

## Appendix 2: Survey Responses: Waikato District Sample

### Home District Q3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Waikato District	363	100.0	100.0	100.0

### Gender Q1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	130	35.8	35.8	35.8
Female	233	64.2	64.2	100.0
Total	363	100.0	100.0	

### Age Q2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-20 years	5	1.4	1.4	1.4
21-24 years	9	2.5	2.5	3.9
25-29 years	20	5.5	5.5	9.4
30-34 years	44	12.1	12.1	21.5
35-39 years	48	13.2	13.2	34.7
40-44 years	47	12.9	12.9	47.7
45-49 years	39	10.7	10.7	58.4
50-54 years	38	10.5	10.5	68.9
55-59 years	28	7.7	7.7	76.6
Over 59 years	85	23.4	23.4	100.0
Total	363	100.0	100.0	

**Residence: Waikato District Community Q5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Gordonton	14	3.9	3.9	3.9
	Hampton Downs	1	.3	.3	4.1
	Huntly	50	13.8	13.8	17.9
	Horotiu	6	1.7	1.7	19.6
	Maramarua	16	4.4	4.4	24.0
	Meremere	10	2.8	2.8	26.7
	Ngaruwahia	33	9.1	9.1	35.8
	Raglan/ Te Mata	50	13.8	13.8	49.6
	Tamahere	27	7.4	7.4	57.0
	Taupiri	10	2.8	2.8	59.8
	Te Kauwhata	50	13.8	13.8	73.6
	Te Kowhai	22	6.1	6.1	79.6
	Whatawhata/Waitetuna	28	7.7	7.7	87.3
	Matangi	24	6.6	6.6	93.9
	Eureka	10	2.8	2.8	96.7
	Other	4	1.1	1.1	97.8
	Tauwhare	8	2.2	2.2	100.0
	Total	363	100.0	100.0	

**Work District of Main Wage Earner Q10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hamilton	125	34.4	34.4	34.4
	Waikato	136	37.5	37.5	71.9
	Waipa	8	2.2	2.2	74.1
	Other	46	12.7	12.7	86.8
	Retired	39	10.7	10.7	97.5
	No Main/Wage Earner	9	2.5	2.5	100.0
	Total	363	100.0	100.0	

**Commute Time to Work (minutes) Q11**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	3.3	4.5	4.5
	2	8	2.2	3.0	7.5
	3	6	1.7	2.2	9.7
	5	22	6.1	8.2	18.0
	6	1	.3	.4	18.4
	7	3	.8	1.1	19.5
	8	4	1.1	1.5	21.0
	9	1	.3	.4	21.3
	10	39	10.7	14.6	36.0
	12	5	1.4	1.9	37.8
	13	1	.3	.4	38.2
	14	1	.3	.4	38.6
	15	41	11.3	15.4	53.9
	16	1	.3	.4	54.3
	18	1	.3	.4	54.7
	20	39	10.7	14.6	69.3
	25	16	4.4	6.0	75.3
	30	24	6.6	9.0	84.3
	35	3	.8	1.1	85.4
	40	11	3.0	4.1	89.5
	45	13	3.6	4.9	94.4
	50	4	1.1	1.5	95.9
	60	7	1.9	2.6	98.5
80	1	.3	.4	98.9	
120	1	.3	.4	99.3	
130	1	.3	.4	99.6	
180	1	.3	.4	100.0	
	Total	267	73.6	100.0	
Missing	Don't Know	6	1.7		
	Not Applicable or Ref used	90	24.8		
	Total	96	26.4		
Total		363	100.0		

## Work Suburb of Main Wage Earner Q10i

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	94	25.9	25.9	25.9
Chartwell	3	.8	.8	26.7
Claudelands	1	.3	.3	27.0
Dinsdale North	2	.6	.6	27.5
Dinsdale South	2	.6	.6	28.1
Flagstaff	2	.6	.6	28.7
Frankton	16	4.4	4.4	33.1
Glenview	1	.3	.3	33.3
Hamilton Central	36	9.9	9.9	43.3
Hamilton East	6	1.7	1.7	44.9
Hamilton Lake	1	.3	.3	45.2
Hillcrest	10	2.8	2.8	47.9
Melville	5	1.4	1.4	49.3
Nawton	3	.8	.8	50.1
Peachgrove	2	.6	.6	50.7
Rototuna/ Callum Brae	1	.3	.3	51.0
Te Rapa	28	7.7	7.7	58.7
Gordonton	6	1.7	1.7	60.3
Huntly	34	9.4	9.4	69.7
Horotiu	2	.6	.6	70.2
Maramarua	7	1.9	1.9	72.2
Meremere	1	.3	.3	72.5
Ngaruawahia	9	2.5	2.5	74.9
Raglan/ Te Mata	29	8.0	8.0	82.9
Tamahere	3	.8	.8	83.7
Taupiri	4	1.1	1.1	84.8
Te Kauwhata	19	5.2	5.2	90.1
Te Kowhai	1	.3	.3	90.4
Whatawhata	1	.3	.3	90.6
Cambridge	4	1.1	1.1	91.7
Ohaupo	1	.3	.3	92.0
Te Awamutu	1	.3	.3	92.3
Matangi	3	.8	.8	93.1
Eureka	5	1.4	1.4	94.5
Other	16	4.4	4.4	98.9
Dont Know/Refused	4	1.1	1.1	100.0
Total	363	100.0	100.0	

**Side Shopping Trip Frequency Q12**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid More than once a day	4	1.1	1.1	1.1
About once a day	21	5.8	5.8	6.9
Every other day	31	8.5	8.5	15.4
About twice a week	57	15.7	15.7	31.1
Once a week	79	21.8	21.8	52.9
Less than once a week	46	12.7	12.7	65.6
Do not work	16	4.4	4.4	70.0
Never	95	26.2	26.2	96.1
Don't know	6	1.7	1.7	97.8
Refused	8	2.2	2.2	100.0
Total	363	100.0	100.0	

**Special Shopping Trip Frequency Q13**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid More than once a day	2	.6	.6	.6
About once a day	9	2.5	2.5	3.0
Every other day	24	6.6	6.6	9.6
About twice a week	60	16.5	16.5	26.2
Once a week	143	39.4	39.4	65.6
Less than once a week	94	25.9	25.9	91.5
Do not work	2	.6	.6	92.0
Never	27	7.4	7.4	99.4
Don't know	2	.6	.6	100.0
Total	363	100.0	100.0	

**Usual Supermarket Location Q14**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The Base/ Dress Mart/ Supa Centre/ Te Rapa	15	4.1	4.1	4.1
	Hamilton CBD/ Centre Plaza/ Downtown Plaza	55	15.2	15.2	19.3
	Chartwell	2	.6	.6	19.8
	Cambridge Town Centre	9	2.5	2.5	22.3
	Huntly town centre	14	3.9	3.9	26.2
	Ngaruwahia town centre	13	3.6	3.6	29.8
	Auckland or any Auckland Shopping Centre	28	7.7	7.7	37.5
	Cambridge	10	2.8	2.8	40.2
	Chartwell	2	.6	.6	40.8
	Dinsdale	19	5.2	5.2	46.0
	Hamilton CBD	55	15.2	15.2	61.2
	Hillcrest	13	3.6	3.6	64.7
	Huntly	53	14.6	14.6	79.3
	Ngaruwahia	11	3.0	3.0	82.4
	Te Rapa	8	2.2	2.2	84.6
	Thomas Road or Rototuna/ Callum Brae	7	1.9	1.9	86.5
	Claudelands	1	.3	.3	86.8
	Frankton	2	.6	.6	87.3
	Hamilton Central	7	1.9	1.9	89.3
	Hamilton East	1	.3	.3	89.5
	Hamilton Lake	1	.3	.3	89.8
	Raglan/ Te Mata	9	2.5	2.5	92.3
	Rototuna/ Callum Brae	7	1.9	1.9	94.2
	Te Kawhata	10	2.8	2.8	97.0
	Other	11	3.0	3.0	100.0
	Total	363	100.0	100.0	

**Supermarket Shopping Frequency Q15**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than once a day	4	1.1	1.1	1.1
	About once a day	7	1.9	1.9	3.0
	Every other day	21	5.8	5.8	8.8
	About twice a week	67	18.5	18.5	27.3
	Once a week	180	49.6	49.6	76.9
	Two or three times a month	61	16.8	16.8	93.7
	About once a month	18	5.0	5.0	98.6
	Less than once a month	3	.8	.8	99.4
	Never	1	.3	.3	99.7
	Don't know	1	.3	.3	100.0
	Total	363	100.0	100.0	

## Everyday Goods and Services Location Q16

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid The Base/ Dress Mart/ Supa Centre/ Te Rapa	9	2.5	2.5	2.5
Hamilton CBD/ Centre Plaza/ Downtown Plaza	21	5.8	5.8	8.3
Chartwell	10	2.8	2.8	11.0
Cambridge Town Centre	10	2.8	2.8	13.8
Huntly town centre	17	4.7	4.7	18.5
Ngaruwahia town centre	16	4.4	4.4	22.9
Auckland or any Auckland Shopping Centre	23	6.3	6.3	29.2
Cambridge	7	1.9	1.9	31.1
Chartwell	4	1.1	1.1	32.2
Dinsdale	23	6.3	6.3	38.6
Hamilton CBD	19	5.2	5.2	43.8
Hillcrest	19	5.2	5.2	49.0
Huntly	34	9.4	9.4	58.4
Ngaruwahia	17	4.7	4.7	63.1
Te Rapa	10	2.8	2.8	65.8
Thomas Road or Rototuna/ Callum Brae	4	1.1	1.1	66.9
Fairfield	2	.6	.6	67.5
Flagstaff	1	.3	.3	67.8
Hamilton Central	2	.6	.6	68.3
Hamilton East	3	.8	.8	69.1
Maramarua	2	.6	.6	69.7
Raglan/ Te Mata	43	11.8	11.8	81.5
Rototuna/ Callum Brae	9	2.5	2.5	84.0
Silverdale	2	.6	.6	84.6
Taupiri	2	.6	.6	85.1
Te Kawhata	42	11.6	11.6	96.7
Te Kowhai	3	.8	.8	97.5
Other	4	1.1	1.1	98.6
Matangi	2	.6	.6	99.2
Never	2	.6	.6	99.7
Dont Know	1	.3	.3	100.0
Total	363	100.0	100.0	

## Furniture or Appliance Location Q17

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid The Base/ Dress Mart/ Supa Centre/ Te Rapa	60	16.5	16.5	16.5
Hamilton CBD/ Centre Plaza/ Downtown Plaza	88	24.2	24.2	40.8
Cambridge Town Centre	1	.3	.3	41.0
Huntly town centre	7	1.9	1.9	43.0
Auckland or any Auckland Shopping Centre	34	9.4	9.4	52.3
Cambridge	1	.3	.3	52.6
Chartwell	1	.3	.3	52.9
Dinsdale	1	.3	.3	53.2
Hamilton CBD	60	16.5	16.5	69.7
Huntly	15	4.1	4.1	73.8
Ngaruwahia	1	.3	.3	74.1
Te Awamutu	2	.6	.6	74.7
Te Rapa	15	4.1	4.1	78.8
Frankton	12	3.3	3.3	82.1
Gordonton	1	.3	.3	82.4
Hamilton Central	8	2.2	2.2	84.6
Hamilton East	1	.3	.3	84.8
Hampton Down	1	.3	.3	85.1
Peacocke	1	.3	.3	85.4
Te Kawhata	3	.8	.8	86.2
Other	16	4.4	4.4	90.6
Never	24	6.6	6.6	97.2
Dont Know	10	2.8	2.8	100.0
Total	363	100.0	100.0	

## Bank Location Q18

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The Base/ Dress Mart/ Supa Centre/ Te Rapa	11	3.0	3.0	3.0
	Hamilton CBD/ Centre Plaza/ Downtown Plaza	46	12.7	12.7	15.7
	Chartwell	21	5.8	5.8	21.5
	Cambridge Town Centre	21	5.8	5.8	27.3
	Te Awamutu town Centre	1	.3	.3	27.5
	Huntly town centre	19	5.2	5.2	32.8
	Ngaruwahia town centre	9	2.5	2.5	35.3
	Auckland or any Auckland Shopping Centre	30	8.3	8.3	43.5
	Cambridge	2	.6	.6	44.1
	Chartwell	6	1.7	1.7	45.7
	Dinsdale	6	1.7	1.7	47.4
	Hamilton CBD	36	9.9	9.9	57.3
	Hillcrest	10	2.8	2.8	60.1
	Huntly	50	13.8	13.8	73.8
	Ngaruwahia	9	2.5	2.5	76.3
	Te Rapa	9	2.5	2.5	78.8
	Frankton	15	4.1	4.1	82.9
	Hamilton Central	8	2.2	2.2	85.1
	Hamilton East	7	1.9	1.9	87.1
	Peacocke	1	.3	.3	87.3
	Raglan/ Te Mata	23	6.3	6.3	93.7
	Te Kawhata	2	.6	.6	94.2
	Other	8	2.2	2.2	96.4
	Phone banking only	3	.8	.8	97.2
	Online only	8	2.2	2.2	99.4
	No Bank	1	.3	.3	99.7
	Never	1	.3	.3	100.0
	Total	363	100.0	100.0	

## Clothing or Shoe Location Q19

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The Base/ Dress Mart/ Supa Centre/ Te Rapa	60	16.5	16.5	16.5
	Hamilton CBD/ Centre Plaza/ Downtown Plaza	97	26.7	26.7	43.3
	Chartwell	28	7.7	7.7	51.0
	Cambridge Town Centre	4	1.1	1.1	52.1
	Te Awamutu town Centre	1	.3	.3	52.3
	Huntly town centre	2	.6	.6	52.9
	Ngaruwahia town centre	1	.3	.3	53.2
	Auckland or any Auckland Shopping Centre	35	9.6	9.6	62.8
	Chartwell	6	1.7	1.7	64.5
	Hamilton CBD	57	15.7	15.7	80.2
	Hillcrest	2	.6	.6	80.7
	Huntly	9	2.5	2.5	83.2
	Te Awamutu	1	.3	.3	83.5
	Te Rapa	9	2.5	2.5	86.0
	Hamilton Central	12	3.3	3.3	89.3
	Hamilton East	2	.6	.6	89.8
	Meremere	1	.3	.3	90.1
	Raglan/ Te Mata	3	.8	.8	90.9
	Te Kawhata	3	.8	.8	91.7
	Other	11	3.0	3.0	94.8
	Never	9	2.5	2.5	97.2
	Dont Know	10	2.8	2.8	100.0
	Total	363	100.0	100.0	

## Medical or Dental Location Q20

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid The Base/ Dress Mart/ Supa Centre/ Te Rapa	8	2.2	2.2	2.2
Hamilton CBD/ Centre Plaza/ Downtown Plaza	56	15.4	15.4	17.6
Chartwell	3	.8	.8	18.5
Cambridge Town Centre	12	3.3	3.3	21.8
Te Awamutu town Centre	1	.3	.3	22.0
Huntly town centre	16	4.4	4.4	26.4
Ngaruwahia town centre	11	3.0	3.0	29.5
Auckland or any Auckland Shopping Centre	24	6.6	6.6	36.1
Cambridge	9	2.5	2.5	38.6
Dinsdale	10	2.8	2.8	41.3
Glen View	3	.8	.8	42.1
Hamilton CBD	38	10.5	10.5	52.6
Hillcrest	11	3.0	3.0	55.6
Huntly	43	11.8	11.8	67.5
Ngaruwahia	7	1.9	1.9	69.4
Te Rapa	3	.8	.8	70.2
Thomas Road or Rototuna/ Callum Brae	2	.6	.6	70.8
Beerescourt	3	.8	.8	71.6
Claudelands	1	.3	.3	71.9
Enderley	1	.3	.3	72.2
Fairfield	7	1.9	1.9	74.1
Flagstaff	1	.3	.3	74.4
Frankton	7	1.9	1.9	76.3
Hamilton Central	4	1.1	1.1	77.4
Hamilton East	10	2.8	2.8	80.2
Pukete	1	.3	.3	80.4
Raglan/ Te Mata	30	8.3	8.3	88.7
Rototuna/ Callum Brae	2	.6	.6	89.3
Te Kawhata	27	7.4	7.4	96.7
Other	8	2.2	2.2	98.9
Never	2	.6	.6	99.4
Dont Know	2	.6	.6	100.0
Total	363	100.0	100.0	

## Hardware or Building Supplies Location Q21

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid The Base/ Dress Mart/ Supa Centre/ Te Rapa	42	11.6	11.6	11.6
Hamilton CBD/ Centre Plaza/ Downtown Plaza	48	13.2	13.2	24.8
Chartwell	2	.6	.6	25.3
Cambridge Town Centre	16	4.4	4.4	29.8
Huntly town centre	15	4.1	4.1	33.9
Auckland or any Auckland Shopping Centre	30	8.3	8.3	42.1
Cambridge	5	1.4	1.4	43.5
Dinsdale	2	.6	.6	44.1
Hamilton CBD	31	8.5	8.5	52.6
Hillcrest	5	1.4	1.4	54.0
Huntly	52	14.3	14.3	68.3
Te Rapa	51	14.0	14.0	82.4
Frankton	9	2.5	2.5	84.8
Hamilton Central	11	3.0	3.0	87.9
Hamilton East	1	.3	.3	88.2
Raglan/ Te Mata	13	3.6	3.6	91.7
Te Kawhata	7	1.9	1.9	93.7
Whatawhata	1	.3	.3	93.9
Other	7	1.9	1.9	95.9
Never	10	2.8	2.8	98.6
Dont Know	5	1.4	1.4	100.0
Total	363	100.0	100.0	

## Usual Petrol or Diesel Location Q22

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid The Base/ Dress Mart/ Supa Centre/ Te Rapa	12	3.3	3.3	3.3
Hamilton CBD/ Centre Plaza/ Downtown Plaza	40	11.0	11.0	14.3
Chartwell	2	.6	.6	14.9
Cambridge Town Centre	8	2.2	2.2	17.1
Huntly town centre	12	3.3	3.3	20.4
Ngaruwahia town centre	17	4.7	4.7	25.1
Auckland or any Auckland Shopping Centre	21	5.8	5.8	30.9
Cambridge	3	.8	.8	31.7
Chartwell	1	.3	.3	32.0
Dinsdale	23	6.3	6.3	38.3
Hamilton CBD	24	6.6	6.6	44.9
Hillcrest	14	3.9	3.9	48.8
Huntly	46	12.7	12.7	61.4
Nawton or Grand View	1	.3	.3	61.7
Ngaruwahia	22	6.1	6.1	67.8
Te Rapa	9	2.5	2.5	70.2
Thomas Road or Rototuna/ Callum Brae	5	1.4	1.4	71.6
Claudelands	1	.3	.3	71.9
Frankton	4	1.1	1.1	73.0
Gordonton	1	.3	.3	73.3
Hamilton Central	1	.3	.3	73.6
Hamilton East	3	.8	.8	74.4
Maramarua	7	1.9	1.9	76.3
Raglan/ Te Mata	28	7.7	7.7	84.0
Rototuna/ Callum Brae	6	1.7	1.7	85.7
Te Kawhata	23	6.3	6.3	92.0
Whatawhata	3	.8	.8	92.8
Other	9	2.5	2.5	95.3
Never	9	2.5	2.5	97.8
Dont Know	8	2.2	2.2	100.0
Total	363	100.0	100.0	

**Car Purchase Location Q23**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The Base/ Dress Mart/ Supa Centre/ Te Rapa	15	4.1	4.1	4.1
	Hamilton CBD/ Centre Plaza/ Downtown Plaza	89	24.5	24.5	28.7
	Te Awamutu town Centre	1	.3	.3	28.9
	Auckland or any Auckland Shopping Centre	51	14.0	14.0	43.0
	Dinsdale	1	.3	.3	43.3
	Hamilton CBD	61	16.8	16.8	60.1
	Hillcrest	1	.3	.3	60.3
	Huntly	11	3.0	3.0	63.4
	Nawton or Grand View	1	.3	.3	63.6
	Ngaruwahia	1	.3	.3	63.9
	Te Rapa	28	7.7	7.7	71.6
	Hamilton Central	18	5.0	5.0	76.6
	Raglan/ Te Mata	2	.6	.6	77.1
	Te Kawhata	3	.8	.8	78.0
	Whatawhata	1	.3	.3	78.2
	Other	32	8.8	8.8	87.1
	Never	18	5.0	5.0	92.0
	Dont Know	29	8.0	8.0	100.0
	Total	363	100.0	100.0	

**Large Retail Store Location Q24**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The Base/ Dress Mart/ Supa Centre/ Te Rapa	135	37.2	37.2	37.2
	Hamilton CBD/ Centre Plaza/ Downtown Plaza	65	17.9	17.9	55.1
	Chartwell	1	.3	.3	55.4
	Cambridge Town Centre	10	2.8	2.8	58.1
	Huntly town centre	1	.3	.3	58.4
	Auckland or any Auckland Shopping Centre	36	9.9	9.9	68.3
	Cambridge	6	1.7	1.7	70.0
	Dinsdale	3	.8	.8	70.8
	Hamilton CBD	35	9.6	9.6	80.4
	Hillcrest	5	1.4	1.4	81.8
	Huntly	2	.6	.6	82.4
	Te Rapa	28	7.7	7.7	90.1
	Hamilton Central	13	3.6	3.6	93.7
	Hamilton East	2	.6	.6	94.2
	Other	11	3.0	3.0	97.2
	Never	5	1.4	1.4	98.6
	Dont Know	5	1.4	1.4	100.0
	Total	363	100.0	100.0	

## Primary Large Mall or Shopping Location Q25

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The Base/ Dress Smart/ Supa Centre/ Te Rapa	123	33.9	33.9	33.9
	Hamilton CBD/ Centre Place/ Downtown Plaza	58	16.0	16.0	49.9
	Chartwell	58	16.0	16.0	65.8
	Cambridge town centre	6	1.7	1.7	67.5
	Ngaruwahia town centre	1	.3	.3	67.8
	Huntly town centre	6	1.7	1.7	69.4
	Auckland or any Auckland Shopping Centre	13	3.6	3.6	73.0
	Cambridge	1	.3	.3	73.3
	Chartwell	9	2.5	2.5	75.8
	Dinsdale	6	1.7	1.7	77.4
	Hamilton CBD	13	3.6	3.6	81.0
	Hillcrest	2	.6	.6	81.5
	Huntly	13	3.6	3.6	85.1
	Ngaruwahia	1	.3	.3	85.4
	Te Awamutu	1	.3	.3	85.7
	Te Rapa	9	2.5	2.5	88.2
	Thomas Road or Rototuna/ Callum Brae	2	.6	.6	88.7
	Other	32	8.8	8.8	97.5
	Dont know	4	1.1	1.1	98.6
	Refused	2	.6	.6	99.2
	Never	3	.8	.8	100.0
	Total	363	100.0	100.0	

**What Do You Shop for at Your Usual Mall? Q26-1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	9	2.5	2.5	2.5
Everything	64	17.6	17.6	20.1
Groceries	62	17.1	17.1	37.2
Department Stores	23	6.3	6.3	43.5
Clothing	134	36.9	36.9	80.4
Shoes	7	1.9	1.9	82.4
Furniture	1	.3	.3	82.6
Appliances	3	.8	.8	83.5
Electronics	3	.8	.8	84.3
Sporting goods	5	1.4	1.4	85.7
Hardware or building supplies	13	3.6	3.6	89.3
Auto supplies	2	.6	.6	89.8
Hairdressers or beauty services	2	.6	.6	90.4
Food Court	6	1.7	1.7	92.0
Cafes	4	1.1	1.1	93.1
Other	15	4.1	4.1	97.2
Never	2	.6	.6	97.8
Dont know	7	1.9	1.9	99.7
Refused	1	.3	.3	100.0
Total	363	100.0	100.0	

**What Do You Shop for at Your Usual Mall? Q26-2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	112	30.9	30.9	30.9
Everything	9	2.5	2.5	33.3
Groceries	24	6.6	6.6	39.9
Liquor, wine, beer	2	.6	.6	40.5
Department Stores	40	11.0	11.0	51.5
Clothing	46	12.7	12.7	64.2
Shoes	45	12.4	12.4	76.6
Furniture	6	1.7	1.7	78.2
Appliances	10	2.8	2.8	81.0
Electronics	8	2.2	2.2	83.2
Sporting goods	4	1.1	1.1	84.3
Hardware or building supplies	16	4.4	4.4	88.7
Auto supplies	1	.3	.3	89.0
Hairdressers or beauty services	5	1.4	1.4	90.4
Food Court	3	.8	.8	91.2
Bar or Pub	1	.3	.3	91.5
Other	31	8.5	8.5	100.0
Total	363	100.0	100.0	

**What Do You Shop for at Your Usual Mall? Q26-3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	204	56.2	56.2	56.2
Everything	4	1.1	1.1	57.3
Groceries	6	1.7	1.7	59.0
Department Stores	24	6.6	6.6	65.6
Clothing	29	8.0	8.0	73.6
Shoes	13	3.6	3.6	77.1
Furniture	5	1.4	1.4	78.5
Appliances	17	4.7	4.7	83.2
Electronics	9	2.5	2.5	85.7
Sporting goods	6	1.7	1.7	87.3
Hardware or building supplies	3	.8	.8	88.2
Auto supplies	3	.8	.8	89.0
Hairdressers or beauty services	5	1.4	1.4	90.4
Food Court	3	.8	.8	91.2
Cafes	2	.6	.6	91.7
Restaurant	2	.6	.6	92.3
Other	28	7.7	7.7	100.0
Total	363	100.0	100.0	

**What Do You Shop for at Your Usual Mall? Q26-4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	270	74.4	74.4	74.4
Everything	3	.8	.8	75.2
Groceries	7	1.9	1.9	77.1
Department Stores	4	1.1	1.1	78.2
Clothing	7	1.9	1.9	80.2
Shoes	12	3.3	3.3	83.5
Furniture	6	1.7	1.7	85.1
Appliances	14	3.9	3.9	89.0
Electronics	7	1.9	1.9	90.9
Sporting goods	2	.6	.6	91.5
Hardware or building supplies	11	3.0	3.0	94.5
Auto supplies	2	.6	.6	95.0
Hairdressers or beauty services	1	.3	.3	95.3
Food Court	2	.6	.6	95.9
Cafes	5	1.4	1.4	97.2
Bar or Pub	1	.3	.3	97.5
Other	9	2.5	2.5	100.0
Total	363	100.0	100.0	

**What Do You Shop for at Your Usual Mall? Q26-5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	322	88.7	88.7	88.7
Everything	3	.8	.8	89.5
Groceries	1	.3	.3	89.8
Department Stores	2	.6	.6	90.4
Clothing	3	.8	.8	91.2
Shoes	5	1.4	1.4	92.6
Furniture	1	.3	.3	92.8
Appliances	5	1.4	1.4	94.2
Electronics	2	.6	.6	94.8
Sporting goods	1	.3	.3	95.0
Hardware or building supplies	3	.8	.8	95.9
Auto supplies	3	.8	.8	96.7
Hairdressers or beauty services	1	.3	.3	97.0
Food Court	3	.8	.8	97.8
Other	8	2.2	2.2	100.0
Total	363	100.0	100.0	

**What Do You Shop for at Your Usual Mall? Q26-6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	345	95.0	95.0	95.0
Everything	2	.6	.6	95.6
Department Stores	4	1.1	1.1	96.7
Clothing	1	.3	.3	97.0
Shoes	1	.3	.3	97.2
Appliances	2	.6	.6	97.8
Sporting goods	1	.3	.3	98.1
Hardware or building supplies	2	.6	.6	98.6
Other	5	1.4	1.4	100.0
Total	363	100.0	100.0	

**What Do You Shop for at Your Usual Mall? Q26-7**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	356	98.1	98.1	98.1
Shoes	1	.3	.3	98.3
Furniture	1	.3	.3	98.6
Appliances	2	.6	.6	99.2
Hardware or building supplies	1	.3	.3	99.4
Auto supplies	1	.3	.3	99.7
Other	1	.3	.3	100.0
Total	363	100.0	100.0	

**What Do You Shop for at Your Usual Mall? Q26-8**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	360	99.2	99.2	99.2
Auto supplies	1	.3	.3	99.4
Hairdressers or beauty services	1	.3	.3	99.7
Food Court	1	.3	.3	100.0
Total	363	100.0	100.0	

**What Do You Shop for at Your Usual Mall? Q26-9**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	363	100.0	100.0	100.0

**Primary Large Mall Frequency Q27**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	9	2.5	2.5	2.5
More than once a day	4	1.1	1.1	3.6
About once a day	13	3.6	3.6	7.2
Every other day	13	3.6	3.6	10.7
About twice a week	22	6.1	6.1	16.8
Once a week	90	24.8	24.8	41.6
2 or 3 times a month	80	22.0	22.0	63.6
About once a month	85	23.4	23.4	87.1
Less than once a month	45	12.4	12.4	99.4
Don't know	2	.6	.6	100.0
Total	363	100.0	100.0	

## Secondary Large Mall or Shopping Location Q28

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	2	.6	.6	.6
The Base/ Dress Mart/ Supa Centre/ Te Rapa	68	18.7	18.7	19.3
Hamilton CBD/ Centre PLace/ Downtown Plaza	65	17.9	17.9	37.2
Chartwell	64	17.6	17.6	54.8
Cambridge Town Centre	2	.6	.6	55.4
Ngauruwhaia Town Centre	2	.6	.6	55.9
Auckland or any Auckland Shopping Centre	36	9.9	9.9	65.8
Chartwell	10	2.8	2.8	68.6
Dinsdale	5	1.4	1.4	70.0
Hamilton CBD	23	6.3	6.3	76.3
Hillcrest	3	.8	.8	77.1
Nawtone or Grand View	1	.3	.3	77.4
Ngaruwahia	3	.8	.8	78.2
Te Rapa	7	1.9	1.9	80.2
Thomas Road or Rototuna/ Callum Brae	1	.3	.3	80.4
Other	8	2.2	2.2	82.6
Dont know	34	9.4	9.4	92.0
Refused	5	1.4	1.4	93.4
Never	24	6.6	6.6	100.0
Total	363	100.0	100.0	

**What Do You Shop for at Your Secondary Mall? Q29-1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	65	17.9	17.9	17.9
Everything	39	10.7	10.7	28.7
Groceries	36	9.9	9.9	38.6
Department Stores	24	6.6	6.6	45.2
Clothing	137	37.7	37.7	82.9
Shoes	7	1.9	1.9	84.8
Furniture	2	.6	.6	85.4
Appliances	3	.8	.8	86.2
Electronics	8	2.2	2.2	88.4
Sporting goods	4	1.1	1.1	89.5
Hardware or building supplies	5	1.4	1.4	90.9
Auto supplies	1	.3	.3	91.2
Hairdressers or beauty services	1	.3	.3	91.5
Food court	6	1.7	1.7	93.1
Cafes	2	.6	.6	93.7
Other	15	4.1	4.1	97.8
Dont know	8	2.2	2.2	100.0
Total	363	100.0	100.0	

**What Do You Shop for at Your Secondary Mall? Q29-2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	173	47.7	47.7	47.7
Everything	5	1.4	1.4	49.0
Groceries	18	5.0	5.0	54.0
Department Stores	20	5.5	5.5	59.5
Clothing	34	9.4	9.4	68.9
Shoes	39	10.7	10.7	79.6
Furniture	5	1.4	1.4	81.0
Appliances	9	2.5	2.5	83.5
Electronics	2	.6	.6	84.0
Hardware or building supplies	5	1.4	1.4	85.4
Auto supplies	1	.3	.3	85.7
Hairdressers or beauty services	2	.6	.6	86.2
Food court	7	1.9	1.9	88.2
Cafes	3	.8	.8	89.0
Bar or Pub	1	.3	.3	89.3
Restaurant	2	.6	.6	89.8
Other	37	10.2	10.2	100.0
Total	363	100.0	100.0	

**What Do You Shop for at Your Secondary Mall? Q29-3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	272	74.9	74.9	74.9
Everything	1	.3	.3	75.2
Groceries	2	.6	.6	75.8
Liquor, wine, beer	1	.3	.3	76.0
Department Stores	7	1.9	1.9	78.0
Clothing	7	1.9	1.9	79.9
Shoes	22	6.1	6.1	86.0
Furniture	5	1.4	1.4	87.3
Appliances	7	1.9	1.9	89.3
Electronics	3	.8	.8	90.1
Sporting goods	1	.3	.3	90.4
Hardware or building supplies	1	.3	.3	90.6
Auto supplies	2	.6	.6	91.2
Hairdressers or beauty services	2	.6	.6	91.7
Food court	4	1.1	1.1	92.8
Cafes	1	.3	.3	93.1
Bar or Pub	1	.3	.3	93.4
Restaurant	1	.3	.3	93.7
Other	23	6.3	6.3	100.0
Total	363	100.0	100.0	

**What Do You Shop for at Your Secondary Mall? Q29-4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	328	90.4	90.4	90.4
Groceries	1	.3	.3	90.6
Department Stores	2	.6	.6	91.2
Clothing	1	.3	.3	91.5
Shoes	4	1.1	1.1	92.6
Appliances	4	1.1	1.1	93.7
Electronics	3	.8	.8	94.5
Sporting goods	2	.6	.6	95.0
Hardware or building supplies	4	1.1	1.1	96.1
Hairdressers or beauty services	2	.6	.6	96.7
Food court	2	.6	.6	97.2
Cafes	4	1.1	1.1	98.3
Restaurant	1	.3	.3	98.6
Other	5	1.4	1.4	100.0
Total	363	100.0	100.0	

**What Do You Shop for at Your Secondary Mall? Q29-5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	352	97.0	97.0	97.0
Groceries	1	.3	.3	97.2
Department Stores	3	.8	.8	98.1
Clothing	1	.3	.3	98.3
Furniture	1	.3	.3	98.6
Appliances	1	.3	.3	98.9
Electronics	1	.3	.3	99.2
Sporting goods	1	.3	.3	99.4
Other	2	.6	.6	100.0
Total	363	100.0	100.0	

**What Do You Shop for at Your Secondary Mall? Q29-6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	363	100.0	100.0	100.0

**What Do You Shop for at Your Secondary Mall? Q29-7**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	363	100.0	100.0	100.0

**What Do You Shop for at Your Secondary Mall? Q29-8**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	363	100.0	100.0	100.0

**Secondary Large Mall Frequency Q30**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	65	17.9	17.9	17.9
More than once a day	2	.6	.6	18.5
Once a day	1	.3	.3	18.7
Every other day	5	1.4	1.4	20.1
About twice a week	10	2.8	2.8	22.9
Once a week	24	6.6	6.6	29.5
2 or 3 times a month	61	16.8	16.8	46.3
About once a month	97	26.7	26.7	73.0
Less than once a month	97	26.7	26.7	99.7
^T1 Dont know	1	.3	.3	100.0
Total	363	100.0	100.0	

**Shop at Te Rapa Frequency Q27**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	191	52.6	52.6	52.6
About twice a week	3	.8	.8	53.4
Once a week	4	1.1	1.1	54.5
2 or 3 times a month	14	3.9	3.9	58.4
About once a month	32	8.8	8.8	67.2
Less than once a month	63	17.4	17.4	84.6
Never	54	14.9	14.9	99.4
Don't know	2	.6	.6	100.0
Total	363	100.0	100.0	

**What Do You Shop for at Te Rapa? Q32-1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	245	67.5	67.5	67.5
Ev erything	10	2.8	2.8	70.2
Groceries	4	1.1	1.1	71.3
Department Stores	13	3.6	3.6	74.9
Clothing	40	11.0	11.0	86.0
Shoes	4	1.1	1.1	87.1
Furniture	2	.6	.6	87.6
Appliances	5	1.4	1.4	89.0
Electronics	3	.8	.8	89.8
Sporting goods	5	1.4	1.4	91.2
Hardware or building supplies	11	3.0	3.0	94.2
Auto supplies	2	.6	.6	94.8
Food court	3	.8	.8	95.6
Restaurant	1	.3	.3	95.9
Other	9	2.5	2.5	98.3
Never	1	.3	.3	98.6
Dont know	5	1.4	1.4	100.0
Total	363	100.0	100.0	

**What Do You Shop for at Te Rapa? Q32-2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	301	82.9	82.9	82.9
Groceries	2	.6	.6	83.5
Liquor, wine, beer	1	.3	.3	83.7
Department Stores	3	.8	.8	84.6
Clothing	12	3.3	3.3	87.9
Shoes	12	3.3	3.3	91.2
Furniture	3	.8	.8	92.0
Appliances	5	1.4	1.4	93.4
Electronics	2	.6	.6	93.9
Sporting goods	4	1.1	1.1	95.0
Hardware or building supplies	2	.6	.6	95.6
Auto supplies	1	.3	.3	95.9
Restaurant	1	.3	.3	96.1
Other	14	3.9	3.9	100.0
Total	363	100.0	100.0	

**What Do You Shop for at Te Rapa? Q32-3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	337	92.8	92.8	92.8
Groceries	1	.3	.3	93.1
Department Stores	2	.6	.6	93.7
Clothing	5	1.4	1.4	95.0
Shoes	4	1.1	1.1	96.1
Furniture	1	.3	.3	96.4
Appliances	5	1.4	1.4	97.8
Electronics	1	.3	.3	98.1
Hardware or building supplies	1	.3	.3	98.3
Food court	1	.3	.3	98.6
Cafes	1	.3	.3	98.9
Other	4	1.1	1.1	100.0
Total	363	100.0	100.0	

**What Do You Shop for at Te Rapa? Q32-4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	354	97.5	97.5	97.5
	Shoes	2	.6	.6	98.1
	Appliances	1	.3	.3	98.3
	Electronics	2	.6	.6	98.9
	Sporting goods	1	.3	.3	99.2
	Hardware or building supplies	1	.3	.3	99.4
	Auto supplies	1	.3	.3	99.7
	Other	1	.3	.3	100.0
	Total	363	100.0	100.0	

**What Do You Shop for at Te Rapa? Q32-5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	362	99.7	99.7	99.7
	Cafes	1	.3	.3	100.0
	Total	363	100.0	100.0	

**What Do You Shop for at Te Rapa? Q32-6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	362	99.7	99.7	99.7
	Food court	1	.3	.3	100.0
	Total	363	100.0	100.0	

**What Do You Shop for at Te Rapa? Q32-7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	363	100.0	100.0	100.0

**Shop in Downtown Hamilton Frequency Q33**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	122	33.6	33.6	33.6
	Once a day	1	.3	.3	33.9
	Every other day	2	.6	.6	34.4
	About twice a week	5	1.4	1.4	35.8
	Once a week	13	3.6	3.6	39.4
	2 or 3 times a month	30	8.3	8.3	47.7
	About once a month	28	7.7	7.7	55.4
	Less than once a month	77	21.2	21.2	76.6
	^T1 Never	84	23.1	23.1	99.7
	Don't know	1	.3	.3	100.0
	Total	363	100.0	100.0	

**What Do You Shop for in the CBD? Q34-1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	206	56.7	56.7	56.7
Everything	8	2.2	2.2	59.0
Groceries	12	3.3	3.3	62.3
Department Stores	9	2.5	2.5	64.7
Clothing	68	18.7	18.7	83.5
Shoes	5	1.4	1.4	84.8
Furniture	1	.3	.3	85.1
Appliances	2	.6	.6	85.7
Electronics	1	.3	.3	86.0
Sporting goods	1	.3	.3	86.2
Hardware or building supplies	1	.3	.3	86.5
Auto supplies	3	.8	.8	87.3
Food court	3	.8	.8	88.2
Cafes	5	1.4	1.4	89.5
Restaurant	4	1.1	1.1	90.6
Other	17	4.7	4.7	95.3
Never	5	1.4	1.4	96.7
Dont know	11	3.0	3.0	99.7
Refused	1	.3	.3	100.0
Total	363	100.0	100.0	

**What Do You Shop for in the CBD? Q34-2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	277	76.3	76.3	76.3
Everything	1	.3	.3	76.6
Groceries	3	.8	.8	77.4
Department Stores	13	3.6	3.6	81.0
Clothing	19	5.2	5.2	86.2
Shoes	18	5.0	5.0	91.2
Furniture	2	.6	.6	91.7
Appliances	8	2.2	2.2	93.9
Electronics	3	.8	.8	94.8
Hardware or building supplies	2	.6	.6	95.3
Auto supplies	1	.3	.3	95.6
Food court	4	1.1	1.1	96.7
Cafes	2	.6	.6	97.2
Restaurant	7	1.9	1.9	99.2
Other	3	.8	.8	100.0
Total	363	100.0	100.0	

**What Do You Shop for in the CBD? Q34-3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	326	89.8	89.8	89.8
Everything	1	.3	.3	90.1
Groceries	1	.3	.3	90.4
Department Stores	4	1.1	1.1	91.5
Clothing	5	1.4	1.4	92.8
Shoes	3	.8	.8	93.7
Furniture	4	1.1	1.1	94.8
Appliances	4	1.1	1.1	95.9
Electronics	3	.8	.8	96.7
Sporting goods	2	.6	.6	97.2
Hardware or building supplies	2	.6	.6	97.8
Cafes	3	.8	.8	98.6
Other	5	1.4	1.4	100.0
Total	363	100.0	100.0	

**What Do You Shop for in the CBD? Q34-4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	349	96.1	96.1	96.1
Groceries	1	.3	.3	96.4
Department Stores	2	.6	.6	97.0
Shoes	3	.8	.8	97.8
Appliances	1	.3	.3	98.1
Food court	2	.6	.6	98.6
Cafes	1	.3	.3	98.9
Bar or Pub	1	.3	.3	99.2
Restaurant	1	.3	.3	99.4
Other	2	.6	.6	100.0
Total	363	100.0	100.0	

**What Do You Shop for in the CBD? Q34-5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	358	98.6	98.6	98.6
Everything	1	.3	.3	98.9
Clothing	1	.3	.3	99.2
Appliances	1	.3	.3	99.4
Restaurant	1	.3	.3	99.7
Other	1	.3	.3	100.0
Total	363	100.0	100.0	

**What Do You Shop for in the CBD? Q34-6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	362	99.7	99.7	99.7
	Electronics	1	.3	.3	100.0
	Total	363	100.0	100.0	

**What Do You Shop for in the CBD? Q34-7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	362	99.7	99.7	99.7
	Food court	1	.3	.3	100.0
	Total	363	100.0	100.0	

**Shop At Chartwell Frequency Q35**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	121	33.3	33.3	33.3
	About twice a week	1	.3	.3	33.6
	Once a week	8	2.2	2.2	35.8
	2 or 3 times a month	9	2.5	2.5	38.3
	About once a month	15	4.1	4.1	42.4
	Less than once a month	98	27.0	27.0	69.4
	Never	107	29.5	29.5	98.9
	Don't know	4	1.1	1.1	100.0
	Total	363	100.0	100.0	

**What Do You Shop for at Chartwell? Q34-1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	228	62.8	62.8	62.8
	Everything	20	5.5	5.5	68.3
	Groceries	8	2.2	2.2	70.5
	Department Stores	11	3.0	3.0	73.6
	Clothing	35	9.6	9.6	83.2
	Furniture	1	.3	.3	83.5
	Appliances	1	.3	.3	83.7
	Electronics	3	.8	.8	84.6
	Hardware or building supplies	1	.3	.3	84.8
	Auto supplies	4	1.1	1.1	86.0
	Hairdressers or beauty services	3	.8	.8	86.8
	Food court	3	.8	.8	87.6
	Restaurant	1	.3	.3	87.9
	Other	20	5.5	5.5	93.4
	Never	5	1.4	1.4	94.8
	Don't know	19	5.2	5.2	100.0
	Total	363	100.0	100.0	

**What Do You Shop for at Chartwell? Q34-2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	306	84.3	84.3	84.3
Everything	1	.3	.3	84.6
Groceries	7	1.9	1.9	86.5
Department Stores	6	1.7	1.7	88.2
Clothing	15	4.1	4.1	92.3
Shoes	4	1.1	1.1	93.4
Appliances	2	.6	.6	93.9
Electronics	1	.3	.3	94.2
Hardware or building supplies	1	.3	.3	94.5
Auto supplies	1	.3	.3	94.8
Hairdressers or beauty services	1	.3	.3	95.0
Cafes	3	.8	.8	95.9
Other	15	4.1	4.1	100.0
Total	363	100.0	100.0	

**What Do You Shop for at Chartwell? Q34-3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	341	93.9	93.9	93.9
Groceries	2	.6	.6	94.5
Liquor, wine, beer	1	.3	.3	94.8
Department Stores	2	.6	.6	95.3
Clothing	2	.6	.6	95.9
Shoes	5	1.4	1.4	97.2
Food court	4	1.1	1.1	98.3
Cafes	1	.3	.3	98.6
Other	5	1.4	1.4	100.0
Total	363	100.0	100.0	

**What Do You Shop for at Chartwell? Q34-4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	354	97.5	97.5	97.5
Everything	1	.3	.3	97.8
Department Stores	2	.6	.6	98.3
Furniture	1	.3	.3	98.6
Hardware or building supplies	1	.3	.3	98.9
Cafes	1	.3	.3	99.2
Restaurant	1	.3	.3	99.4
Other	2	.6	.6	100.0
Total	363	100.0	100.0	

**What Do You Shop for at Chartwell? Q34-5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	358	98.6	98.6	98.6
Groceries	1	.3	.3	98.9
Department Stores	1	.3	.3	99.2
Clothing	1	.3	.3	99.4
Appliances	1	.3	.3	99.7
Restaurant	1	.3	.3	100.0
Total	363	100.0	100.0	

**What Do You Shop for at Chartwell? Q34-6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	362	99.7	99.7	99.7
Shoes	1	.3	.3	100.0
Total	363	100.0	100.0	

**What Do You Shop for at Chartwell? Q34-7**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	363	100.0	100.0	100.0

**Activities in Downtown Hamilton Q37-1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	55	15.2	15.2	15.2
Work or job	31	8.5	8.5	23.7
Shopping	130	35.8	35.8	59.5
Museum	1	.3	.3	59.8
Entertainment	30	8.3	8.3	68.0
Cafes or restaurants	38	10.5	10.5	78.5
Bars, Pubs, Clubs	9	2.5	2.5	81.0
Casino	1	.3	.3	81.3
Library	7	1.9	1.9	83.2
Business Activities	8	2.2	2.2	85.4
Hang out	10	2.8	2.8	88.2
Other	26	7.2	7.2	95.3
Never	7	1.9	1.9	97.2
Dont know	9	2.5	2.5	99.7
Refused	1	.3	.3	100.0
Total	363	100.0	100.0	

**Activities in Downtown Hamilton Q37-2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	176	48.5	48.5	48.5
Work or job	2	.6	.6	49.0
Shopping	41	11.3	11.3	60.3
Museum	4	1.1	1.1	61.4
Entertainment	41	11.3	11.3	72.7
Cafes or restaurants	53	14.6	14.6	87.3
Bars, Pubs, Clubs	4	1.1	1.1	88.4
Casino	4	1.1	1.1	89.5
Library	4	1.1	1.1	90.6
Business Activities	5	1.4	1.4	92.0
Hang out	14	3.9	3.9	95.9
Other	14	3.9	3.9	99.7
Dont know	1	.3	.3	100.0
Total	363	100.0	100.0	

**Activities in Downtown Hamilton Q37-3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	259	71.3	71.3	71.3
Work or job	1	.3	.3	71.6
Shopping	17	4.7	4.7	76.3
Museum	3	.8	.8	77.1
Entertainment	21	5.8	5.8	82.9
Cafes or restaurants	27	7.4	7.4	90.4
Bars, Pubs, Clubs	8	2.2	2.2	92.6
Casino	3	.8	.8	93.4
Library	10	2.8	2.8	96.1
Business Activities	3	.8	.8	97.0
Hang out	6	1.7	1.7	98.6
Other	5	1.4	1.4	100.0
Total	363	100.0	100.0	

**Activities in Downtown Hamilton Q37-4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	313	86.2	86.2	86.2
Work or job	1	.3	.3	86.5
Shopping	3	.8	.8	87.3
Museum	1	.3	.3	87.6
Entertainment	13	3.6	3.6	91.2
Cafes or restaurants	10	2.8	2.8	93.9
Bars, Pubs, Clubs	6	1.7	1.7	95.6
Casino	2	.6	.6	96.1
Library	1	.3	.3	96.4
Business Activities	4	1.1	1.1	97.5
Hang out	7	1.9	1.9	99.4
Other	2	.6	.6	100.0
Total	363	100.0	100.0	

**Activities in Downtown Hamilton Q37-5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	345	95.0	95.0	95.0
Shopping	1	.3	.3	95.3
Cafes or restaurants	5	1.4	1.4	96.7
Bars, Pubs, Clubs	1	.3	.3	97.0
Casino	1	.3	.3	97.2
Library	1	.3	.3	97.5
Business Activities	6	1.7	1.7	99.2
Hang out	2	.6	.6	99.7
Other	1	.3	.3	100.0
Total	363	100.0	100.0	

**Activities in Downtown Hamilton Q37-6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	356	98.1	98.1	98.1
Bars, Pubs, Clubs	1	.3	.3	98.3
Business Activities	1	.3	.3	98.6
Hang out	5	1.4	1.4	100.0
Total	363	100.0	100.0	

**Activities in Downtown Hamilton Q37-7**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	361	99.4	99.4	99.4
Entertainment	1	.3	.3	99.7
Casino	1	.3	.3	100.0
Total	363	100.0	100.0	

**Activities in Downtown Hamilton Q37-8**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	363	100.0	100.0	100.0

**Activities in Downtown Hamilton Q37-9**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	363	100.0	100.0	100.0

**Visit Garden Place Frequency Q38**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Once a day	1	.3	.3	.3
Every other day	2	.6	.6	.8
About twice a week	4	1.1	1.1	1.9
Once a week	10	2.8	2.8	4.7
2 or 3 times a month	21	5.8	5.8	10.5
About once a month	41	11.3	11.3	21.8
Less than once a month	136	37.5	37.5	59.2
Never	140	38.6	38.6	97.8
Don't know	8	2.2	2.2	100.0
Total	363	100.0	100.0	

**What would attract you to use Garden Place? Q39-1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Safer	12	3.3	3.3	3.3
Cleaner	5	1.4	1.4	4.7
Nicer	7	1.9	1.9	6.6
More to do	20	5.5	5.5	12.1
Wider range of shops	27	7.4	7.4	19.6
Easier parking	63	17.4	17.4	36.9
Other	37	10.2	10.2	47.1
Never/Nothing	157	43.3	43.3	90.4
Dont know	35	9.6	9.6	100.0
Total	363	100.0	100.0	

**What would attract you to use Garden Place? Q39-2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	311	85.7	85.7	85.7
Cleaner	8	2.2	2.2	87.9
Nicer	6	1.7	1.7	89.5
More to do	6	1.7	1.7	91.2
Wider range of shops	11	3.0	3.0	94.2
Easier parking	12	3.3	3.3	97.5
Other	9	2.5	2.5	100.0
Total	363	100.0	100.0	

**What would attract you to use Garden Place? Q39-3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	346	95.3	95.3	95.3
Safer	3	.8	.8	96.1
Cleaner	2	.6	.6	96.7
Nicer	4	1.1	1.1	97.8
More to do	2	.6	.6	98.3
Wider range of shops	1	.3	.3	98.6
Easier parking	2	.6	.6	99.2
Other	3	.8	.8	100.0
Total	363	100.0	100.0	

**What would attract you to use Garden Place? Q39-4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	356	98.1	98.1	98.1
Cleaner	2	.6	.6	98.6
Nicer	2	.6	.6	99.2
More to do	1	.3	.3	99.4
Easier parking	2	.6	.6	100.0
Total	363	100.0	100.0	

**What would attract you to use Garden Place? Q39-5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	358	98.6	98.6	98.6
Safer	1	.3	.3	98.9
Cleaner	2	.6	.6	99.4
Nicer	1	.3	.3	99.7
Wider range of shops	1	.3	.3	100.0
Total	363	100.0	100.0	

**What would attract you to use Garden Place? Q39-6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	359	98.9	98.9	98.9
Safer	2	.6	.6	99.4
More to do	1	.3	.3	99.7
Easier parking	1	.3	.3	100.0
Total	363	100.0	100.0	

**What would attract you to use Garden Place? Q39-7**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	362	99.7	99.7	99.7
Easier parking	1	.3	.3	100.0
Total	363	100.0	100.0	

**Garden Place in the Hamilton CBD is safe Q40-1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - Strongly disagree	15	4.1	4.1	4.1
2	10	2.8	2.8	6.9
3	20	5.5	5.5	12.4
4	14	3.9	3.9	16.3
5	166	45.7	45.7	62.0
6	18	5.0	5.0	66.9
7	24	6.6	6.6	73.6
8	46	12.7	12.7	86.2
9	14	3.9	3.9	90.1
10 - Strongly agree	36	9.9	9.9	100.0
Total	363	100.0	100.0	

**Garden Place in the Hamilton CBD is convenient Q40-2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - Strongly disagree	29	8.0	8.0	8.0
2	16	4.4	4.4	12.4
3	33	9.1	9.1	21.5
4	25	6.9	6.9	28.4
5	133	36.6	36.6	65.0
6	32	8.8	8.8	73.8
7	38	10.5	10.5	84.3
8	25	6.9	6.9	91.2
9	13	3.6	3.6	94.8
10 - Strongly agree	19	5.2	5.2	100.0
Total	363	100.0	100.0	

**Garden Place is interesting and attractive to me Q40-3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - Strongly disagree	24	6.6	6.6	6.6
2	16	4.4	4.4	11.0
3	23	6.3	6.3	17.4
4	34	9.4	9.4	26.7
5	135	37.2	37.2	63.9
6	33	9.1	9.1	73.0
7	39	10.7	10.7	83.7
8	36	9.9	9.9	93.7
9	9	2.5	2.5	96.1
10 - Strongly agree	14	3.9	3.9	100.0
Total	363	100.0	100.0	

**More shops are needed near my home Q40-4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - Strongly disagree	82	22.6	22.6	22.6
2	27	7.4	7.4	30.0
3	22	6.1	6.1	36.1
4	10	2.8	2.8	38.8
5	49	13.5	13.5	52.3
6	16	4.4	4.4	56.7
7	22	6.1	6.1	62.8
8	36	9.9	9.9	72.7
9	14	3.9	3.9	76.6
10 - Strongly agree	85	23.4	23.4	100.0
Total	363	100.0	100.0	

**Type of Shops Needed Near My Home Q41-1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	206	56.7	56.7	56.7
Supermarket/Groceries	58	16.0	16.0	72.7
Liquor, wine, beer	4	1.1	1.1	73.8
Department stores	15	4.1	4.1	78.0
Clothing	31	8.5	8.5	86.5
Shoes	1	.3	.3	86.8
Furniture	2	.6	.6	87.3
Electronics	2	.6	.6	87.9
Sporting goods	2	.6	.6	88.4
Hardware or building supplies	5	1.4	1.4	89.8
Food court	4	1.1	1.1	90.9
Cafes	1	.3	.3	91.2
Bars or Pub	1	.3	.3	91.5
Other	25	6.9	6.9	98.3
Never/nothing	3	.8	.8	99.2
Dont know	2	.6	.6	99.7
Refused	1	.3	.3	100.0
Total	363	100.0	100.0	

**Type of Shops Needed Near My Home Q41-2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	249	68.6	68.6	68.6
Supermarket/Groceries	14	3.9	3.9	72.5
Liquor, wine, beer	8	2.2	2.2	74.7
Department stores	16	4.4	4.4	79.1
Clothing	29	8.0	8.0	87.1
Shoes	11	3.0	3.0	90.1
Furniture	2	.6	.6	90.6
Appliances	2	.6	.6	91.2
Electronics	1	.3	.3	91.5
Hardware or building supplies	6	1.7	1.7	93.1
Food court	4	1.1	1.1	94.2
Cafes	6	1.7	1.7	95.9
Other	15	4.1	4.1	100.0
Total	363	100.0	100.0	

**Type of Shops Needed Near My Home Q41-3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	294	81.0	81.0	81.0
Supermarket/Groceries	1	.3	.3	81.3
Liquor, wine, beer	1	.3	.3	81.5
Department stores	10	2.8	2.8	84.3
Clothing	17	4.7	4.7	89.0
Shoes	10	2.8	2.8	91.7
Furniture	4	1.1	1.1	92.8
Appliances	1	.3	.3	93.1
Electronics	2	.6	.6	93.7
Sporting goods	3	.8	.8	94.5
Hardware or building supplies	7	1.9	1.9	96.4
Food court	5	1.4	1.4	97.8
Cafes	2	.6	.6	98.3
Other	6	1.7	1.7	100.0
Total	363	100.0	100.0	

**Type of Shops Needed Near My Home Q41-4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	320	88.2	88.2	88.2
Supermarket/Groceries	3	.8	.8	89.0
Department stores	2	.6	.6	89.5
Clothing	11	3.0	3.0	92.6
Shoes	8	2.2	2.2	94.8
Furniture	5	1.4	1.4	96.1
Appliances	1	.3	.3	96.4
Sporting goods	1	.3	.3	96.7
Hardware or building supplies	1	.3	.3	97.0
Food court	1	.3	.3	97.2
Cafes	1	.3	.3	97.5
Bars or Pub	3	.8	.8	98.3
Other	6	1.7	1.7	100.0
Total	363	100.0	100.0	

**Type of Shops Needed Near My Home Q41-5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	337	92.8	92.8	92.8
Supermarket/Groceries	1	.3	.3	93.1
Department stores	1	.3	.3	93.4
Shoes	11	3.0	3.0	96.4
Furniture	4	1.1	1.1	97.5
Appliances	3	.8	.8	98.3
Electronics	2	.6	.6	98.9
Hardware or building supplies	2	.6	.6	99.4
Cafes	1	.3	.3	99.7
Other	1	.3	.3	100.0
Total	363	100.0	100.0	

**Type of Shops Needed Near My Home Q41-6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	343	94.5	94.5	94.5
Supermarket/Groceries	1	.3	.3	94.8
Department stores	1	.3	.3	95.0
Furniture	5	1.4	1.4	96.4
Appliances	3	.8	.8	97.2
Electronics	3	.8	.8	98.1
Sporting goods	2	.6	.6	98.6
Auto supplies	2	.6	.6	99.2
Food court	1	.3	.3	99.4
Cafes	1	.3	.3	99.7
Other	1	.3	.3	100.0
Total	363	100.0	100.0	

**Type of Shops Needed Near My Home Q41-7**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	349	96.1	96.1	96.1
Liquor, wine, beer	1	.3	.3	96.4
Appliances	4	1.1	1.1	97.5
Electronics	3	.8	.8	98.3
Hardware or building supplies	1	.3	.3	98.6
Auto supplies	1	.3	.3	98.9
Hairdressers or beauty services	1	.3	.3	99.2
Cafes	1	.3	.3	99.4
Bars or Pub	1	.3	.3	99.7
Other	1	.3	.3	100.0
Total	363	100.0	100.0	

**Type of Shops Needed Near My Home Q41-8**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	353	97.2	97.2	97.2
Appliances	1	.3	.3	97.5
Electronics	5	1.4	1.4	98.9
Sporting goods	2	.6	.6	99.4
Hardware or building supplies	1	.3	.3	99.7
Bars or Pub	1	.3	.3	100.0
Total	363	100.0	100.0	

**Type of Shops Needed Near My Home Q41-9**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	355	97.8	97.8	97.8
Sporting goods	6	1.7	1.7	99.4
Hardware or building supplies	2	.6	.6	100.0
Total	363	100.0	100.0	

**Type of Shops Needed Near My Home Q41-10**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	355	97.8	97.8	97.8
Hardware or building supplies	6	1.7	1.7	99.4
Auto supplies	1	.3	.3	99.7
Food court	1	.3	.3	100.0
Total	363	100.0	100.0	

**Type of Shops Needed Near My Home Q41-11**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	355	97.8	97.8	97.8
Auto supplies	5	1.4	1.4	99.2
Hairdressers or beauty services	1	.3	.3	99.4
Food court	1	.3	.3	99.7
Cafes	1	.3	.3	100.0
Total	363	100.0	100.0	

**Type of Shops Needed Near My Home Q41-12**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	355	97.8	97.8	97.8
Hairdressers or beauty services	4	1.1	1.1	98.9
Food court	2	.6	.6	99.4
Cafes	1	.3	.3	99.7
Bars or Pub	1	.3	.3	100.0
Total	363	100.0	100.0	

**Type of Shops Needed Near My Home Q41-13**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	356	98.1	98.1	98.1
Food court	4	1.1	1.1	99.2
Cafes	2	.6	.6	99.7
Bars or Pub	1	.3	.3	100.0
Total	363	100.0	100.0	

**Type of Shops Needed Near My Home Q41-14**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	356	98.1	98.1	98.1
Cafes	4	1.1	1.1	99.2
Bars or Pub	2	.6	.6	99.7
Other	1	.3	.3	100.0
Total	363	100.0	100.0	

**Type of Shops Needed Near My Home Q41-15**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	360	99.2	99.2	99.2
Bars or Pub	3	.8	.8	100.0
Total	363	100.0	100.0	

**Occupation Q42**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Legislator/Administrator/Manager/Business Manager	44	12.1	12.1	12.1
	Professional	41	11.3	11.3	23.4
	Technician and associated professional	26	7.2	7.2	30.6
	Business owner/Entrepreneur	15	4.1	4.1	34.7
	Self/Employed	12	3.3	3.3	38.0
	Clerk	8	2.2	2.2	40.2
	Service and Sales	33	9.1	9.1	49.3
	Agriculture and Fishery Worker	52	14.3	14.3	63.6
	Trades worker	29	8.0	8.0	71.6
	Plant and Machinery Operator/Driver	23	6.3	6.3	78.0
	Teacher Educator	20	5.5	5.5	83.5
	Retired	43	11.8	11.8	95.3
	Unemployed	2	.6	.6	95.9
	Student	1	.3	.3	96.1
	Home Maker/housewife/household	2	.6	.6	96.7
	Beneficiary	8	2.2	2.2	98.9
	Other	4	1.1	1.1	100.0
	Total	363	100.0	100.0	

**Main Income Source Q43**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Wages/Salary	227	62.5	62.5	62.5
	Income from Business	76	20.9	20.9	83.5
	Superannuation	38	10.5	10.5	93.9
	Benefit	11	3.0	3.0	97.0
	Other	11	3.0	3.0	100.0
	Total	363	100.0	100.0	

**Household Income Before Tax Q44**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Loss or zero income	4	1.1	1.1	1.1
Up to \$20,000	19	5.2	5.2	6.3
\$20,001 - \$40,000	53	14.6	14.6	20.9
\$40,001 - \$60,000	73	20.1	20.1	41.0
\$60,001 - \$80,000	62	17.1	17.1	58.1
\$80,001 - \$100,000	39	10.7	10.7	68.9
Over \$100,001	64	17.6	17.6	86.5
^T1 Refused/Dont Know	49	13.5	13.5	100.0
Total	363	100.0	100.0	

**Household Size Q45**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	42	11.6	11.6	11.6
2	121	33.3	33.3	44.9
3	67	18.5	18.5	63.4
4	75	20.7	20.7	84.0
5	39	10.7	10.7	94.8
6	8	2.2	2.2	97.0
7	5	1.4	1.4	98.3
More than 7 ^T7	6	1.7	1.7	100.0
Total	363	100.0	100.0	

**Household Makeup Q46**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Young single living alone	3	.8	.8	.8
Group flatting	1	.3	.3	1.1
Young couple, no children	19	5.2	5.2	6.3
Family, mainly pre-school children	50	13.8	13.8	20.1
Family, mainly school children	92	25.3	25.3	45.5
Family, adult children	63	17.4	17.4	62.8
Older couple/single person	87	24.0	24.0	86.8
Middle aged couple/single	41	11.3	11.3	98.1
Boarding or similar	2	.6	.6	98.6
Multi-family household (2 or more families in one house)	3	.8	.8	99.4
Extended family	1	.3	.3	99.7
Refused	1	.3	.3	100.0
Total	363	100.0	100.0	

**Own or Rent Home Q47**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Own	179	49.3	49.3	49.3
Own with mortgage	122	33.6	33.6	82.9
Rent	55	15.2	15.2	98.1
Live in family home	1	.3	.3	98.3
Other	6	1.7	1.7	100.0
Total	363	100.0	100.0	

**Ethnicity Q48**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid NZ European or Pakeha	207	57.0	57.0	57.0
Maori	40	11.0	11.0	68.0
Pacific Islander	1	.3	.3	68.3
Indian	2	.6	.6	68.9
Other (Asian)	5	1.4	1.4	70.2
New Zealander/Kiwi	88	24.2	24.2	94.5
Other	20	5.5	5.5	100.0
Total	363	100.0	100.0	

	Mean	Maximum	Minimum
Commute Time to Work (minutes) Q11	20.6	180.0	1.0

	Mean	Maximum	Minimum
Commute Time to Work (minutes) Q11	20.6	180.0	1.0
Side Shopping Trip Frequency Q12	9.1	99.0	1.0
Special Shopping Trip Frequency Q13	5.6	98.0	1.0
Supermarket Shopping Frequency Q15	5.2	98.0	1.0
Primary Large Mall Frequency Q27	6.2	98.0	.0
Secondary Large Mall Frequency Q30	5.8	97.0	.0
Shop At Chartwell Frequency Q35	6.5	98.0	.0
Shop in Downtown Hamilton Frequency Q33	5.3	98.0	.0