5.5%	15	0.0%	0
More / better shops generally	58.2%	155	0.0%	0	58.2%	155	0.0%	0
More / cheaper parking	1.7%	5	0.0%	0	1.7%	5	0.0%	0
More department stores / larger stores	18.1%	48	0.0%	0	18.1%	48	0.0%	0
More leisure facilities	0.3%	1	0.0%	0	0.3%	1	0.0%	0
More nightlife	0.3%	1	0.0%	0	0.3%	1	0.0%	0
More non- retail services	2.9%	8	0.0%	0	2.9%	8	0.0%	0
More pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More security / policing	0.3%	1	0.0%	0	0.3%	1	0.0%	0
More specialist shops	12.2%	32	0.0%	0	12.2%	32	0.0%	0
More / better clothes & fashion stores	9.3%	25	0.0%	0	9.3%	25	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Refurbishment	3.1%	8	0.0%	0	3.1%	8	0.0%	0
Less empty shops	0.6%	1	0.0%	0	0.6%	1	0.0%	0
Make it more spacious / lighter	0.9%	2	0.0%	0	0.9%	2	0.0%	0
A Marks and Spencers	0.6%	2	0.0%	0	0.6%	2	0.0%	0
More activities for children	0.6%	1	0.0%	0	0.6%	1	0.0%	0
(Nothing / no change)	15.7%	42	0.0%	0	15.7%	42	0.0%	0
(Don't know)	4.1%	11	0.0%	0	4.1%	11	0.0%	0
Weighted base:		267		0	267		0	0
Sample:		247		0	247		0	0

G24 On average, how often do you visit Glenrothes Town Centre in the evenings (i.e. after 6pm)?

Those who visit Glenrothes Town Centre at G16:

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every 2 days	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Between 3 times and 6 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weekly	1.2%	3	0.0%	0	1.2%	3	0.0%	0
2-3 times a month	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Once a month	2.8%	8	0.0%	0	2.8%	8	0.0%	0
Less frequently than once a month	10.8%	29	0.0%	0	10.8%	29	0.0%	0
Never	84.5%	226	0.0%	0	84.5%	226	0.0%	0
(Don't know / varies)	0.4%	1	0.0%	0	0.4%	1	0.0%	0
Mean:		0.03		0.00	0.03		0.00	
Weighted base:		267		0	267		0	
Sample:		247		0	247		0	

	Total	West Fife		Mid Fife		East Fife		
G25 Why do you never visit Glenrothes Town Centre? [MR]								
<i>Those who never visit Glenrothes Town Centre at G16:</i>								
Anti-social behaviour	2.9%	1	0.0%	0	2.9%	1	0.0%	0
Derelict / unattractive sites	6.0%	2	0.0%	0	6.0%	2	0.0%	0
Difficult to stop	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty streets / cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of pedestrian areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of larger stores	2.9%	1	0.0%	0	2.9%	1	0.0%	0
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor pedestrian access / connections in the town	5.8%	2	0.0%	0	5.8%	2	0.0%	0
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of cafés & restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of clothes shops	22.0%	7	0.0%	0	22.0%	7	0.0%	0
Range of shops generally	41.4%	13	0.0%	0	41.4%	13	0.0%	0
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far from home / place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment generally	5.3%	2	0.0%	0	5.3%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	41.3%	13	0.0%	0	41.3%	13	0.0%	0
(Don't know / can't remember)	6.3%	2	0.0%	0	6.3%	2	0.0%	0
Weighted base:		31		0		31		0
Sample:		23		0		23		0

	Total	West Fife		Mid Fife		East Fife		
G26 What would make you visit Glenrothes Town Centre more often in the evenings? [MR]								
<i>Those who live within zone 5:</i>								
Better town centre environment	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Easier access / less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved parking facilities	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Improved town centre security	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer / later opening hours	1.2%	4	0.0%	0	1.2%	4	0.0%	0
More / better pubs	2.4%	7	0.0%	0	2.4%	7	0.0%	0
More / better restaurants	11.9%	35	0.0%	0	11.9%	35	0.0%	0
More cultural facilities	0.8%	2	0.0%	0	0.8%	2	0.0%	0
More evening events	3.9%	12	0.0%	0	3.9%	12	0.0%	0
More family orientated facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities	4.1%	12	0.0%	0	4.1%	12	0.0%	0
More night clubs	0.3%	1	0.0%	0	0.3%	1	0.0%	0
More things to do generally	3.1%	9	0.0%	0	3.1%	9	0.0%	0
Music / arts / performances / concerts	3.3%	10	0.0%	0	3.3%	10	0.0%	0
Shops open later	11.5%	34	0.0%	0	11.5%	34	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	63.1%	188	0.0%	0	63.1%	188	0.0%	0
(Don't know)	2.8%	8	0.0%	0	2.8%	8	0.0%	0
Weighted base:		298		0		298		0
Sample:		270		0		270		0

G27 Do you take part in any of the following leisure activities when you visit Glenrothes Town Centre? [MR/PR]

Those who visit Glenrothes Town Centre at G16:

Bingo	10.2%	27	0.0%	0	10.2%	27	0.0%	0
Cinema	34.4%	92	0.0%	0	34.4%	92	0.0%	0
Leisure centre / gym	9.9%	26	0.0%	0	9.9%	26	0.0%	0
Nightclub / disco	2.0%	5	0.0%	0	2.0%	5	0.0%	0
Pub / wine bar	9.9%	26	0.0%	0	9.9%	26	0.0%	0
Restaurants	28.4%	76	0.0%	0	28.4%	76	0.0%	0
Swimming	10.1%	27	0.0%	0	10.1%	27	0.0%	0
Ten-pin bowling	1.2%	3	0.0%	0	1.2%	3	0.0%	0
Theatre / concert	34.5%	92	0.0%	0	34.5%	92	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowls	0.3%	1	0.0%	0	0.3%	1	0.0%	0
(None)	35.5%	95	0.0%	0	35.5%	95	0.0%	0
(Don't know / can't remember)	1.0%	3	0.0%	0	1.0%	3	0.0%	0
Weighted base:		267		0		267		0
Sample:		247		0		247		0

MeanScore: visits per week

C16 Thinking about Cupar Town Centre, how often do you visit it, on average?

Those who live within zone 8:

Daily	13.5%	10	0.0%	0	0.0%	0	13.5%	10
Every 2 days	10.1%	7	0.0%	0	0.0%	0	10.1%	7
Between 3 times and six times a week	25.3%	19	0.0%	0	0.0%	0	25.3%	19
Weekly	34.9%	26	0.0%	0	0.0%	0	34.9%	26
2-3 times a month	4.9%	4	0.0%	0	0.0%	0	4.9%	4
Once a month	7.4%	5	0.0%	0	0.0%	0	7.4%	5
Less frequently than once a month	0.9%	1	0.0%	0	0.0%	0	0.9%	1
Never	3.1%	2	0.0%	0	0.0%	0	3.1%	2
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		2.83		0.00		0.00		2.83
Weighted base:		73		0		0		73
Sample:		100		0		0		100

	Total	West Fife	Mid Fife	East Fife				
C17 How do you normally travel to Cupar Town Centre?								
<i>Those who visit Cupar Town Centre at C16:</i>								
Drive self in car / van	55.7%	40	0.0%	0	0.0%	0	55.7%	40
Passenger in car / van	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	38.2%	27	0.0%	0	0.0%	0	38.2%	27
Bus	5.4%	4	0.0%	0	0.0%	0	5.4%	4
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (wheelchair, scooter etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	0	0.0%	0	0.0%	0	0.7%	0
Weighted base:		71		0		0		71
Sample:		96		0		0		96

C18 What typically, are your main reasons for visiting Cupar Town Centre (i.e. what range of things do you do when you get there)? [MR]
Those who visit Cupar Town Centre at C16:

Buy fast food / takeaways	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	18.9%	13	0.0%	0	0.0%	0	18.9%	13
Gaming	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Get petrol / fuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meet family and friends	3.3%	2	0.0%	0	0.0%	0	3.3%	2
Non-food shopping	17.2%	12	0.0%	0	0.0%	0	17.2%	12
Shopping generally	29.5%	21	0.0%	0	0.0%	0	29.5%	21
Sports / leisure facilities	4.8%	3	0.0%	0	0.0%	0	4.8%	3
Taking children to / from school	1.7%	1	0.0%	0	0.0%	0	1.7%	1
Theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit clubs, halls, societies	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit financial / professional services (e.g. banks, building societies, estate agents etc.)	22.6%	16	0.0%	0	0.0%	0	22.6%	16
Visit other services (such as travel agents, hairdressers, betting shops, libraries etc.)	16.8%	12	0.0%	0	0.0%	0	16.8%	12
Visit pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit restaurants / cafés	7.8%	6	0.0%	0	0.0%	0	7.8%	6
Walk around / browse	14.1%	10	0.0%	0	0.0%	0	14.1%	10
Work / study	11.0%	8	0.0%	0	0.0%	0	11.0%	8
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donate items to charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pick up / drop off a friend / relative	4.7%	3	0.0%	0	0.0%	0	4.7%	3
Visit medical services (doctor, dentist, optician, vet etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the beach	4.7%	3	0.0%	0	0.0%	0	4.7%	3
Visit the market	1.6%	1	0.0%	0	0.0%	0	1.6%	1
Visit the park	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.9%	1	0.0%	0	0.0%	0	0.9%	1
(No particular main reason)	1.7%	1	0.0%	0	0.0%	0	1.7%	1
Weighted base:		71		0		0		71
Sample:		96		0		0		96

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

MeanScore: hours per visit**C19 On average, how long do you normally spend in Cupar Town Centre when you visit?***Those who visit Cupar Town Centre at C16:*

Less than 30 minutes	29.2%	21	0.0%	0	0.0%	0	29.2%	21
30 minutes - 59 minutes	27.0%	19	0.0%	0	0.0%	0	27.0%	19
1 hour – 1 hour 59 minutes	31.6%	23	0.0%	0	0.0%	0	31.6%	23
2 hours – 2 hours 59 minutes	5.6%	4	0.0%	0	0.0%	0	5.6%	4
3 hours – 3 hours 59 minutes	0.8%	1	0.0%	0	0.0%	0	0.8%	1
4 hours or more	4.8%	3	0.0%	0	0.0%	0	4.8%	3
(Don't know / varies)	0.9%	1	0.0%	0	0.0%	0	0.9%	1
<i>Mean:</i>		<i>1.25</i>		<i>0.00</i>		<i>0.00</i>		<i>1.25</i>
Weighted base:		71		0		0		71
Sample:		96		0		0		96

C20 What do you LIKE MOST about Cupar Town Centre for shopping and as a place to visit generally? [MR]*Those who visit Cupar Town Centre at C16:*

Attractive environment generally	0.9%	1	0.0%	0	0.0%	0	0.9%	1
Availability of parking	5.5%	4	0.0%	0	0.0%	0	5.5%	4
Childrens' play park	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean streets	1.7%	1	0.0%	0	0.0%	0	1.7%	1
Close to home / convenient / close to work	21.5%	15	0.0%	0	0.0%	0	21.5%	15
Easy / pleasant to walk about / pedestrian areas	1.4%	1	0.0%	0	0.0%	0	1.4%	1
Evening / nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	1.8%	1	0.0%	0	0.0%	0	1.8%	1
Friendly / community atmosphere	8.7%	6	0.0%	0	0.0%	0	8.7%	6
Historic character	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice day out	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices	0.7%	0	0.0%	0	0.0%	0	0.7%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of cafes & restaurants	0.7%	0	0.0%	0	0.0%	0	0.7%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of independent shops	1.7%	1	0.0%	0	0.0%	0	1.7%	1
Quality of shops	0.8%	1	0.0%	0	0.0%	0	0.8%	1
Range / choice of shops generally	9.6%	7	0.0%	0	0.0%	0	9.6%	7
Range / choice of clothes shops	0.9%	1	0.0%	0	0.0%	0	0.9%	1
Range / choice of larger stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of independent shops	5.2%	4	0.0%	0	0.0%	0	5.2%	4
Security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.5%	2	0.0%	0	0.0%	0	2.5%	2
Compact shopping area	2.4%	2	0.0%	0	0.0%	0	2.4%	2
Familiarity / habit	2.4%	2	0.0%	0	0.0%	0	2.4%	2
(Nothing in particular / don't like or dislike)	41.5%	30	0.0%	0	0.0%	0	41.5%	30
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		71		0		0		71
Sample:		96		0		0		96

	Total	West Fife	Mid Fife	East Fife				
C21 What do you DISLIKE MOST about Cupar Town Centre for shopping and as a place to visit generally? [MR]								
<i>Those who visit Cupar Town Centre at C16:</i>								
Anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derelict / unattractive sites	2.7%	2	0.0%	0	0.0%	0	2.7%	2
Difficult to stop	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty streets / cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient parking	1.5%	1	0.0%	0	0.0%	0	1.5%	1
Lack / limited leisure facilities	0.7%	0	0.0%	0	0.0%	0	0.7%	0
Lack of pedestrian areas	0.7%	0	0.0%	0	0.0%	0	0.7%	0
Limited parking	4.8%	3	0.0%	0	0.0%	0	4.8%	3
Limited range of larger stores	0.9%	1	0.0%	0	0.0%	0	0.9%	1
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant shops	5.7%	4	0.0%	0	0.0%	0	5.7%	4
Poor pedestrian access / connections in the town	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.7%	0	0.0%	0	0.0%	0	0.7%	0
Public transport	0.7%	0	0.0%	0	0.0%	0	0.7%	0
Quality / choice of food shops and supermarkets	0.8%	1	0.0%	0	0.0%	0	0.8%	1
Quality / range of cafés & restaurants	0.8%	1	0.0%	0	0.0%	0	0.8%	1
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	8.0%	6	0.0%	0	0.0%	0	8.0%	6
Range of clothes shops	15.6%	11	0.0%	0	0.0%	0	15.6%	11
Range of shops generally	41.3%	29	0.0%	0	0.0%	0	41.3%	29
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far from home / place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	7.1%	5	0.0%	0	0.0%	0	7.1%	5
Unattractive environment generally	0.7%	0	0.0%	0	0.0%	0	0.7%	0
Other	1.7%	1	0.0%	0	0.0%	0	1.7%	1
Too many Charity / betting shops	2.5%	2	0.0%	0	0.0%	0	2.5%	2
(Nothing in particular / don't like or dislike)	33.0%	24	0.0%	0	0.0%	0	33.0%	24
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		71		0		0		71
Sample:		96		0		0		96

MeanScore: Good=2, Average=1, Poor=-1

C22 Overall, how do you rate Cupar Town Centre on the following aspects as 'Good', 'Average' or 'Poor'? [MR/PR]

Those who visit Cupar Town Centre at C16:

As a pleasant place to visit

Good	44.4%	32	0.0%	0	0.0%	0	44.4%	32
Average	37.2%	26	0.0%	0	0.0%	0	37.2%	26
Poor	16.8%	12	0.0%	0	0.0%	0	16.8%	12
(Don't know)	1.7%	1	0.0%	0	0.0%	0	1.7%	1
<i>Mean:</i>		<i>1.11</i>		<i>0.00</i>		<i>0.00</i>		<i>1.11</i>
Weighted base:		71		0		0		71
Sample:		96		0		0		96

	Total	West Fife		Mid Fife		East Fife		
Parking availability								
Good	57.9%	41	0.0%	0	0.0%	0	57.9%	41
Average	23.5%	17	0.0%	0	0.0%	0	23.5%	17
Poor	8.0%	6	0.0%	0	0.0%	0	8.0%	6
(Don't know)	10.6%	8	0.0%	0	0.0%	0	10.6%	8
Mean:		1.47		0.00		0.00		1.47
Weighted base:		71		0		0		71
Sample:		96		0		0		96

Quality of shops								
Good	21.0%	15	0.0%	0	0.0%	0	21.0%	15
Average	39.5%	28	0.0%	0	0.0%	0	39.5%	28
Poor	37.8%	27	0.0%	0	0.0%	0	37.8%	27
(Don't know)	1.7%	1	0.0%	0	0.0%	0	1.7%	1
Mean:		0.44		0.00		0.00		0.44
Weighted base:		71		0		0		71
Sample:		96		0		0		96

Range and choice of shops								
Good	5.6%	4	0.0%	0	0.0%	0	5.6%	4
Average	36.5%	26	0.0%	0	0.0%	0	36.5%	26
Poor	56.3%	40	0.0%	0	0.0%	0	56.3%	40
(Don't know)	1.7%	1	0.0%	0	0.0%	0	1.7%	1
Mean:		-0.09		0.00		0.00		-0.09
Weighted base:		71		0		0		71
Sample:		96		0		0		96

Range and quality of restaurants and cafes								
Good	37.0%	26	0.0%	0	0.0%	0	37.0%	26
Average	30.2%	21	0.0%	0	0.0%	0	30.2%	21
Poor	23.4%	17	0.0%	0	0.0%	0	23.4%	17
(Don't know)	9.4%	7	0.0%	0	0.0%	0	9.4%	7
Mean:		0.89		0.00		0.00		0.89
Weighted base:		71		0		0		71
Sample:		96		0		0		96

Town centre environment								
Good	45.8%	33	0.0%	0	0.0%	0	45.8%	33
Average	36.5%	26	0.0%	0	0.0%	0	36.5%	26
Poor	16.0%	11	0.0%	0	0.0%	0	16.0%	11
(Don't know)	1.7%	1	0.0%	0	0.0%	0	1.7%	1
Mean:		1.14		0.00		0.00		1.14
Weighted base:		71		0		0		71
Sample:		96		0		0		96

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

C23 What improvements to Cupar Town Centre would make you visit there more often? [MR]

Those who visit Cupar Town Centre at C16:

An outdoor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better sign posting	0.9%	1	0.0%	0	0.0%	0	0.9%	1
Cleaner streets	1.6%	1	0.0%	0	0.0%	0	1.6%	1
Covered shopping malls	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment generally	5.0%	4	0.0%	0	0.0%	0	5.0%	4
Less traffic congestion	7.9%	6	0.0%	0	0.0%	0	7.9%	6
Lower prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	1.6%	1	0.0%	0	0.0%	0	1.6%	1
More / better restaurants / cafés	8.1%	6	0.0%	0	0.0%	0	8.1%	6
More / better shops generally	50.6%	36	0.0%	0	0.0%	0	50.6%	36
More / cheaper parking	3.1%	2	0.0%	0	0.0%	0	3.1%	2
More department stores / larger stores	10.2%	7	0.0%	0	0.0%	0	10.2%	7
More leisure facilities	1.6%	1	0.0%	0	0.0%	0	1.6%	1
More nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More non- retail services	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised streets	8.3%	6	0.0%	0	0.0%	0	8.3%	6
More security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More specialist shops	3.6%	3	0.0%	0	0.0%	0	3.6%	3
More / better clothes & fashion stores	20.5%	15	0.0%	0	0.0%	0	20.5%	15
Other	3.7%	3	0.0%	0	0.0%	0	3.7%	3
Less charity shops	2.3%	2	0.0%	0	0.0%	0	2.3%	2
Less heavy traffic through the centre	1.6%	1	0.0%	0	0.0%	0	1.6%	1
(Nothing / no change)	14.2%	10	0.0%	0	0.0%	0	14.2%	10
(Don't know)	3.2%	2	0.0%	0	0.0%	0	3.2%	2
Weighted base:		71		0		0		71
Sample:		96		0		0		96

C24 On average, how often do you visit Cupar Town Centre in the evenings (i.e. after 6pm)?

Those who visit Cupar Town Centre at C16:

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every 2 days	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Between 3 times and 6 times a week	7.2%	5	0.0%	0	0.0%	0	7.2%	5
Weekly	4.7%	3	0.0%	0	0.0%	0	4.7%	3
2-3 times a month	3.4%	2	0.0%	0	0.0%	0	3.4%	2
Once a month	7.4%	5	0.0%	0	0.0%	0	7.4%	5
Less frequently than once a month	23.0%	16	0.0%	0	0.0%	0	23.0%	16
Never	52.6%	37	0.0%	0	0.0%	0	52.6%	37
(Don't know / varies)	1.7%	1	0.0%	0	0.0%	0	1.7%	1
<i>Mean:</i>		<i>0.44</i>		<i>0.00</i>		<i>0.00</i>		<i>0.44</i>
Weighted base:		71		0		0		71
Sample:		96		0		0		96

	Total	West Fife		Mid Fife		East Fife		
C25 Why do you never visit Cupar Town Centre? [MR]								
<i>Those who never visit Cupar Town Centre at C16:</i>								
Anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derelict / unattractive sites	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to stop	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty streets / cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of pedestrian areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of larger stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor pedestrian access / connections in the town	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of cafés & restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of clothes shops	21.5%	0	0.0%	0	0.0%	0	21.5%	0
Range of shops generally	21.5%	0	0.0%	0	0.0%	0	21.5%	0
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far from home / place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	25.7%	1	0.0%	0	0.0%	0	25.7%	1
Unattractive environment generally	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	31.3%	1	0.0%	0	0.0%	0	31.3%	1
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		2		0		0		2
Sample:		4		0		0		4

	Total	West Fife	Mid Fife	East Fife				
C26 What would make you visit Cupar Town Centre more often in the evenings? [MR] <i>Those who live within zone 8:</i>								
Better town centre environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier access / less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved parking facilities	1.6%	1	0.0%	0	0.0%	0	1.6%	1
Improved town centre security	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer / later opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs	10.9%	8	0.0%	0	0.0%	0	10.9%	8
More / better restaurants	20.6%	15	0.0%	0	0.0%	0	20.6%	15
More cultural facilities	1.5%	1	0.0%	0	0.0%	0	1.5%	1
More evening events	0.7%	0	0.0%	0	0.0%	0	0.7%	0
More family orientated facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities	3.1%	2	0.0%	0	0.0%	0	3.1%	2
More night clubs	4.5%	3	0.0%	0	0.0%	0	4.5%	3
More things to do generally	0.8%	1	0.0%	0	0.0%	0	0.8%	1
Music / arts / performances / concerts	0.7%	0	0.0%	0	0.0%	0	0.7%	0
Shops open later	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	70.2%	52	0.0%	0	0.0%	0	70.2%	52
(Don't know)	3.2%	2	0.0%	0	0.0%	0	3.2%	2
Weighted base:	73	0	0	73				
Sample:	100	0	0	100				

C27 Do you take part in any of the following leisure activities when you visit Cupar Town Centre? [MR/PR]

Those who visit Cupar Town Centre at C16:

Bingo	1.4%	1	0.0%	0	0.0%	0	1.4%	1
Cinema	0.9%	1	0.0%	0	0.0%	0	0.9%	1
Leisure centre / gym	20.4%	15	0.0%	0	0.0%	0	20.4%	15
Nightclub / disco	5.6%	4	0.0%	0	0.0%	0	5.6%	4
Pub / wine bar	31.6%	22	0.0%	0	0.0%	0	31.6%	22
Restaurants	46.7%	33	0.0%	0	0.0%	0	46.7%	33
Swimming	21.8%	16	0.0%	0	0.0%	0	21.8%	16
Ten-pin bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre / concert	5.7%	4	0.0%	0	0.0%	0	5.7%	4
Other	0.7%	0	0.0%	0	0.0%	0	0.7%	0
(None)	33.0%	23	0.0%	0	0.0%	0	33.0%	23
(Don't know / can't remember)	1.7%	1	0.0%	0	0.0%	0	1.7%	1
Weighted base:	71	0	0	71				
Sample:	96	0	0	96				

MeanScore: visits per week

S16 Thinking about St Andrews Town Centre, how often do you visit it, on average?

Those who live within zones 9 & 10:

Daily	8.2%	18	0.0%	0	0.0%	0	8.2%	18
Every 2 days	2.0%	4	0.0%	0	0.0%	0	2.0%	4
Between 3 times and six times a week	11.1%	25	0.0%	0	0.0%	0	11.1%	25
Weekly	23.9%	53	0.0%	0	0.0%	0	23.9%	53
2-3 times a month	15.3%	34	0.0%	0	0.0%	0	15.3%	34
Once a month	15.9%	35	0.0%	0	0.0%	0	15.9%	35
Less frequently than once a month	12.9%	29	0.0%	0	0.0%	0	12.9%	29
Never	9.3%	21	0.0%	0	0.0%	0	9.3%	21
(Don't know / varies)	1.4%	3	0.0%	0	0.0%	0	1.4%	3
Mean:	1.54	0.00	0.00	1.54				
Weighted base:	221	0	0	221				
Sample:	262	0	0	262				

	Total	West Fife	Mid Fife	East Fife
S17 How do you normally travel to St Andrews Town Centre?				
<i>Those who visit St Andrews Town Centre at S16:</i>				
Drive self in car / van	65.1%	131	0.0%	0
Passenger in car / van	4.7%	9	0.0%	0
Walk	12.3%	25	0.0%	0
Bus	14.9%	30	0.0%	0
Taxi	0.0%	0	0.0%	0
Cycle	1.4%	3	0.0%	0
Motorcycle	0.0%	0	0.0%	0
Disability vehicle (wheelchair, scooter etc.)	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0
(Don't know / varies)	1.7%	3	0.0%	0
Weighted base:	201	0	0	201
Sample:	236	0	0	236

S18 What typically, are your main reasons for visiting St Andrews Town Centre (i.e. what range of things do you do when you get there)?
[MR]

	Total	West Fife	Mid Fife	East Fife
<i>Those who visit St Andrews Town Centre at S16:</i>				
Buy fast food / takeaways	0.0%	0	0.0%	0
Cinema	0.2%	0	0.0%	0
Food shopping	15.0%	30	0.0%	0
Gaming	0.0%	0	0.0%	0
Get petrol / fuel	0.8%	2	0.0%	0
Meet family and friends	11.8%	24	0.0%	0
Non-food shopping	17.8%	36	0.0%	0
Shopping generally	32.2%	65	0.0%	0
Sports / leisure facilities	5.2%	10	0.0%	0
Taking children to / from school	0.2%	0	0.0%	0
Theatre	0.8%	2	0.0%	0
Visit clubs, halls, societies	0.7%	1	0.0%	0
Visit financial / professional services (e.g. banks, building societies, estate agents etc.)	11.7%	23	0.0%	0
Visit other services (such as travel agents, hairdressers, betting shops, libraries etc.)	6.4%	13	0.0%	0
Visit pubs	1.8%	4	0.0%	0
Visit restaurants / cafés	20.7%	41	0.0%	0
Walk around / browse	29.3%	59	0.0%	0
Work / study	12.4%	25	0.0%	0
Other	0.0%	0	0.0%	0
Donate items to charity shops	0.0%	0	0.0%	0
Go to church	0.4%	1	0.0%	0
Pick up / drop off a friend / relative	0.4%	1	0.0%	0
Visit medical services (doctor, dentist, optician, vet etc.)	0.4%	1	0.0%	0
Visit the beach	0.0%	0	0.0%	0
Visit the market	0.4%	1	0.0%	0
Visit the park	0.0%	0	0.0%	0
(Don't know / can't remember)	0.6%	1	0.0%	0
(No particular main reason)	0.0%	0	0.0%	0
Weighted base:	201	0	0	201
Sample:	236	0	0	236

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

MeanScore: hours per visit**S19 On average, how long do you normally spend in St Andrews Town Centre when you visit?***Those who visit St Andrews Town Centre at S16:*

Less than 30 minutes	6.2%	13	0.0%	0	0.0%	0	6.2%	13
30 minutes - 59 minutes	12.2%	24	0.0%	0	0.0%	0	12.2%	24
1 hour – 1 hour 59 minutes	37.4%	75	0.0%	0	0.0%	0	37.4%	75
2 hours – 2 hours 59 minutes	29.6%	59	0.0%	0	0.0%	0	29.6%	59
3 hours – 3 hours 59 minutes	5.5%	11	0.0%	0	0.0%	0	5.5%	11
4 hours or more	4.9%	10	0.0%	0	0.0%	0	4.9%	10
(Don't know / varies)	4.3%	9	0.0%	0	0.0%	0	4.3%	9
<i>Mean:</i>		<i>1.99</i>		<i>0.00</i>		<i>0.00</i>		<i>1.99</i>
Weighted base:		201		0		0		201
Sample:		236		0		0		236

S20 What do you LIKE MOST about St Andrews Town Centre for shopping and as a place to visit generally? [MR]*Those who visit St Andrews Town Centre at S16:*

Attractive environment generally	16.5%	33	0.0%	0	0.0%	0	16.5%	33
Availability of parking	3.4%	7	0.0%	0	0.0%	0	3.4%	7
Childrens' play park	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean streets	0.9%	2	0.0%	0	0.0%	0	0.9%	2
Close to home / convenient / close to work	12.8%	26	0.0%	0	0.0%	0	12.8%	26
Easy / pleasant to walk about / pedestrian areas	5.3%	11	0.0%	0	0.0%	0	5.3%	11
Evening / nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Friendly / community atmosphere	11.4%	23	0.0%	0	0.0%	0	11.4%	23
Historic character	1.7%	3	0.0%	0	0.0%	0	1.7%	3
Leisure facilities	0.2%	0	0.0%	0	0.0%	0	0.2%	0
Nice day out	2.6%	5	0.0%	0	0.0%	0	2.6%	5
Prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / choice of food shops and supermarkets	0.9%	2	0.0%	0	0.0%	0	0.9%	2
Quality / range of cafes & restaurants	6.9%	14	0.0%	0	0.0%	0	6.9%	14
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of clothes shops	0.5%	1	0.0%	0	0.0%	0	0.5%	1
Quality of independent shops	2.2%	4	0.0%	0	0.0%	0	2.2%	4
Quality of shops	3.2%	7	0.0%	0	0.0%	0	3.2%	7
Range / choice of shops generally	19.4%	39	0.0%	0	0.0%	0	19.4%	39
Range / choice of clothes shops	1.0%	2	0.0%	0	0.0%	0	1.0%	2
Range / choice of larger stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of independent shops	7.4%	15	0.0%	0	0.0%	0	7.4%	15
Security / policing	0.2%	0	0.0%	0	0.0%	0	0.2%	0
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.8%	2	0.0%	0	0.0%	0	0.8%	2
Compact shopping area	3.4%	7	0.0%	0	0.0%	0	3.4%	7
Familiarity / habit	2.6%	5	0.0%	0	0.0%	0	2.6%	5
Open air town centre	0.7%	1	0.0%	0	0.0%	0	0.7%	1
(Nothing in particular / don't like or dislike)	25.3%	51	0.0%	0	0.0%	0	25.3%	51
(Don't know / can't remember)	0.2%	0	0.0%	0	0.0%	0	0.2%	0
Weighted base:		201		0		0		201
Sample:		236		0		0		236

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

S21 What do you DISLIKE MOST about St Andrews Town Centre for shopping and as a place to visit generally? [MR]

Those who visit St Andrews Town Centre at S16:

Anti-social behaviour	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Derelict / unattractive sites	0.5%	1	0.0%	0	0.0%	0	0.5%	1
Difficult to stop	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty streets / cleaning	0.5%	1	0.0%	0	0.0%	0	0.5%	1
Inconvenient parking	9.6%	19	0.0%	0	0.0%	0	9.6%	19
Lack / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of pedestrian areas	0.9%	2	0.0%	0	0.0%	0	0.9%	2
Limited parking	15.9%	32	0.0%	0	0.0%	0	15.9%	32
Limited range of larger stores	1.3%	3	0.0%	0	0.0%	0	1.3%	3
More cafés / café culture needed	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Numbers of vacant shops	2.5%	5	0.0%	0	0.0%	0	2.5%	5
Poor pedestrian access / connections in the town	4.2%	8	0.0%	0	0.0%	0	4.2%	8
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.9%	2	0.0%	0	0.0%	0	0.9%	2
Prices	3.1%	6	0.0%	0	0.0%	0	3.1%	6
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	2.7%	6	0.0%	0	0.0%	0	2.7%	6
Quality / choice of food shops and supermarkets	0.5%	1	0.0%	0	0.0%	0	0.5%	1
Quality / range of cafés & restaurants	1.2%	2	0.0%	0	0.0%	0	1.2%	2
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	4.2%	8	0.0%	0	0.0%	0	4.2%	8
Range of clothes shops	1.5%	3	0.0%	0	0.0%	0	1.5%	3
Range of shops generally	12.1%	24	0.0%	0	0.0%	0	12.1%	24
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far from home / place of work	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Traffic congestion	3.1%	6	0.0%	0	0.0%	0	3.1%	6
Unattractive environment generally	1.2%	2	0.0%	0	0.0%	0	1.2%	2
Other	1.2%	2	0.0%	0	0.0%	0	1.2%	2
Too many charity shops	4.0%	8	0.0%	0	0.0%	0	4.0%	8
Too many cafes / restaurants	2.7%	5	0.0%	0	0.0%	0	2.7%	5
Too busy / crowded	1.2%	2	0.0%	0	0.0%	0	1.2%	2
Expensive parking	4.2%	8	0.0%	0	0.0%	0	4.2%	8
Students	2.6%	5	0.0%	0	0.0%	0	2.6%	5
Poor road layout	0.8%	2	0.0%	0	0.0%	0	0.8%	2
(Nothing in particular / don't like or dislike)	38.2%	77	0.0%	0	0.0%	0	38.2%	77
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		201		0		0		201
Sample:		236		0		0		236

MeanScore: Good=2, Average=1, Poor=-1

S22 Overall, how do you rate St Andrews Town Centre on the following aspects as 'Good', 'Average' or 'Poor'? [MR/PR]

Those who visit St Andrews Town Centre at S16:

As a pleasant place to visit

Good	84.6%	170	0.0%	0	0.0%	0	84.6%	170
Average	13.2%	26	0.0%	0	0.0%	0	13.2%	26
Poor	1.8%	4	0.0%	0	0.0%	0	1.8%	4
(Don't know)	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Mean:		1.81		0.00		0.00		1.81
Weighted base:		201		0		0		201
Sample:		236		0		0		236

	Total	West Fife		Mid Fife		East Fife		
Parking availability								
Good	24.1%	48	0.0%	0	0.0%	0	24.1%	48
Average	35.8%	72	0.0%	0	0.0%	0	35.8%	72
Poor	34.5%	69	0.0%	0	0.0%	0	34.5%	69
(Don't know)	5.6%	11	0.0%	0	0.0%	0	5.6%	11
Mean:		0.52		0.00		0.00		0.52
Weighted base:		201		0		0		201
Sample:		236		0		0		236

Quality of shops								
Good	58.9%	118	0.0%	0	0.0%	0	58.9%	118
Average	29.8%	60	0.0%	0	0.0%	0	29.8%	60
Poor	10.3%	21	0.0%	0	0.0%	0	10.3%	21
(Don't know)	1.0%	2	0.0%	0	0.0%	0	1.0%	2
Mean:		1.39		0.00		0.00		1.39
Weighted base:		201		0		0		201
Sample:		236		0		0		236

Range and choice of shops								
Good	36.7%	74	0.0%	0	0.0%	0	36.7%	74
Average	38.8%	78	0.0%	0	0.0%	0	38.8%	78
Poor	24.1%	48	0.0%	0	0.0%	0	24.1%	48
(Don't know)	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Mean:		0.89		0.00		0.00		0.89
Weighted base:		201		0		0		201
Sample:		236		0		0		236

Range and quality of restaurants and cafes								
Good	79.1%	159	0.0%	0	0.0%	0	79.1%	159
Average	13.6%	27	0.0%	0	0.0%	0	13.6%	27
Poor	2.6%	5	0.0%	0	0.0%	0	2.6%	5
(Don't know)	4.6%	9	0.0%	0	0.0%	0	4.6%	9
Mean:		1.78		0.00		0.00		1.78
Weighted base:		201		0		0		201
Sample:		236		0		0		236

Town centre environment								
Good	80.1%	161	0.0%	0	0.0%	0	80.1%	161
Average	16.2%	33	0.0%	0	0.0%	0	16.2%	33
Poor	2.7%	5	0.0%	0	0.0%	0	2.7%	5
(Don't know)	0.9%	2	0.0%	0	0.0%	0	0.9%	2
Mean:		1.75		0.00		0.00		1.75
Weighted base:		201		0		0		201
Sample:		236		0		0		236

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

S23 What improvements to St Andrews Town Centre would make you visit there more often? [MR]

Those who visit St Andrews Town Centre at S16:

An outdoor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	5.2%	11	0.0%	0	0.0%	0	5.2%	11
Better sign posting	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	3.9%	8	0.0%	0	0.0%	0	3.9%	8
Covered shopping malls	0.9%	2	0.0%	0	0.0%	0	0.9%	2
Improve the environment generally	2.0%	4	0.0%	0	0.0%	0	2.0%	4
Less traffic congestion	1.6%	3	0.0%	0	0.0%	0	1.6%	3
Lower prices	2.1%	4	0.0%	0	0.0%	0	2.1%	4
More / better food shops	1.7%	3	0.0%	0	0.0%	0	1.7%	3
More / better restaurants / cafés	1.4%	3	0.0%	0	0.0%	0	1.4%	3
More / better shops generally	21.2%	43	0.0%	0	0.0%	0	21.2%	43
More / cheaper parking	23.0%	46	0.0%	0	0.0%	0	23.0%	46
More department stores / larger stores	4.1%	8	0.0%	0	0.0%	0	4.1%	8
More leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More non- retail services	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised streets	5.5%	11	0.0%	0	0.0%	0	5.5%	11
More security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More specialist shops	3.3%	7	0.0%	0	0.0%	0	3.3%	7
More / better clothes & fashion stores	3.9%	8	0.0%	0	0.0%	0	3.9%	8
Other	4.1%	8	0.0%	0	0.0%	0	4.1%	8
Less charity shops	1.0%	2	0.0%	0	0.0%	0	1.0%	2
Less food shops and restaurants	1.1%	2	0.0%	0	0.0%	0	1.1%	2
Less students	0.9%	2	0.0%	0	0.0%	0	0.9%	2
(Nothing / no change)	32.7%	66	0.0%	0	0.0%	0	32.7%	66
(Don't know)	2.7%	5	0.0%	0	0.0%	0	2.7%	5
Weighted base:		201		0		0		201
Sample:		236		0		0		236

S24 On average, how often do you visit St Andrews Town Centre in the evenings (i.e. after 6pm)?

Those who visit St Andrews Town Centre at S16:

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every 2 days	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Between 3 times and 6 times a week	2.1%	4	0.0%	0	0.0%	0	2.1%	4
Weekly	5.1%	10	0.0%	0	0.0%	0	5.1%	10
2-3 times a month	7.5%	15	0.0%	0	0.0%	0	7.5%	15
Once a month	10.1%	20	0.0%	0	0.0%	0	10.1%	20
Less frequently than once a month	30.7%	62	0.0%	0	0.0%	0	30.7%	62
Never	44.3%	89	0.0%	0	0.0%	0	44.3%	89
(Don't know / varies)	0.2%	0	0.0%	0	0.0%	0	0.2%	0
Mean:		0.25		0.00		0.00		0.25
Weighted base:		201		0		0		201
Sample:		236		0		0		236

	Total	West Fife	Mid Fife	East Fife
--	-------	-----------	----------	-----------

S25 Why do you never visit St Andrews Town Centre? [MR]

Those who never visit St Andrews Town Centre at S16:

Anti-social behaviour	4.4%	1	0.0%	0	0.0%	0	4.4%	1
Derelict / unattractive sites	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to stop	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty streets / cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient parking	4.8%	1	0.0%	0	0.0%	0	4.8%	1
Lack / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of pedestrian areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited parking	4.3%	1	0.0%	0	0.0%	0	4.3%	1
Limited range of larger stores	7.1%	1	0.0%	0	0.0%	0	7.1%	1
More cafés / café culture needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Numbers of vacant shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor pedestrian access / connections in the town	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor shop / building frontages	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices	2.4%	0	0.0%	0	0.0%	0	2.4%	0
Provision of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	2.4%	0	0.0%	0	0.0%	0	2.4%	0
Quality / choice of food shops and supermarkets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of cafés & restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality / range of pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops generally	11.4%	2	0.0%	0	0.0%	0	11.4%	2
Range of clothes shops	1.9%	0	0.0%	0	0.0%	0	1.9%	0
Range of shops generally	23.5%	5	0.0%	0	0.0%	0	23.5%	5
Service in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far from home / place of work	11.4%	2	0.0%	0	0.0%	0	11.4%	2
Traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment generally	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / don't like or dislike)	52.4%	11	0.0%	0	0.0%	0	52.4%	11
(Don't know / can't remember)	3.7%	1	0.0%	0	0.0%	0	3.7%	1
Weighted base:		21		0		0		21
Sample:		26		0		0		26

	Total	West Fife	Mid Fife	East Fife				
S26 What would make you visit St Andrews Town Centre more often in the evenings? [MR]								
<i>Those who live within zones 9 & 10:</i>								
Better town centre environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier access / less traffic congestion	0.6%	1	0.0%	0	0.0%	0	0.6%	1
Improved parking facilities	0.6%	1	0.0%	0	0.0%	0	0.6%	1
Improved town centre security	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer / later opening hours	1.2%	3	0.0%	0	0.0%	0	1.2%	3
More / better pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better restaurants	2.0%	4	0.0%	0	0.0%	0	2.0%	4
More cultural facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More evening events	0.3%	1	0.0%	0	0.0%	0	0.3%	1
More family orientated facilities	1.7%	4	0.0%	0	0.0%	0	1.7%	4
More leisure facilities	1.3%	3	0.0%	0	0.0%	0	1.3%	3
More night clubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More things to do generally	0.2%	0	0.0%	0	0.0%	0	0.2%	0
Music / arts / performances / concerts	4.4%	10	0.0%	0	0.0%	0	4.4%	10
Shops open later	0.3%	1	0.0%	0	0.0%	0	0.3%	1
Other	0.8%	2	0.0%	0	0.0%	0	0.8%	2
Improved bus service	4.2%	9	0.0%	0	0.0%	0	4.2%	9
Cheaper prices	1.2%	3	0.0%	0	0.0%	0	1.2%	3
(Nothing)	80.7%	179	0.0%	0	0.0%	0	80.7%	179
(Don't know)	1.4%	3	0.0%	0	0.0%	0	1.4%	3
Weighted base:	221	0	0	221				
Sample:	262	0	0	262				

S27 Do you take part in any of the following leisure activities when you visit St Andrews Town Centre? [MR/PR]

Those who visit St Andrews Town Centre at S16:

Bingo	1.2%	2	0.0%	0	0.0%	0	1.2%	2
Cinema	42.3%	85	0.0%	0	0.0%	0	42.3%	85
Leisure centre / gym	11.9%	24	0.0%	0	0.0%	0	11.9%	24
Nightclub / disco	1.2%	2	0.0%	0	0.0%	0	1.2%	2
Pub / wine bar	45.0%	90	0.0%	0	0.0%	0	45.0%	90
Restaurants	79.4%	159	0.0%	0	0.0%	0	79.4%	159
Swimming	24.4%	49	0.0%	0	0.0%	0	24.4%	49
Ten-pin bowling	1.7%	3	0.0%	0	0.0%	0	1.7%	3
Theatre / concert	45.7%	92	0.0%	0	0.0%	0	45.7%	92
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None)	10.8%	22	0.0%	0	0.0%	0	10.8%	22
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	201	0	0	201				
Sample:	236	0	0	236				

Q28 How many short breaks (up to about 4 days) have you taken in the last 12 months?

None	40.9%	737	37.9%	231	43.4%	390	39.1%	115
One	13.3%	239	13.0%	79	14.4%	129	10.6%	31
Two	17.8%	321	19.4%	118	16.4%	147	18.8%	56
Three	12.7%	230	13.9%	85	11.6%	104	13.8%	41
Four	6.1%	110	7.0%	43	5.4%	49	6.4%	19
Five or more	7.6%	137	7.4%	45	7.2%	64	9.2%	27
(Don't know / can't remember)	1.6%	29	1.4%	8	1.6%	15	2.1%	6
Weighted base:	1803	610	898	295				
Sample:	1803	585	856	362				

	Total	West Fife		Mid Fife		East Fife		
Q29 Where are these usually taken? [MR/PR]								
<i>Those who have taken short breaks at Q28:</i>								
Fife								
0	92.3%	984	93.2%	353	90.1%	457	96.6%	173
1	2.1%	23	2.7%	10	2.0%	10	1.3%	2
2	2.0%	21	1.7%	6	2.8%	14	0.5%	1
3	0.1%	1	0.2%	1	0.0%	0	0.3%	0
4	0.1%	1	0.0%	0	0.2%	1	0.0%	0
5+	0.7%	7	0.0%	0	1.4%	7	0.0%	0
(Don't know)	2.7%	29	2.2%	9	3.6%	18	1.3%	2
Weighted base:		1066		379		508		180
Sample:		1039		360		460		219
Scotland								
0	37.0%	395	35.1%	133	40.9%	208	30.3%	54
1	23.8%	253	29.9%	113	18.3%	93	26.2%	47
2	20.2%	216	19.0%	72	20.4%	103	22.3%	40
3	8.0%	85	6.9%	26	8.4%	42	9.1%	16
4	4.5%	48	2.8%	11	5.5%	28	5.4%	10
5+	4.3%	45	4.0%	15	4.0%	21	5.3%	10
(Don't know)	2.2%	24	2.2%	9	2.5%	13	1.3%	2
Weighted base:		1066		379		508		180
Sample:		1039		360		460		219
England								
0	49.7%	530	44.5%	169	51.3%	260	56.2%	101
1	26.9%	287	29.8%	113	26.4%	134	22.3%	40
2	14.3%	152	16.1%	61	13.7%	70	12.1%	22
3	3.7%	40	5.2%	20	2.9%	15	3.0%	5
4	1.2%	13	1.3%	5	1.3%	7	0.8%	1
5+	1.6%	17	1.2%	5	1.1%	5	3.9%	7
(Don't know)	2.5%	27	1.8%	7	3.4%	17	1.7%	3
Weighted base:		1066		379		508		180
Sample:		1039		360		460		219
Wales								
0	94.6%	1009	95.8%	363	93.2%	473	96.1%	173
1	2.4%	25	2.1%	8	2.8%	14	1.6%	3
2	0.4%	4	0.2%	1	0.3%	1	0.9%	2
3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5+	0.2%	2	0.0%	0	0.4%	2	0.0%	0
(Don't know)	2.5%	27	1.9%	7	3.4%	17	1.3%	2
Weighted base:		1066		379		508		180
Sample:		1039		360		460		219
Northern Ireland								
0	92.3%	984	93.2%	353	91.8%	466	92.1%	165
1	3.9%	41	3.1%	12	3.9%	20	5.3%	10
2	0.8%	9	1.4%	5	0.4%	2	0.8%	1
3	0.1%	1	0.0%	0	0.0%	0	0.4%	1
4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5+	0.3%	3	0.2%	1	0.5%	3	0.0%	0
(Don't know)	2.6%	28	2.1%	8	3.4%	17	1.3%	2
Weighted base:		1066		379		508		180
Sample:		1039		360		460		219

Weighted:

March 2016

	Total	West Fife	Mid Fife	East Fife				
Abroad								
0	68.8%	734	68.3%	259	70.1%	356	66.3%	119
1	16.3%	173	19.0%	72	13.6%	69	18.2%	33
2	6.9%	74	5.8%	22	7.8%	40	6.8%	12
3	2.9%	30	3.6%	14	1.9%	10	3.9%	7
4	1.1%	11	0.9%	3	1.2%	6	1.0%	2
5+	1.4%	15	0.4%	2	1.8%	9	2.5%	5
(Don't know)	2.7%	28	2.1%	8	3.6%	18	1.3%	2
Weighted base:	1066		379		508		180	
Sample:	1039		360		460		219	

MeanScore: visits per week**Q30 How often do you visit the following attractions in Fife each year? [MR/PR]****Bingo**

More than once a week	0.4%	7	0.3%	2	0.5%	5	0.0%	0
Once a week	2.2%	40	2.2%	13	2.7%	25	0.7%	2
2-3 times a month	1.1%	20	1.1%	7	1.5%	13	0.2%	0
Once a month	1.1%	19	1.5%	9	1.0%	9	0.6%	2
Every 2-3 months	1.7%	31	2.5%	15	1.6%	14	0.4%	1
Less often	2.3%	42	3.3%	20	2.0%	18	1.3%	4
Never	90.7%	1636	88.5%	540	90.4%	811	96.4%	284
(No such facility in Fife)	0.5%	8	0.6%	4	0.3%	3	0.6%	2
Mean:		0.05		0.05		0.06		0.01
Weighted base:		1803		610		898		295
Sample:		1803		585		856		362

Cinema

More than once a week	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Once a week	1.0%	18	2.1%	13	0.3%	2	1.0%	3
2-3 times a month	4.0%	71	7.4%	45	2.2%	20	2.3%	7
Once a month	9.9%	179	12.4%	75	8.6%	77	9.0%	27
Every 2-3 months	18.8%	339	23.1%	141	16.6%	149	16.7%	49
Less often	21.9%	394	19.8%	121	22.6%	203	23.7%	70
Never	43.6%	786	34.7%	212	48.6%	436	46.9%	138
(No such facility in Fife)	0.8%	14	0.5%	3	1.1%	10	0.2%	1
Mean:		0.10		0.14		0.08		0.09
Weighted base:		1803		610		898		295
Sample:		1803		585		856		362

Leisure centre / gym

More than once a week	7.2%	130	8.6%	53	6.9%	62	5.4%	16
Once a week	8.4%	152	11.8%	72	7.1%	64	5.4%	16
2-3 times a month	2.1%	38	3.1%	19	1.3%	12	2.5%	7
Once a month	4.3%	78	5.7%	35	4.2%	38	1.9%	6
Every 2-3 months	2.1%	38	2.1%	13	2.3%	21	1.2%	4
Less often	2.7%	48	3.9%	24	2.3%	21	1.1%	3
Never	72.8%	1312	64.0%	391	75.7%	679	82.2%	243
(No such facility in Fife)	0.4%	7	0.6%	4	0.2%	2	0.2%	1
Mean:		0.40		0.51		0.37		0.29
Weighted base:		1803		610		898		295
Sample:		1803		585		856		362

	Total	West Fife		Mid Fife		East Fife		
Nightclub / disco								
More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.3%	6	0.3%	2	0.5%	5	0.0%	0
2-3 times a month	1.5%	28	1.7%	10	1.2%	10	2.4%	7
Once a month	1.8%	32	3.4%	21	1.2%	11	0.0%	0
Every 2-3 months	1.6%	30	2.9%	18	0.8%	7	1.5%	5
Less often	3.0%	54	5.8%	36	2.0%	18	0.3%	1
Never	91.2%	1643	85.3%	520	93.8%	842	95.4%	281
(No such facility in Fife)	0.5%	10	0.6%	4	0.5%	5	0.4%	1
Mean:		0.02		0.03		0.02		0.01
Weighted base:		1803		610		898		295
Sample:		1803		585		856		362

	Total	West Fife		Mid Fife		East Fife		
Pub / wine bar								
More than once a week	1.2%	21	1.5%	9	1.2%	10	0.4%	1
Once a week	6.0%	109	6.4%	39	5.8%	52	6.1%	18
2-3 times a month	7.8%	140	8.2%	50	6.2%	55	11.8%	35
Once a month	12.0%	216	14.2%	86	11.0%	99	10.3%	30
Every 2-3 months	11.9%	214	13.5%	82	10.4%	94	13.0%	38
Less often	9.8%	177	11.6%	71	8.7%	78	9.5%	28
Never	51.0%	920	44.1%	269	56.6%	508	48.5%	143
(No such facility in Fife)	0.3%	6	0.5%	3	0.2%	2	0.2%	1
Mean:		0.20		0.24		0.19		0.19
Weighted base:		1803		610		898		295
Sample:		1803		585		856		362

	Total	West Fife		Mid Fife		East Fife		
Restaurants								
More than once a week	1.4%	25	0.9%	6	1.8%	17	1.0%	3
Once a week	8.0%	144	9.2%	56	7.9%	71	5.6%	16
2-3 times a month	13.7%	247	15.3%	94	11.4%	102	17.4%	51
Once a month	20.4%	368	21.7%	132	19.6%	176	20.2%	59
Every 2-3 months	18.2%	329	19.6%	120	15.7%	141	23.0%	68
Less often	9.4%	170	10.7%	65	8.0%	72	11.2%	33
Never	28.5%	514	22.1%	135	35.2%	316	21.4%	63
(No such facility in Fife)	0.4%	7	0.5%	3	0.4%	4	0.2%	1
Mean:		0.29		0.30		0.29		0.28
Weighted base:		1803		610		898		295
Sample:		1803		585		856		362

	Total	West Fife		Mid Fife		East Fife		
Swimming								
More than once a week	2.8%	50	3.3%	20	2.6%	23	2.2%	7
Once a week	8.9%	161	12.1%	74	7.0%	63	8.1%	24
2-3 times a month	3.5%	63	4.7%	28	2.8%	25	3.1%	9
Once a month	5.8%	105	6.5%	39	5.6%	50	5.4%	16
Every 2-3 months	4.1%	74	4.7%	29	3.6%	32	4.4%	13
Less often	3.7%	66	4.5%	28	2.7%	25	4.8%	14
Never	70.7%	1274	63.6%	388	75.3%	676	71.4%	210
(No such facility in Fife)	0.5%	9	0.6%	4	0.4%	4	0.5%	2
Mean:		0.24		0.31		0.21		0.21
Weighted base:		1803		610		898		295
Sample:		1803		585		856		362

	Total	West Fife		Mid Fife		East Fife		
Ten-pin bowling								
More than once a week	0.1%	2	0.0%	0	0.2%	2	0.2%	0
Once a week	0.1%	1	0.0%	0	0.0%	0	0.5%	1
2-3 times a month	0.5%	8	0.4%	3	0.6%	6	0.0%	0
Once a month	3.1%	56	6.4%	39	1.7%	15	0.6%	2
Every 2-3 months	5.0%	90	10.4%	63	2.9%	26	0.2%	0
Less often	11.2%	202	16.7%	102	10.1%	91	3.1%	9
Never	78.3%	1411	65.5%	400	82.0%	736	93.4%	275
(No such facility in Fife)	1.8%	32	0.6%	4	2.5%	22	2.0%	6
Mean:		0.03		0.05		0.03		0.02
Weighted base:		1803		610		898		295
Sample:		1803		585		856		362

	Total	West Fife		Mid Fife		East Fife		
Theatre / concert								
More than once a week	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Once a week	0.1%	2	0.0%	0	0.2%	2	0.0%	0
2-3 times a month	0.7%	13	0.6%	4	0.9%	8	0.2%	0
Once a month	3.4%	62	3.6%	22	3.1%	28	4.0%	12
Every 2-3 months	14.8%	266	20.6%	126	12.0%	108	11.1%	33
Less often	24.9%	450	29.6%	181	21.4%	192	26.0%	77
Never	55.4%	999	45.0%	275	61.5%	552	58.6%	173
(No such facility in Fife)	0.6%	11	0.5%	3	0.8%	7	0.2%	1
<i>Mean:</i>		<i>0.06</i>		<i>0.07</i>		<i>0.05</i>		<i>0.05</i>
Weighted base:		1803		610		898		295
Sample:		1803		585		856		362

GEN Gender of respondent:

Male	31.8%	573	31.8%	194	30.8%	276	35.1%	103
Female	68.2%	1229	68.2%	416	69.2%	622	64.9%	191
Weighted base:		1803		610		898		295
Sample:		1803		585		856		362

AGE Which of the following age ranges do you fall into? [PR]

16 to 24	4.4%	80	3.0%	18	4.6%	41	7.0%	21
25 to 34	12.2%	219	14.5%	89	11.9%	107	8.0%	24
35 to 44	15.4%	278	17.9%	109	14.4%	129	13.6%	40
45 to 54	17.6%	317	19.8%	121	15.7%	141	18.8%	55
55 to 64	19.4%	349	18.8%	114	19.3%	173	20.8%	61
65 +	28.6%	515	23.6%	144	31.4%	282	30.4%	90
(Refused)	2.5%	44	2.4%	15	2.8%	25	1.4%	4
Weighted base:		1803		610		898		295
Sample:		1803		585		856		362

QUOTA Zone:

Zone 1 - Dunfermline	20.0%	360	58.9%	360	0.0%	0	0.0%	0
Zone 2 - Dalgety Bay / Rosyth	8.2%	147	24.2%	147	0.0%	0	0.0%	0
Zone 3 - Cowdenbeath/ Kelty	5.7%	103	16.9%	103	0.0%	0	0.0%	0
Zone 4 - Kirkcaldy	23.8%	430	0.0%	0	47.9%	430	0.0%	0
Zone 5 - Glenrothes	16.5%	298	0.0%	0	33.2%	298	0.0%	0
Zone 6 - Leven/ Methil	6.0%	109	0.0%	0	12.1%	109	0.0%	0
Zone 7 - Kennoway	3.4%	62	0.0%	0	6.9%	62	0.0%	0
Zone 8 - Cupar	4.1%	73	0.0%	0	0.0%	0	24.9%	73
Zone 9 - St. Andrews	9.4%	169	0.0%	0	0.0%	0	57.2%	169
Zone 10 - East Neuk	2.9%	53	0.0%	0	0.0%	0	17.9%	53
Weighted base:		1803		610		898		295
Sample:		1803		585		856		362

	Total	West Fife		Mid Fife		East Fife		
PC Postcode sector:								
DD6 8	2.1%	39	0.0%	0	0.0%	0	13.1%	39
DD6 9	1.1%	19	0.0%	0	0.0%	0	6.6%	19
FK10 4	0.7%	13	2.1%	13	0.0%	0	0.0%	0
KY1 1	2.3%	41	0.0%	0	4.6%	41	0.0%	0
KY1 2	1.5%	27	0.0%	0	3.0%	27	0.0%	0
KY1 3	0.7%	13	0.0%	0	1.5%	13	0.0%	0
KY1 4	0.8%	14	0.0%	0	1.6%	14	0.0%	0
KY10 2	0.8%	14	0.0%	0	0.0%	0	4.8%	14
KY10 3	1.9%	35	0.0%	0	0.0%	0	11.9%	35
KY11 1	1.4%	24	4.0%	24	0.0%	0	0.0%	0
KY11 2	3.3%	59	9.7%	59	0.0%	0	0.0%	0
KY11 3	0.4%	7	1.2%	7	0.0%	0	0.0%	0
KY11 4	2.5%	44	7.3%	44	0.0%	0	0.0%	0
KY11 8	4.3%	78	12.7%	78	0.0%	0	0.0%	0
KY11 9	3.5%	64	10.4%	64	0.0%	0	0.0%	0
KY12 0	2.9%	52	8.5%	52	0.0%	0	0.0%	0
KY12 7	2.5%	45	7.3%	45	0.0%	0	0.0%	0
KY12 8	3.6%	65	10.6%	65	0.0%	0	0.0%	0
KY12 9	3.1%	56	9.2%	56	0.0%	0	0.0%	0
KY14 6	0.7%	12	0.0%	0	1.4%	12	0.0%	0
KY14 7	2.8%	50	0.0%	0	5.5%	50	0.0%	0
KY15 4	1.4%	25	0.0%	0	0.0%	0	8.4%	25
KY15 5	2.7%	49	0.0%	0	0.0%	0	16.5%	49
KY15 7	2.8%	50	0.0%	0	5.6%	50	0.0%	0
KY16 0	1.9%	35	0.0%	0	0.0%	0	11.8%	35
KY16 8	3.1%	55	0.0%	0	0.0%	0	18.7%	55
KY16 9	1.2%	21	0.0%	0	0.0%	0	7.1%	21
KY2 5	2.9%	52	0.0%	0	5.7%	52	0.0%	0
KY2 6	5.5%	99	0.0%	0	11.0%	99	0.0%	0
KY3 0	2.1%	37	0.0%	0	4.1%	37	0.0%	0
KY3 9	2.2%	40	0.0%	0	4.4%	40	0.0%	0
KY4 0	1.2%	21	3.4%	21	0.0%	0	0.0%	0
KY4 8	1.2%	21	3.4%	21	0.0%	0	0.0%	0
KY4 9	3.4%	61	10.0%	61	0.0%	0	0.0%	0
KY5 0	1.9%	34	0.0%	0	3.8%	34	0.0%	0
KY5 8	1.8%	33	0.0%	0	3.6%	33	0.0%	0
KY5 9	2.3%	41	0.0%	0	4.5%	41	0.0%	0
KY6 1	1.0%	17	0.0%	0	1.9%	17	0.0%	0
KY6 2	2.0%	37	0.0%	0	4.1%	37	0.0%	0
KY6 3	0.7%	12	0.0%	0	1.4%	12	0.0%	0
KY7 4	2.4%	44	0.0%	0	4.9%	44	0.0%	0
KY7 5	1.7%	30	0.0%	0	3.3%	30	0.0%	0
KY7 6	2.5%	46	0.0%	0	5.1%	46	0.0%	0
KY8 1	1.2%	21	0.0%	0	2.4%	21	0.0%	0
KY8 2	1.8%	32	0.0%	0	3.6%	32	0.0%	0
KY8 3	1.3%	24	0.0%	0	2.7%	24	0.0%	0
KY8 4	1.7%	31	0.0%	0	3.4%	31	0.0%	0
KY8 5	2.5%	45	0.0%	0	5.0%	45	0.0%	0
KY8 6	0.9%	16	0.0%	0	1.8%	16	0.0%	0
KY9 1	0.2%	4	0.0%	0	0.0%	0	1.2%	4
Weighted base:	1803	610		898		295		
Sample:	1803	585		856		362		

Appendix 5:

Sample Questionnaire

Fife Household Survey

Good morning / afternoon / evening, I am from NEMS market research, an independent market research company, and we are conducting a short survey in your area for Fife Council. It is to assess shopping and town centres, to inform the local development plan for Fife and future retail planning applications. Do you have time to answer some questions please? It will only take about 5 minutes.

QA Are you the person responsible for the majority of the food shopping in your household?

- 1 Yes
- 2 No

IF 'YES' – CONTINUE INTERVIEW.

IF 'NO' – ASK - COULD I SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW

Q01 Where did you last do your MAIN FOOD shopping for the household?

DO NOT PROMPT. ONE ANSWER ONLY

PROBE FULLY FOR STORE / LOCATION. IF INTERNET, PROBE FOR RETAILER

#Food Food List

GO TO Q02

Others:

- 133 Internet
- 134 Other (PLEASE WRITE IN)
- 135 (Varies)
- 136 (Don't know / can't remember)
- 137 (Don't do main food shopping)

GO TO Q01A
GO TO Q02
GO TO Q02
GO TO Q02
GO TO CLOSE

Those who last did main food shopping via the Internet at Q01:

Q01A Which Internet retailer did you use on that trip?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Asda
- 2 Morrisons
- 3 Iceland
- 4 Sainsbury's
- 5 Tesco
- 6 Ocado
- 7 Waitrose
- 8 Other (PLEASE WRITE IN)
- 9 (Don't know / can't remember)

Q02 Where did you last go the time before that to do your MAIN FOOD shopping?

DO NOT PROMPT. ONE ANSWER ONLY

#Food Food List

GO TO Q03

Others:

- 133 Internet
- 134 Other (PLEASE WRITE IN)
- 135 (Varies)
- 136 (Don't know / can't remember)
- 137 (Same location as before)

GO TO Q02A
GO TO Q03
GO TO Q03
GO TO Q03
GO TO Q03

Those who did their main food shopping the time before last via the Internet at Q02:

Q02A Which Internet retailer did you use on that trip?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Asda
- 2 Morrisons
- 3 Iceland
- 4 Sainsbury's
- 5 Tesco
- 6 Ocado
- 7 Waitrose
- 8 Other (PLEASE WRITE IN)
- 9 (Don't know / can't remember)

Q03 Where did you LAST go to do small, day-to-day TOP-UP food shopping?

DO NOT READ OUT. ONE ANSWER ONLY.

#Food Food List

GO TO Q04

Others:

- 133 Internet
- 134 Other (PLEASE WRITE IN)
- 135 (Varies)
- 136 (Don't know / can't remember)
- 137 (Don't do top-up shopping)

GO TO Q03A
GO TO Q04
GO TO Q04
GO TO Q04
GO TO Q04

Those who last did top-up shopping via the Internet at Q03:

Q03A Which Internet retailer did you use on that trip?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Asda
- 2 Morrisons
- 3 Iceland
- 4 Sainsbury's
- 5 Tesco
- 6 Ocado
- 7 Waitrose
- 8 Other (PLEASE WRITE IN)
- 9 (Don't know / can't remember)

Q04 On average, how often do you do your MAIN food shopping?
ONLY PROMPT IF NECESSARY. ONE ANSWER ONLY

- 1 Daily
- 2 Between 2 and 6 times a week
- 3 Weekly
- 4 2-3 times a month
- 5 Once a month
- 6 Less frequently than once a month
- 7 (Don't know / can't remember / varies)

Those who do top-up shopping at Q03:

Q05 On average, how often do you do your TOP-UP food shopping?
ONLY PROMPT IF NECESSARY. ONE ANSWER ONLY

- 1 Daily
- 2 Between 2 and 6 times a week
- 3 Weekly
- 4 2-3 times a month
- 5 Once a month
- 6 Less frequently than once a month
- 7 (Don't know / can't remember / varies)

Q06 Could you tell me what other things you usually combine with doing your MAIN food shopping?
DO NOT PROMPT. CAN BE MULTI-CODED. PROBE FULLY. Anything else?

- 1 (Nothing)
- 2 Fast food outlets / takeaways
- 3 Get petrol / fuel
- 4 Non-food shopping
- 5 Pub
- 6 Restaurants / cafés
- 7 Taking children to / from school
- 8 Visit family and friends
- 9 Visit financial / professional services (e.g. banks, building societies, estate agents)
- A Visit other services such as travel agents, hairdressers, betting shops, libraries etc.
- B Visit specialist food shops (e.g. butchers, bakers, deli, fishmongers etc.)
- C Work
- D Other (PLEASE WRITE IN)
- E (Don't know / varies)

Q07 Moving on to NON-FOOD shopping, where do you most often buy clothes, shoes and other fashion items? You can mention up to two answers.

DO NOT PROMPT. RECORD UP TO TWO RESPONSES.

IF RESPONDENT MENTIONS A PARTICULAR STORE, ASK WHICH TOWN IT IS IN AND FLAG ACCORDINGLY. IF STORE IS NOT ON THE LIST, WRITE IN NAME OF STORE AND LOCATION.

#NonF Non-Food List

Q08 Where do you most often buy furniture, floor coverings and soft furnishings? You can mention up to two answers.

DO NOT PROMPT. RECORD UP TO TWO RESPONSES.

IF RESPONDENT MENTIONS A PARTICULAR STORE, ASK WHICH TOWN IT IS IN AND FLAG ACCORDINGLY. IF STORE IS NOT ON THE LIST, WRITE IN NAME OF STORE AND LOCATION.

#NonF Non-Food List

Q09 Where do you most often buy large domestic electrical appliances (such as fridges, washing machines, vacuum cleaners etc.)? You can mention up to two answers.

DO NOT PROMPT. RECORD UP TO TWO RESPONSES.

IF RESPONDENT MENTIONS A PARTICULAR STORE, ASK WHICH TOWN IT IS IN AND FLAG ACCORDINGLY. IF STORE IS NOT ON THE LIST, WRITE IN NAME OF STORE AND LOCATION.

#NonF Non-Food List

Q10 Where do you most often buy DIY and hardware goods? You can mention up to two answers.

DO NOT PROMPT. RECORD UP TO TWO RESPONSES.

IF RESPONDENT MENTIONS A PARTICULAR STORE, ASK WHICH TOWN IT IS IN AND FLAG ACCORDINGLY. IF STORE IS NOT ON THE LIST, WRITE IN NAME OF STORE AND LOCATION.

#NonF Non-Food List

Q11 Where do you most often buy other items of a mainly personal nature, such as sports goods, jewellery, books, toys, CDs, DVDs, computers, mobiles, cameras, electronic games etc.? You can mention up to two answers.

DO NOT PROMPT. RECORD UP TO TWO RESPONSES.

IF RESPONDENT MENTIONS A PARTICULAR STORE, ASK WHICH TOWN IT IS IN AND FLAG ACCORDINGLY. IF STORE IS NOT ON THE LIST, WRITE IN NAME OF STORE AND LOCATION.

#NonF Non-Food List

Q12 How often do you use the Internet for buying NON-FOOD goods, such as personal items and household goods?
READ OUT. ONE ANSWER ONLY.

- 1 Very frequently
- 2 Quite frequently
- 3 Occasionally
- 4 Never
- 5 (Don't know)

GO TO Q14
GO TO Q14
GO TO Q14
GO TO Q13
GO TO Q14

Those who never buy non-food goods via the Internet at Q12:

Q13 What is the main reason why you never do NON-FOOD shopping via the Internet?

DO NOT READ OUT. ONE ANSWER ONLY.

- | | | |
|---|---|-----------|
| 1 | Can't check the quality of the goods before buying | GO TO Q15 |
| 2 | Can't examine / feel the products (e.g. can't try clothes on) | GO TO Q15 |
| 3 | Delivery charges | GO TO Q15 |
| 4 | Difficult to find what I want | GO TO Q15 |
| 5 | Difficult to return items | GO TO Q15 |
| 6 | Don't have access to the Internet | GO TO Q15 |
| 7 | Don't like using computers | GO TO Q15 |
| 8 | Don't trust the Internet (unsafe) | GO TO Q15 |
| 9 | Goods can be damaged in transit | GO TO Q15 |
| A | Having to be in to receive deliveries | GO TO Q15 |
| B | Internet shopping is taking away trade from the High Street | GO TO Q15 |
| C | Other (PLEASE WRITE IN) | GO TO Q15 |
| D | (No particular reason) | GO TO Q15 |
| E | (Don't know / not sure) | GO TO Q15 |

Those who buy non-food goods via the Internet at Q12:

Q14 Thinking about Internet shopping for NON-FOOD items, such as personal items and household goods, what do you like most about shopping on the Internet?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Allows me to compare goods / prices at my leisure
- 2 Better quality goods online
- 3 Can download items purchased online
- 4 Can get finance to pay for goods online
- 5 Can read reviews of products online
- 6 Can shop 24 hours
- 7 Can use my loyalty points online
- 8 Cheaper prices online
- 9 City / town centre too large to walk round
- A Convenient
- B Delivery service / saves carrying goods home
- C Disabled / can't walk far
- D Don't have any shops near me
- E Don't have to find a parking space / drive there
- F Don't like store shopping
- G Easier to find the special offers online
- H Get better guarantees online
- I Greater choice / range online
- J I can't get to the shops
- K Makes it easier to keep to a budget
- L No car available / don't drive
- M Saves time
- N There is no delivery fee / the fee is low
- O Other (PLEASE WRITE IN)
- P (No particular reason)
- Q (Don't know / not sure)

Q15 Looking into the future, how frequently do you intend to use the Internet for NON-FOOD shopping?

READ OUT. ONE ANSWER ONLY.

- 1 Very frequently
- 2 Quite frequently
- 3 Occasionally
- 4 Never
- 5 (Don't know)

LOCAL CENTRE for Q16 to Q27 determined by geographical zone, as follows:

Dunfermline = zones 1, 2 and 3
Kirkcaldy = zone 4, 6 and 7
Glenrothes = zone 5
Cupar = zone 8
St Andrews = zones 9 and 10

Those who live within zones 1, 2 & 3:

D16 Thinking about Dunfermline Town Centre, how often do you visit it, on average?

DO NOT READ OUT. ONE ANSWER ONLY.

- | | | |
|---|--------------------------------------|-----------|
| 1 | Daily | GO TO D17 |
| 2 | Every 2 days | GO TO D17 |
| 3 | Between 3 times and six times a week | GO TO D17 |
| 4 | Weekly | GO TO D17 |
| 5 | 2-3 times a month | GO TO D17 |
| 6 | Once a month | GO TO D17 |
| 7 | Less frequently than once a month | GO TO D17 |
| 8 | Never | GO TO D25 |
| 9 | (Don't know / varies) | GO TO D17 |

Those who visit Dunfermline Town Centre at D16:

D17 How do you normally travel to Dunfermline Town Centre?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Drive self in car / van
- 2 Passenger in car / van
- 3 Walk
- 4 Bus
- 5 Taxi
- 6 Cycle
- 7 Motorcycle
- 8 Disability vehicle (wheelchair, scooter etc.)
- 9 Other (PLEASE WRITE IN)
- A (Don't know / varies)

Those who visit Dunfermline Town Centre at D16:

D18 What typically, are your main reasons for visiting Dunfermline Town Centre (i.e. what range of things do you do when you get there)?

DO NOT READ OUT. CAN BE MULTI-CODED. PROBE FULLY. Anything else?

- 1 Buy fast food / takeaways
- 2 Cinema
- 3 Food shopping
- 4 Gaming
- 5 Get petrol / fuel
- 6 Meet family and friends
- 7 Non-food shopping
- 8 Shopping generally
- 9 Sports / leisure facilities
- A Taking children to / from school
- B Theatre
- C Visit clubs, halls, societies
- D Visit financial / professional services (e.g. banks, building societies, estate agents etc.)
- E Visit other services (such as travel agents, hairdressers, betting shops, libraries etc.)
- F Visit pubs
- G Visit restaurants / cafés
- H Walk around / browse
- I Work / study
- J Other (PLEASE WRITE IN)
- K (Don't know / can't remember)

Those who visit Dunfermline Town Centre at D16:

D19 On average, how long do you normally spend in Dunfermline Town Centre when you visit?

DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Less than 30 minutes
- 2 30 minutes - 59 minutes
- 3 1 hour – 1 hour 59 minutes
- 4 2 hours – 2 hours 59 minutes
- 5 3 hours – 3 hours 59 minutes
- 6 4 hours or more
- 7 (Don't know / varies)

Those who visit Dunfermline Town Centre at D16:

D20 What do you LIKE MOST about Dunfermline Town Centre for shopping and as a place to visit generally?

DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY.

- 1 (Nothing in particular / don't like or dislike)
- 2 Attractive environment generally
- 3 Availability of parking
- 4 Childrens' play park
- 5 Clean streets
- 6 Close to home / convenient / close to work
- 7 Easy / pleasant to walk about / pedestrian areas
- 8 Evening / nightlife
- 9 Free parking
- A Friendly / community atmosphere
- B Historic character
- C Leisure facilities
- D Nice day out
- E Prices
- F Provision of toilets
- G Public transport
- H Quality / choice of food shops and supermarkets
- I Quality / range of cafes & restaurants
- J Quality / range of pubs
- K Quality of clothes shops
- L Quality of independent shops
- M Quality of shops
- N Range / choice of shops generally
- O Range / choice of clothes shops
- P Range / choice of larger stores
- Q Range of independent shops
- R Security / policing
- S Service in shops
- T Other (PLEASE WRITE IN)
- U (Don't know / can't remember)

Those who visit Dunfermline Town Centre at D16:

D21 What do you DISLIKE MOST about Dunfermline Town Centre for shopping and as a place to visit generally?

DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY.

- 1 (Nothing in particular / don't like or dislike)
- 2 Anti-social behaviour
- 3 Derelict / unattractive sites
- 4 Difficult to stop
- 5 Dirty streets / cleaning
- 6 Inconvenient parking
- 7 Lack / limited leisure facilities
- 8 Lack of pedestrian areas
- 9 Limited parking
- A Limited range of larger stores
- B More cafés / café culture needed
- C Numbers of vacant shops
- D Poor pedestrian access / connections in the town
- E Poor security / policing
- F Poor shop / building frontages
- G Prices
- H Provision of toilets
- I Public transport
- J Quality / choice of food shops and supermarkets
- K Quality / range of cafés & restaurants
- L Quality / range of pubs
- M Quality of shops generally
- N Range of clothes shops
- O Range of shops generally
- P Service in shops
- Q Too far from home / place of work
- R Traffic congestion
- S Unattractive environment generally
- T Other (PLEASE WRITE IN)
- U (Don't know / can't remember)

Those who visit Dunfermline Town Centre at D16:

D22 Overall, how do you rate Dunfermline Town Centre on the following aspects as 'Good', 'Average' or 'Poor'?

READ OUT. RECORD ONE RESPONSE PER ASPECT.

**Good|Average|Poor
r|(Don't know)**

- 1 As a pleasant place to visit
- 2 Parking availability
- 3 Quality of shops
- 4 Range and choice of shops
- 5 Range and quality of restaurants and cafes
- 6 Town centre environment

Those who visit Dunfermline Town Centre at D16:

D23 What improvements to Dunfermline Town Centre would make you visit there more often?

DO NOT PROMPT. CAN BE MULTI-CODED. PROBE FULLY. Anything else?

- 1 (Nothing / no change)
- 2 An outdoor market
- 3 Better public transport
- 4 Better sign posting
- 5 Cleaner streets
- 6 Covered shopping malls
- 7 Improve the environment generally
- 8 Less traffic congestion
- 9 Lower prices
- A More / better food shops
- B More / better restaurants / cafés
- C More / better shops generally
- D More / cheaper parking
- E More department stores / larger stores
- F More leisure facilities
- G More nightlife
- H More non- retail services
- I More pedestrianised streets
- J More security / policing
- K More specialist shops
- L More/ better clothes & fashion stores
- M Other (PLEASE WRITE IN)
- N (Don't know)

Those who visit Dunfermline Town Centre at D16:

D24 On average, how often do you visit Dunfermline Town Centre in the evenings (i.e. after 6pm)?

DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Daily **GO TO D26**
- 2 Every 2 days **GO TO D26**
- 3 Between 3 times and 6 times a week **GO TO D26**
- 4 Weekly **GO TO D26**
- 5 2-3 times a month **GO TO D26**
- 6 Once a month **GO TO D26**
- 7 Less frequently than once a month **GO TO D26**
- 8 Never **GO TO D26**
- 9 (Don't know / varies) **GO TO D26**

Those who never visit Dunfermline Town Centre at D16:

D25 Why do you never visit Dunfermline Town Centre?
DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY.

- 1 (Nothing in particular / don't like or dislike)
- 2 Anti-social behaviour
- 3 Derelict / unattractive sites
- 4 Difficult to stop
- 5 Dirty streets / cleaning
- 6 Inconvenient parking
- 7 Lack / limited leisure facilities
- 8 Lack of pedestrian areas
- 9 Limited parking
- A Limited range of larger stores
- B More cafés / café culture needed
- C Numbers of vacant shops
- D Poor pedestrian access / connections in the town
- E Poor security / policing
- F Poor shop / building frontages
- G Prices
- H Provision of toilets
- I Public transport
- J Quality / choice of food shops and supermarkets
- K Quality / range of cafés & restaurants
- L Quality / range of pubs
- M Quality of shops generally
- N Range of clothes shops
- O Range of shops generally
- P Service in shops
- Q Too far from home / place of work
- R Traffic congestion
- S Unattractive environment generally
- T Other (PLEASE WRITE IN)
- U (Don't know / can't remember)

Those who live within zones 1, 2 or 3:

D26 What would make you visit Dunfermline Town Centre more often in the evenings?
DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY.

- 1 (Nothing)
- 2 Better town centre environment
- 3 Easier access / less traffic congestion
- 4 Improved parking facilities
- 5 Improved town centre security
- 6 Longer / later opening hours
- 7 More / better pubs
- 8 More / better restaurants
- 9 More cultural facilities
- A More evening events
- B More family orientated facilities
- C More leisure facilities
- D More night clubs
- E More things to do generally
- F Music / arts / performances / concerts
- G Shops open later
- H Other (PLEASE WRITE IN)
- I (Don't know)

Those who visit Dunfermline Town Centre at D16:

D27 Do you take part in any of the following leisure activities when you visit Dunfermline Town Centre?
READ OUT. CODE ALL THAT APPLY.

- 1 (None)
- 2 Bingo
- 3 Cinema
- 4 Leisure centre / gym
- 5 Nightclub / disco
- 6 Pub / wine bar
- 7 Restaurants
- 8 Swimming
- 9 Ten-pin bowling
- A Theatre / concert
- B Other (PLEASE WRITE IN)
- C (Don't know / can't remember)

Those who live within zones 4, 6 & 7:

K16 Thinking about Kirkcaldy Town Centre, how often do you visit it, on average?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily GO TO K17
- 2 Every 2 days GO TO K17
- 3 Between 3 times and six times a week GO TO K17
- 4 Weekly GO TO K17
- 5 2-3 times a month GO TO K17
- 6 Once a month GO TO K17
- 7 Less frequently than once a month GO TO K17
- 8 Never GO TO K25
- 9 (Don't know / varies) GO TO K17

Those who visit Kirkcaldy Town Centre at K16:

K17 How do you normally travel to Kirkcaldy Town Centre?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Drive self in car / van
- 2 Passenger in car / van
- 3 Walk
- 4 Bus
- 5 Taxi
- 6 Cycle
- 7 Motorcycle
- 8 Disability vehicle (wheelchair, scooter etc.)
- 9 Other (PLEASE WRITE IN)
- A (Don't know / varies)

Those who visit Kirkcaldy Town Centre at K16:

K18 What typically, are your main reasons for visiting Kirkcaldy Town Centre (i.e. what range of things do you do when you get there)?

DO NOT READ OUT. CAN BE MULTI-CODED. PROBE FULLY. Anything else?

- 1 Buy fast food / takeaways
- 2 Cinema
- 3 Food shopping
- 4 Gaming
- 5 Get petrol / fuel
- 6 Meet family and friends
- 7 Non-food shopping
- 8 Shopping generally
- 9 Sports / leisure facilities
- A Taking children to / from school
- B Theatre
- C Visit clubs, halls, societies
- D Visit financial / professional services (e.g. banks, building societies, estate agents etc.)
- E Visit other services (such as travel agents, hairdressers, betting shops, libraries etc.)
- F Visit pubs
- G Visit restaurants / cafés
- H Walk around / browse
- I Work / study
- J Other (PLEASE WRITE IN)
- K (Don't know / can't remember)

Those who visit Kirkcaldy Town Centre at K16:

K19 On average, how long do you normally spend in Kirkcaldy Town Centre when you visit?

DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Less than 30 minutes
- 2 30 minutes - 59 minutes
- 3 1 hour – 1 hour 59 minutes
- 4 2 hours – 2 hours 59 minutes
- 5 3 hours – 3 hours 59 minutes
- 6 4 hours or more
- 7 (Don't know / varies)

Those who visit Kirkcaldy Town Centre at K16:

K20 What do you LIKE MOST about Kirkcaldy Town Centre for shopping and as a place to visit generally?

DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY.

- 1 (Nothing in particular / don't like or dislike)
- 2 Attractive environment generally
- 3 Availability of parking
- 4 Childrens' play park
- 5 Clean streets
- 6 Close to home / convenient / close to work
- 7 Easy / pleasant to walk about / pedestrian areas
- 8 Evening / nightlife
- 9 Free parking
- A Friendly / community atmosphere
- B Historic character
- C Leisure facilities
- D Nice day out
- E Prices
- F Provision of toilets
- G Public transport
- H Quality / choice of food shops and supermarkets
- I Quality / range of cafes & restaurants
- J Quality / range of pubs
- K Quality of clothes shops
- L Quality of independent shops
- M Quality of shops
- N Range / choice of shops generally
- O Range / choice of clothes shops
- P Range / choice of larger stores
- Q Range of independent shops
- R Security / policing
- S Service in shops
- T Other (PLEASE WRITE IN)
- U (Don't know / can't remember)

Those who visit Kirkcaldy Town Centre at K16:

K21 What do you DISLIKE MOST about Kirkcaldy Town Centre for shopping and as a place to visit generally?
DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY.

- 1 (Nothing in particular / don't like or dislike)
- 2 Anti-social behaviour
- 3 Derelict / unattractive sites
- 4 Difficult to stop
- 5 Dirty streets / cleaning
- 6 Inconvenient parking
- 7 Lack / limited leisure facilities
- 8 Lack of pedestrian areas
- 9 Limited parking
- A Limited range of larger stores
- B More cafés / café culture needed
- C Numbers of vacant shops
- D Poor pedestrian access / connections in the town
- E Poor security / policing
- F Poor shop / building frontages
- G Prices
- H Provision of toilets
- I Public transport
- J Quality / choice of food shops and supermarkets
- K Quality / range of cafés & restaurants
- L Quality / range of pubs
- M Quality of shops generally
- N Range of clothes shops
- O Range of shops generally
- P Service in shops
- Q Too far from home / place of work
- R Traffic congestion
- S Unattractive environment generally
- T Other (PLEASE WRITE IN)
- U (Don't know / can't remember)

Those who visit Kirkcaldy Town Centre at K16:

K22 Overall, how do you rate Kirkcaldy Town Centre on the following aspects as 'Good', 'Average' or 'Poor'?
READ OUT. RECORD ONE RESPONSE PER ASPECT.

Good|Average|Poor
r|(Don't know)

- 1 As a pleasant place to visit
- 2 Parking availability
- 3 Quality of shops
- 4 Range and choice of shops
- 5 Range and quality of restaurants and cafes
- 6 Town centre environment

Those who visit Kirkcaldy Town Centre at K16:

K23 What improvements to Kirkcaldy Town Centre would make you visit there more often?
DO NOT PROMPT. CAN BE MULTI-CODED. PROBE FULLY. Anything else?

- 1 (Nothing / no change)
- 2 An outdoor market
- 3 Better public transport
- 4 Better sign posting
- 5 Cleaner streets
- 6 Covered shopping malls
- 7 Improve the environment generally
- 8 Less traffic congestion
- 9 Lower prices
- A More / better food shops
- B More / better restaurants / cafés
- C More / better shops generally
- D More / cheaper parking
- E More department stores / larger stores
- F More leisure facilities
- G More nightlife
- H More non- retail services
- I More pedestrianised streets
- J More security / policing
- K More specialist shops
- L More/ better clothes & fashion stores
- M Other (PLEASE WRITE IN)
- N (Don't know)

Those who visit Kirkcaldy Town Centre at K16:

K24 On average, how often do you visit Kirkcaldy Town Centre in the evenings (i.e. after 6pm)?
DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Daily GO TO K26
- 2 Every 2 days GO TO K26
- 3 Between 3 times and 6 times a week GO TO K26
- 4 Weekly GO TO K26
- 5 2-3 times a month GO TO K26
- 6 Once a month GO TO K26
- 7 Less frequently than once a month GO TO K26
- 8 Never GO TO K26
- 9 (Don't know / varies) GO TO K26

Those who never visit Kirkcaldy Town Centre at K16:

K25 Why do you never visit Kirkcaldy Town Centre?
DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY.

- 1 (Nothing in particular / don't like or dislike)
- 2 Anti-social behaviour
- 3 Derelict / unattractive sites
- 4 Difficult to stop
- 5 Dirty streets / cleaning
- 6 Inconvenient parking
- 7 Lack / limited leisure facilities
- 8 Lack of pedestrian areas
- 9 Limited parking
- A Limited range of larger stores
- B More cafés / café culture needed
- C Numbers of vacant shops
- D Poor pedestrian access / connections in the town
- E Poor security / policing
- F Poor shop / building frontages
- G Prices
- H Provision of toilets
- I Public transport
- J Quality / choice of food shops and supermarkets
- K Quality / range of cafés & restaurants
- L Quality / range of pubs
- M Quality of shops generally
- N Range of clothes shops
- O Range of shops generally
- P Service in shops
- Q Too far from home / place of work
- R Traffic congestion
- S Unattractive environment generally
- T Other (PLEASE WRITE IN)
- U (Don't know / can't remember)

Those who live within zones 4, 6 & 7:

K26 What would make you visit Kirkcaldy Town Centre more often in the evenings?
DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY.

- 1 (Nothing)
- 2 Better town centre environment
- 3 Easier access / less traffic congestion
- 4 Improved parking facilities
- 5 Improved town centre security
- 6 Longer / later opening hours
- 7 More / better pubs
- 8 More / better restaurants
- 9 More cultural facilities
- A More evening events
- B More family orientated facilities
- C More leisure facilities
- D More night clubs
- E More things to do generally
- F Music / arts / performances / concerts
- G Shops open later
- H Other (PLEASE WRITE IN)
- I (Don't know)

Those who visit Kirkcaldy Town Centre at K16:

K27 Do you take part in any of the following leisure activities when you visit Kirkcaldy Town Centre?
READ OUT. CODE ALL THAT APPLY.

- 1 (None)
- 2 Bingo
- 3 Cinema
- 4 Leisure centre / gym
- 5 Nightclub / disco
- 6 Pub / wine bar
- 7 Restaurants
- 8 Swimming
- 9 Ten-pin bowling
- A Theatre / concert
- B Other (PLEASE WRITE IN)
- C (Don't know / can't remember)

Those who live within zone 5:

G16 Thinking about Glenrothes Town Centre, how often do you visit it, on average?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily GO TO G17
- 2 Every 2 days GO TO G17
- 3 Between 3 times and six times a week GO TO G17
- 4 Weekly GO TO G17
- 5 2-3 times a month GO TO G17
- 6 Once a month GO TO G17
- 7 Less frequently than once a month GO TO G17
- 8 Never GO TO G25
- 9 (Don't know / varies) GO TO G17

Those who visit Glenrothes Town Centre at G16:

G17 How do you normally travel to Glenrothes Town Centre?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Drive self in car / van
- 2 Passenger in car / van
- 3 Walk
- 4 Bus
- 5 Taxi
- 6 Cycle
- 7 Motorcycle
- 8 Disability vehicle (wheelchair, scooter etc.)
- 9 Other (PLEASE WRITE IN)
- A (Don't know / varies)

Those who visit Glenrothes Town Centre at G16:

G18 What typically, are your main reasons for visiting Glenrothes Town Centre (i.e. what range of things do you do when you get there)?
DO NOT READ OUT. CAN BE MULTI-CODED. PROBE FULLY. Anything else?

- 1 Buy fast food / takeaways
- 2 Cinema
- 3 Food shopping
- 4 Gaming
- 5 Get petrol / fuel
- 6 Meet family and friends
- 7 Non-food shopping
- 8 Shopping generally
- 9 Sports / leisure facilities
- A Taking children to / from school
- B Theatre
- C Visit clubs, halls, societies
- D Visit financial / professional services (e.g. banks, building societies, estate agents etc.)
- E Visit other services (such as travel agents, hairdressers, betting shops, libraries etc.)
- F Visit pubs
- G Visit restaurants / cafés
- H Walk around / browse
- I Work / study
- J Other (PLEASE WRITE IN)
- K (Don't know / can't remember)

Those who visit Glenrothes Town Centre at G16:

G19 On average, how long do you normally spend in Glenrothes Town Centre when you visit?
DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Less than 30 minutes
- 2 30 minutes - 59 minutes
- 3 1 hour – 1 hour 59 minutes
- 4 2 hours – 2 hours 59 minutes
- 5 3 hours – 3 hours 59 minutes
- 6 4 hours or more
- 7 (Don't know / varies)

Those who visit Glenrothes Town Centre at G16:

G20 What do you LIKE MOST about Glenrothes Town Centre for shopping and as a place to visit generally?
DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY.

- 1 (Nothing in particular / don't like or dislike)
- 2 Attractive environment generally
- 3 Availability of parking
- 4 Childrens' play park
- 5 Clean streets
- 6 Close to home / convenient / close to work
- 7 Easy / pleasant to walk about / pedestrian areas
- 8 Evening / nightlife
- 9 Free parking
- A Friendly / community atmosphere
- B Historic character
- C Leisure facilities
- D Nice day out
- E Prices
- F Provision of toilets
- G Public transport
- H Quality / choice of food shops and supermarkets
- I Quality / range of cafes & restaurants
- J Quality / range of pubs
- K Quality of clothes shops
- L Quality of independent shops
- M Quality of shops
- N Range / choice of shops generally
- O Range / choice of clothes shops
- P Range / choice of larger stores
- Q Range of independent shops
- R Security / policing
- S Service in shops
- T Other (PLEASE WRITE IN)
- U (Don't know / can't remember)

Those who visit Glenrothes Town Centre at G16:

G21 What do you DISLIKE MOST about Glenrothes Town Centre for shopping and as a place to visit generally?
DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY.

- 1 (Nothing in particular / don't like or dislike)
- 2 Anti-social behaviour
- 3 Derelict / unattractive sites
- 4 Difficult to stop
- 5 Dirty streets / cleaning
- 6 Inconvenient parking
- 7 Lack / limited leisure facilities
- 8 Lack of pedestrian areas
- 9 Limited parking
- A Limited range of larger stores
- B More cafés / café culture needed
- C Numbers of vacant shops
- D Poor pedestrian access / connections in the town
- E Poor security / policing
- F Poor shop / building frontages
- G Prices
- H Provision of toilets
- I Public transport
- J Quality / choice of food shops and supermarkets
- K Quality / range of cafés & restaurants
- L Quality / range of pubs
- M Quality of shops generally
- N Range of clothes shops
- O Range of shops generally
- P Service in shops
- Q Too far from home / place of work
- R Traffic congestion
- S Unattractive environment generally
- T Other (PLEASE WRITE IN)
- U (Don't know / can't remember)

Those who visit Glenrothes Town Centre at G16:

G22 Overall, how do you rate Glenrothes Town Centre on the following aspects as 'Good', 'Average' or 'Poor'?
READ OUT. RECORD ONE RESPONSE PER ASPECT.

Good|Average|Poor
r|(Don't know)

- 1 As a pleasant place to visit
- 2 Parking availability
- 3 Quality of shops
- 4 Range and choice of shops
- 5 Range and quality of restaurants and cafes
- 6 Town centre environment

Those who visit Glenrothes Town Centre at G16:

G23 What improvements to Glenrothes Town Centre would make you visit there more often?
DO NOT PROMPT. CAN BE MULTI-CODED. PROBE FULLY. Anything else?

- 1 (Nothing / no change)
- 2 An outdoor market
- 3 Better public transport
- 4 Better sign posting
- 5 Cleaner streets
- 6 Covered shopping malls
- 7 Improve the environment generally
- 8 Less traffic congestion
- 9 Lower prices
- A More / better food shops
- B More / better restaurants / cafés
- C More / better shops generally
- D More / cheaper parking
- E More department stores / larger stores
- F More leisure facilities
- G More nightlife
- H More non- retail services
- I More pedestrianised streets
- J More security / policing
- K More specialist shops
- L More/ better clothes & fashion stores
- M Other (PLEASE WRITE IN)
- N (Don't know)

Those who visit Glenrothes Town Centre at G16:

G24 On average, how often do you visit Glenrothes Town Centre in the evenings (i.e. after 6pm)?
DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Daily GO TO G26
- 2 Every 2 days GO TO G26
- 3 Between 3 times and 6 times a week GO TO G26
- 4 Weekly GO TO G26
- 5 2-3 times a month GO TO G26
- 6 Once a month GO TO G26
- 7 Less frequently than once a month GO TO G26
- 8 Never GO TO G26
- 9 (Don't know / varies) GO TO G26

Those who never visit Glenrothes Town Centre at G16:

G25 Why do you never visit Glenrothes Town Centre?
DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY.

- 1 (Nothing in particular / don't like or dislike)
- 2 Anti-social behaviour
- 3 Derelict / unattractive sites
- 4 Difficult to stop
- 5 Dirty streets / cleaning
- 6 Inconvenient parking
- 7 Lack / limited leisure facilities
- 8 Lack of pedestrian areas
- 9 Limited parking
- A Limited range of larger stores
- B More cafés / café culture needed
- C Numbers of vacant shops
- D Poor pedestrian access / connections in the town
- E Poor security / policing
- F Poor shop / building frontages
- G Prices
- H Provision of toilets
- I Public transport
- J Quality / choice of food shops and supermarkets
- K Quality / range of cafés & restaurants
- L Quality / range of pubs
- M Quality of shops generally
- N Range of clothes shops
- O Range of shops generally
- P Service in shops
- Q Too far from home / place of work
- R Traffic congestion
- S Unattractive environment generally
- T Other (PLEASE WRITE IN)
- U (Don't know / can't remember)

Those who live within zone 5:

G26 What would make you visit Glenrothes Town Centre more often in the evenings?
DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY.

- 1 (Nothing)
- 2 Better town centre environment
- 3 Easier access / less traffic congestion
- 4 Improved parking facilities
- 5 Improved town centre security
- 6 Longer / later opening hours
- 7 More / better pubs
- 8 More / better restaurants
- 9 More cultural facilities
- A More evening events
- B More family orientated facilities
- C More leisure facilities
- D More night clubs
- E More things to do generally
- F Music / arts / performances / concerts
- G Shops open later
- H Other (PLEASE WRITE IN)
- I (Don't know)

Those who visit Glenrothes Town Centre at G16:

G27 Do you take part in any of the following leisure activities when you visit Glenrothes Town Centre?
READ OUT. CODE ALL THAT APPLY.

- 1 (None)
- 2 Bingo
- 3 Cinema
- 4 Leisure centre / gym
- 5 Nightclub / disco
- 6 Pub / wine bar
- 7 Restaurants
- 8 Swimming
- 9 Ten-pin bowling
- A Theatre / concert
- B Other (PLEASE WRITE IN)
- C (Don't know / can't remember)

Those who live within zone 8:

C16 Thinking about Cupar Town Centre, how often do you visit it, on average?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily GO TO C17
- 2 Every 2 days GO TO C17
- 3 Between 3 times and six times a week GO TO C17
- 4 Weekly GO TO C17
- 5 2-3 times a month GO TO C17
- 6 Once a month GO TO C17
- 7 Less frequently than once a month GO TO C17
- 8 Never GO TO C25
- 9 (Don't know / varies) GO TO C17

Those who visit Cupar Town Centre at C16:

C17 How do you normally travel to Cupar Town Centre?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Drive self in car / van
- 2 Passenger in car / van
- 3 Walk
- 4 Bus
- 5 Taxi
- 6 Cycle
- 7 Motorcycle
- 8 Disability vehicle (wheelchair, scooter etc.)
- 9 Other (PLEASE WRITE IN)
- A (Don't know / varies)

Those who visit Cupar Town Centre at C16:

C18 What typically, are your main reasons for visiting Cupar Town Centre (i.e. what range of things do you do when you get there)?
DO NOT READ OUT. CAN BE MULTI-CODED. PROBE FULLY. Anything else?

- 1 Buy fast food / takeaways
- 2 Cinema
- 3 Food shopping
- 4 Gaming
- 5 Get petrol / fuel
- 6 Meet family and friends
- 7 Non-food shopping
- 8 Shopping generally
- 9 Sports / leisure facilities
- A Taking children to / from school
- B Theatre
- C Visit clubs, halls, societies
- D Visit financial / professional services (e.g. banks, building societies, estate agents etc.)
- E Visit other services (such as travel agents, hairdressers, betting shops, libraries etc.)
- F Visit pubs
- G Visit restaurants / cafés
- H Walk around / browse
- I Work / study
- J Other (PLEASE WRITE IN)
- K (Don't know / can't remember)

Those who visit Cupar Town Centre at C16:

C19 On average, how long do you normally spend in Cupar Town Centre when you visit?
DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Less than 30 minutes
- 2 30 minutes - 59 minutes
- 3 1 hour – 1 hour 59 minutes
- 4 2 hours – 2 hours 59 minutes
- 5 3 hours – 3 hours 59 minutes
- 6 4 hours or more
- 7 (Don't know / varies)

Those who visit Cupar Town Centre at C16:

C20 What do you LIKE MOST about Cupar Town Centre for shopping and as a place to visit generally?
DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY.

- 1 (Nothing in particular / don't like or dislike)
- 2 Attractive environment generally
- 3 Availability of parking
- 4 Childrens' play park
- 5 Clean streets
- 6 Close to home / convenient / close to work
- 7 Easy / pleasant to walk about / pedestrian areas
- 8 Evening / nightlife
- 9 Free parking
- A Friendly / community atmosphere
- B Historic character
- C Leisure facilities
- D Nice day out
- E Prices
- F Provision of toilets
- G Public transport
- H Quality / choice of food shops and supermarkets
- I Quality / range of cafes & restaurants
- J Quality / range of pubs
- K Quality of clothes shops
- L Quality of independent shops
- M Quality of shops
- N Range / choice of shops generally
- O Range / choice of clothes shops
- P Range / choice of larger stores
- Q Range of independent shops
- R Security / policing
- S Service in shops
- T Other (PLEASE WRITE IN)
- U (Don't know / can't remember)

Those who visit Cupar Town Centre at C16:

C21 What do you DISLIKE MOST about Cupar Town Centre for shopping and as a place to visit generally?
DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY.

- 1 (Nothing in particular / don't like or dislike)
- 2 Anti-social behaviour
- 3 Derelict / unattractive sites
- 4 Difficult to stop
- 5 Dirty streets / cleaning
- 6 Inconvenient parking
- 7 Lack / limited leisure facilities
- 8 Lack of pedestrian areas
- 9 Limited parking
- A Limited range of larger stores
- B More cafés / café culture needed
- C Numbers of vacant shops
- D Poor pedestrian access / connections in the town
- E Poor security / policing
- F Poor shop / building frontages
- G Prices
- H Provision of toilets
- I Public transport
- J Quality / choice of food shops and supermarkets
- K Quality / range of cafés & restaurants
- L Quality / range of pubs
- M Quality of shops generally
- N Range of clothes shops
- O Range of shops generally
- P Service in shops
- Q Too far from home / place of work
- R Traffic congestion
- S Unattractive environment generally
- T Other (PLEASE WRITE IN)
- U (Don't know / can't remember)

Those who visit Cupar Town Centre at C16:

C22 Overall, how do you rate Cupar Town Centre on the following aspects as 'Good', 'Average' or 'Poor'?
READ OUT. RECORD ONE RESPONSE PER ASPECT.

Good|Average|Poor
r|(Don't know)

- 1 As a pleasant place to visit
- 2 Parking availability
- 3 Quality of shops
- 4 Range and choice of shops
- 5 Range and quality of restaurants and cafes
- 6 Town centre environment

Those who visit Cupar Town Centre at C16:

C23 What improvements to Cupar Town Centre would make you visit there more often?
DO NOT PROMPT. CAN BE MULTI-CODED. PROBE FULLY. Anything else?

- 1 (Nothing / no change)
- 2 An outdoor market
- 3 Better public transport
- 4 Better sign posting
- 5 Cleaner streets
- 6 Covered shopping malls
- 7 Improve the environment generally
- 8 Less traffic congestion
- 9 Lower prices
- A More / better food shops
- B More / better restaurants / cafés
- C More / better shops generally
- D More / cheaper parking
- E More department stores / larger stores
- F More leisure facilities
- G More nightlife
- H More non- retail services
- I More pedestrianised streets
- J More security / policing
- K More specialist shops
- L More/ better clothes & fashion stores
- M Other (PLEASE WRITE IN)
- N (Don't know)

Those who visit Cupar Town Centre at C16:

C24 On average, how often do you visit Cupar Town Centre in the evenings (i.e. after 6pm)?
DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Daily GO TO C26
- 2 Every 2 days GO TO C26
- 3 Between 3 times and 6 times a week GO TO C26
- 4 Weekly GO TO C26
- 5 2-3 times a month GO TO C26
- 6 Once a month GO TO C26
- 7 Less frequently than once a month GO TO C26
- 8 Never GO TO C26
- 9 (Don't know / varies) GO TO C26

Those who never visit Cupar Town Centre at C16:

C25 Why do you never visit Cupar Town Centre?
DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY.

- 1 (Nothing in particular / don't like or dislike)
- 2 Anti-social behaviour
- 3 Derelict / unattractive sites
- 4 Difficult to stop
- 5 Dirty streets / cleaning
- 6 Inconvenient parking
- 7 Lack / limited leisure facilities
- 8 Lack of pedestrian areas
- 9 Limited parking
- A Limited range of larger stores
- B More cafés / café culture needed
- C Numbers of vacant shops
- D Poor pedestrian access / connections in the town
- E Poor security / policing
- F Poor shop / building frontages
- G Prices
- H Provision of toilets
- I Public transport
- J Quality / choice of food shops and supermarkets
- K Quality / range of cafés & restaurants
- L Quality / range of pubs
- M Quality of shops generally
- N Range of clothes shops
- O Range of shops generally
- P Service in shops
- Q Too far from home / place of work
- R Traffic congestion
- S Unattractive environment generally
- T Other (PLEASE WRITE IN)
- U (Don't know / can't remember)

Those who live within zone 8:

C26 What would make you visit Cupar Town Centre more often in the evenings?
DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY.

- 1 (Nothing)
- 2 Better town centre environment
- 3 Easier access / less traffic congestion
- 4 Improved parking facilities
- 5 Improved town centre security
- 6 Longer / later opening hours
- 7 More / better pubs
- 8 More / better restaurants
- 9 More cultural facilities
- A More evening events
- B More family orientated facilities
- C More leisure facilities
- D More night clubs
- E More things to do generally
- F Music / arts / performances / concerts
- G Shops open later
- H Other (PLEASE WRITE IN)
- I (Don't know)

Those who visit Cupar Town Centre at C16:

C27 Do you take part in any of the following leisure activities when you visit Cupar Town Centre?
READ OUT. CODE ALL THAT APPLY.

- 1 (None)
- 2 Bingo
- 3 Cinema
- 4 Leisure centre / gym
- 5 Nightclub / disco
- 6 Pub / wine bar
- 7 Restaurants
- 8 Swimming
- 9 Ten-pin bowling
- A Theatre / concert
- B Other (PLEASE WRITE IN)
- C (Don't know / can't remember)

Those who live within zones 9 & 10:

S16 Thinking about St Andrews Town Centre, how often do you visit it, on average?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily GO TO S17
- 2 Every 2 days GO TO S17
- 3 Between 3 times and six times a week GO TO S17
- 4 Weekly GO TO S17
- 5 2-3 times a month GO TO S17
- 6 Once a month GO TO S17
- 7 Less frequently than once a month GO TO S17
- 8 Never GO TO S25
- 9 (Don't know / varies) GO TO S17

Those who visit St Andrews Town Centre at S16:

S17 How do you normally travel to St Andrews Town Centre?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Drive self in car / van
- 2 Passenger in car / van
- 3 Walk
- 4 Bus
- 5 Taxi
- 6 Cycle
- 7 Motorcycle
- 8 Disability vehicle (wheelchair, scooter etc.)
- 9 Other (PLEASE WRITE IN)
- A (Don't know / varies)

Those who visit St Andrews Town Centre at S16:

S18 What typically, are your main reasons for visiting St Andrews Town Centre (i.e. what range of things do you do when you get there)?
DO NOT READ OUT. CAN BE MULTI-CODED. PROBE FULLY. Anything else?

- 1 Buy fast food / takeaways
- 2 Cinema
- 3 Food shopping
- 4 Gaming
- 5 Get petrol / fuel
- 6 Meet family and friends
- 7 Non-food shopping
- 8 Shopping generally
- 9 Sports / leisure facilities
- A Taking children to / from school
- B Theatre
- C Visit clubs, halls, societies
- D Visit financial / professional services (e.g. banks, building societies, estate agents etc.)
- E Visit other services (such as travel agents, hairdressers, betting shops, libraries etc.)
- F Visit pubs
- G Visit restaurants / cafés
- H Walk around / browse
- I Work / study
- J Other (PLEASE WRITE IN)
- K (Don't know / can't remember)

Those who visit St Andrews Town Centre at S16:

S19 On average, how long do you normally spend in St Andrews Town Centre when you visit?
DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Less than 30 minutes
- 2 30 minutes - 59 minutes
- 3 1 hour – 1 hour 59 minutes
- 4 2 hours – 2 hours 59 minutes
- 5 3 hours – 3 hours 59 minutes
- 6 4 hours or more
- 7 (Don't know / varies)

Those who visit St Andrews Town Centre at S16:

S20 What do you LIKE MOST about St Andrews Town Centre for shopping and as a place to visit generally?
DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY.

- 1 (Nothing in particular / don't like or dislike)
- 2 Attractive environment generally
- 3 Availability of parking
- 4 Childrens' play park
- 5 Clean streets
- 6 Close to home / convenient / close to work
- 7 Easy / pleasant to walk about / pedestrian areas
- 8 Evening / nightlife
- 9 Free parking
- A Friendly / community atmosphere
- B Historic character
- C Leisure facilities
- D Nice day out
- E Prices
- F Provision of toilets
- G Public transport
- H Quality / choice of food shops and supermarkets
- I Quality / range of cafes & restaurants
- J Quality / range of pubs
- K Quality of clothes shops
- L Quality of independent shops
- M Quality of shops
- N Range / choice of shops generally
- O Range / choice of clothes shops
- P Range / choice of larger stores
- Q Range of independent shops
- R Security / policing
- S Service in shops
- T Other (PLEASE WRITE IN)
- U (Don't know / can't remember)

Those who visit St Andrews Town Centre at S16:

S21 What do you DISLIKE MOST about St Andrews Town Centre for shopping and as a place to visit generally?
DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY.

- 1 (Nothing in particular / don't like or dislike)
- 2 Anti-social behaviour
- 3 Derelict / unattractive sites
- 4 Difficult to stop
- 5 Dirty streets / cleaning
- 6 Inconvenient parking
- 7 Lack / limited leisure facilities
- 8 Lack of pedestrian areas
- 9 Limited parking
- A Limited range of larger stores
- B More cafés / café culture needed
- C Numbers of vacant shops
- D Poor pedestrian access / connections in the town
- E Poor security / policing
- F Poor shop / building frontages
- G Prices
- H Provision of toilets
- I Public transport
- J Quality / choice of food shops and supermarkets
- K Quality / range of cafés & restaurants
- L Quality / range of pubs
- M Quality of shops generally
- N Range of clothes shops
- O Range of shops generally
- P Service in shops
- Q Too far from home / place of work
- R Traffic congestion
- S Unattractive environment generally
- T Other (PLEASE WRITE IN)
- U (Don't know / can't remember)

Those who visit St Andrews Town Centre at S16:

S22 Overall, how do you rate St Andrews Town Centre on the following aspects as 'Good', 'Average' or 'Poor'?
READ OUT. RECORD ONE RESPONSE PER ASPECT.

Good|Average|Poor
r|(Don't know)

- 1 As a pleasant place to visit
- 2 Parking availability
- 3 Quality of shops
- 4 Range and choice of shops
- 5 Range and quality of restaurants and cafes
- 6 Town centre environment

Those who visit St Andrews Town Centre at S16:

S23 What improvements to St Andrews Town Centre would make you visit there more often?
DO NOT PROMPT. CAN BE MULTI-CODED. PROBE FULLY. Anything else?

- 1 (Nothing / no change)
- 2 An outdoor market
- 3 Better public transport
- 4 Better sign posting
- 5 Cleaner streets
- 6 Covered shopping malls
- 7 Improve the environment generally
- 8 Less traffic congestion
- 9 Lower prices
- A More / better food shops
- B More / better restaurants / cafés
- C More / better shops generally
- D More / cheaper parking
- E More department stores / larger stores
- F More leisure facilities
- G More nightlife
- H More non- retail services
- I More pedestrianised streets
- J More security / policing
- K More specialist shops
- L More/ better clothes & fashion stores
- M Other (PLEASE WRITE IN)
- N (Don't know)

Those who visit St Andrews Town Centre at S16:

S24 On average, how often do you visit St Andrews Town Centre in the evenings (i.e. after 6pm)?
DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Daily GO TO S26
- 2 Every 2 days GO TO S26
- 3 Between 3 times and 6 times a week GO TO S26
- 4 Weekly GO TO S26
- 5 2-3 times a month GO TO S26
- 6 Once a month GO TO S26
- 7 Less frequently than once a month GO TO S26
- 8 Never GO TO S26
- 9 (Don't know / varies) GO TO S26

Those who never visit St Andrews Town Centre at S16:

S25 Why do you never visit St Andrews Town Centre?

DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY.

- 1 (Nothing in particular / don't like or dislike)
- 2 Anti-social behaviour
- 3 Derelict / unattractive sites
- 4 Difficult to stop
- 5 Dirty streets / cleaning
- 6 Inconvenient parking
- 7 Lack / limited leisure facilities
- 8 Lack of pedestrian areas
- 9 Limited parking
- A Limited range of larger stores
- B More cafés / café culture needed
- C Numbers of vacant shops
- D Poor pedestrian access / connections in the town
- E Poor security / policing
- F Poor shop / building frontages
- G Prices
- H Provision of toilets
- I Public transport
- J Quality / choice of food shops and supermarkets
- K Quality / range of cafés & restaurants
- L Quality / range of pubs
- M Quality of shops generally
- N Range of clothes shops
- O Range of shops generally
- P Service in shops
- Q Too far from home / place of work
- R Traffic congestion
- S Unattractive environment generally
- T Other (PLEASE WRITE IN)
- U (Don't know / can't remember)

Those who live within zones 9 & 10:

S26 What would make you visit St Andrews Town Centre more often in the evenings?

DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY.

- 1 (Nothing)
- 2 Better town centre environment
- 3 Easier access / less traffic congestion
- 4 Improved parking facilities
- 5 Improved town centre security
- 6 Longer / later opening hours
- 7 More / better pubs
- 8 More / better restaurants
- 9 More cultural facilities
- A More evening events
- B More family orientated facilities
- C More leisure facilities
- D More night clubs
- E More things to do generally
- F Music / arts / performances / concerts
- G Shops open later
- H Other (PLEASE WRITE IN)
- I (Don't know)

Those who visit St Andrews Town Centre at S16:

S27 Do you take part in any of the following leisure activities when you visit St Andrews Town Centre?

READ OUT. CODE ALL THAT APPLY.

- 1 (None)
- 2 Bingo
- 3 Cinema
- 4 Leisure centre / gym
- 5 Nightclub / disco
- 6 Pub / wine bar
- 7 Restaurants
- 8 Swimming
- 9 Ten-pin bowling
- A Theatre / concert
- B Other (PLEASE WRITE IN)
- C (Don't know / can't remember)

Q28 How many short breaks (up to about 4 days) have you taken in the last 12 months?

DO NOT PROMPT. ONE ANSWER ONLY.

- 1 None
- 2 One
- 3 Two
- 4 Three
- 5 Four
- 6 Five or more
- A (Don't know / can't remember)

GO TO Q30
GO TO Q29
GO TO Q29
GO TO Q29
GO TO Q29
GO TO Q29
GO TO Q29

Those who have taken short breaks at Q28:

Q29 Where are these usually taken?

READ OUT. CODE ALL THAT APPLY.

- 1 Fife
- 2 Scotland
- 3 England
- 4 Wales
- 5 Northern Ireland
- 6 Abroad

1|2|3|4|5+|(Don't know)

Q30 How often do you visit the following attractions in Fife each year?
READ OUT. CODE ALL THAT APPLY.

More than once a
week|Once a
week|2-3 times a
month|Once a
month|Every 2-3
months|Less
often|Never|(No
such facility in Fife)

- 1 Bingo
- 2 Cinema
- 3 Leisure centre / gym
- 4 Nightclub / disco
- 5 Pub / wine bar
- 6 Restaurants
- 7 Swimming
- 8 Ten-pin bowling
- 9 Theatre / concert

GEN Gender of respondent:
DO NOT READ OUT. CODE FROM OBSERVATION.

- 1 Male
- 2 Female

AGE Which of the following age ranges do you fall in?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 16 to 24
- 2 25 to 34
- 3 35 to 44
- 4 45 to 54
- 5 55 to 64
- 6 65 +
- 7 (Refused)

OCC What is the occupation of the chief income earner in your household?
IF RETIRED OR UNEMPLOYED, PLEASE ASK PREVIOUS OCCUPATION.

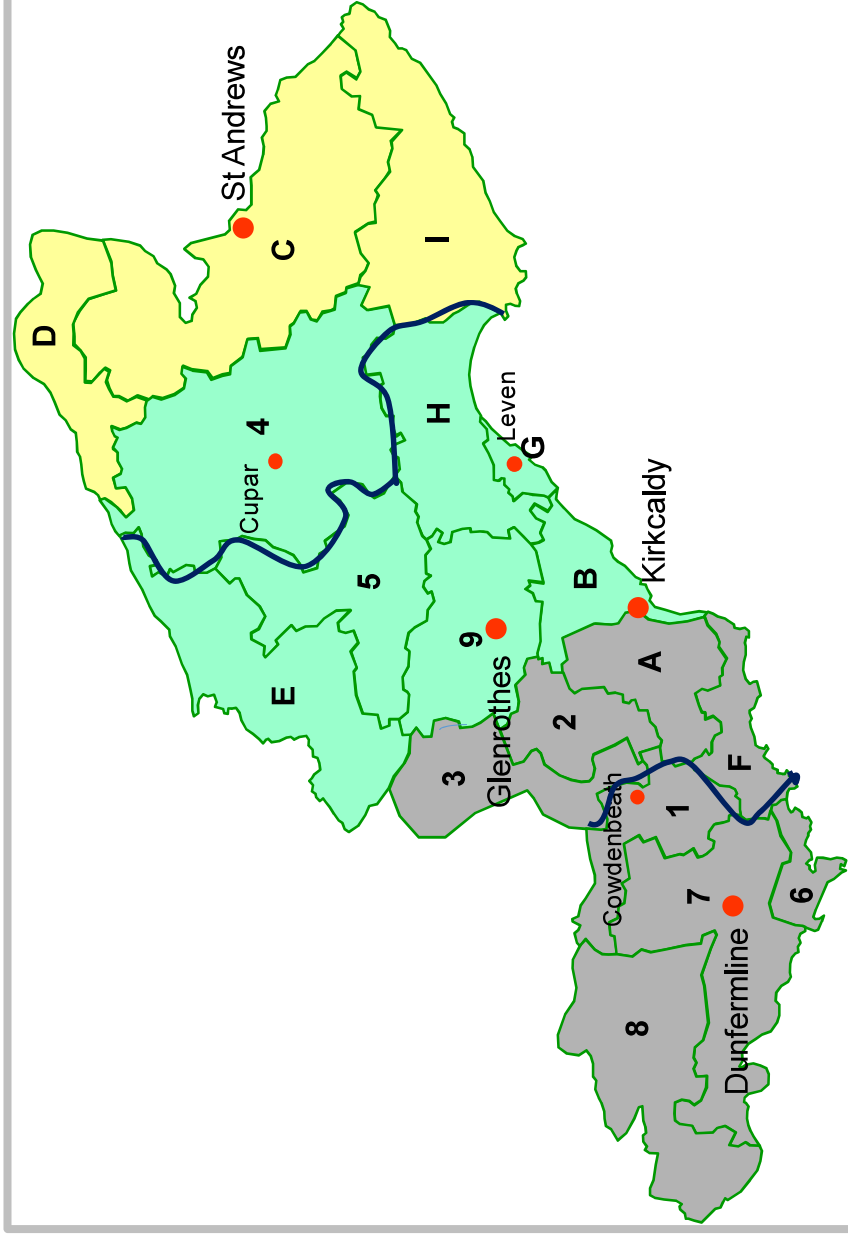
- 1 Occupation / job description (PLEASE WRITE IN)
- 2 Retired - basic state pension only
- 3 (Refused)

Thank & close.

Appendix 6:

Map

Fife – NEMS HH Survey Zone Map 2009



Ignore colouring- it does not reflect the up-to-date areas of West, Mid and East Fife. Current boundaries indicated by purple line