



Date: August 2024

Betfred Market Research Findings - Footfall and Customer Survey Results

1.0 Introduction

- 1.1 On behalf of Betfred (Done Brothers cash betting Ltd), in 2016, NEMS Market Research carried out market research and pedestrian footfall surveys at a number of town and local centres in order to understand the impact the presence of a Betfred premises has on the vitality and viability of those centres.
- 1.2 Following changes to town and local centres following the Covid-19 Pandemic and increased online shopping behaviours, Betfred further commissioned updated NEMS Market research that was undertaken during Spring and Summer 2024. This Report sets out the research findings.
- 1.3 Six Betfred locations were selected UK wide which represented a wide variety of units and locations, the findings are representative of many different scenarios and it is envisaged the findings will help Local Planning Authorities in their assessment of change of use planning applications submitted by Betfred.

2.0 The Sites and Surveys

- 2.1 The six Betfred examples and their designation within the adopted Local Plan are referenced below. In addition, the Use of the adjacent sites that were surveyed for comparison as part of the footfall surveys are also identified.

Betfred Address	Local Plan Designation	Adjacent Units Surveyed
FINGERPOST	District Centre	1. Sunseekers Tanning, 92 Higher Parr Street (Class E(c)); 2. Chipmunk Chippy, 86 Higher Parr Street (Class E(b)); 3. Fingerpost Pharmacy, 80 Higher Parr Street (Class E(a)); 4. Eyeline Opticians, 77 Higher Parr Street (Class E(e)); and 5. Morrisons Daily, 91 Higher Parr Street (Class E(a).
RHYL	Primary Frontage	1. Detour Clothes, 79-81 High Street (Class E(a)); 2. Poundbakery, 75 High Street (Class E(b)); 3. Poundland, 61-71 High Street (Class E(a));

		4. Santander, 52 High Street (Class E(c)); and 5. British Heart Foundation, 44 High Street (Class E(a))
RUNCORN	Primary Shopping area	1. Savers, 40-41 Orchard Walk (Class E(a)); 2. Mode Fashion, 6 Orchard Walk (Class E(a)); 3. Cash Generator, 8 Orchard Walk (Class E(a)); 4. Poundland, Unit 56 (Class E(a)); and 5. Vodafone, 37 Forest Walk (Class E(a)).
PONTYPRIDD	Pontypridd Town Centre	1. Fone Solutions, 78 Taff Street (Class E(c)); 2. Greggs, 79a Taff Street (Class E(b)); 3. Card Factory, 81 Taff Street (Class E(a)); 4. Boots, 82-84 Taff Street (Class E(a)); and 5. Costa, 86-87 Taff Street (Class E(b)).
CARLISLE	Primary Shopping Centre	1. The Works, 86-88 English Street (Class E(a)); 2. Shoezone, 66 English Street (Class E(a)); 3. Clinton Cards, 62-64 English Street (Class E(a)); 4. Barclays, 33 English Street (Class E(c); and 5. WH Smith, 51-53 English Street (Class E(a)).
DUDLEY	Primary Shopping Area	1. Specsavers, 13 Castle Street (Class E(e)); 2. Card Factory, 18-19 High Street, Market Place (Class E(a)); 3. Max Spielmann, 24 High Street (Class E(a)); 4. Shoezone, 27 High Street (Class E(a)); and 5. Santander, 235-236 High Street (Class E(c)).

3.0 Market Research Findings

Footfall Surveys

- 3.1 At each of the six locations one fieldworker was deployed each day at each location, moving between the designated count sites at set intervals. Visitor counts (in both entrance and exit) were made for a period of 10 minutes at each point before moving onto the next. Counts excluded children aged 7 or under, vagrants, post-persons, traffic wardens, police and delivery men / women.
- 3.2 The counts were conducted between 10pm and 4pm. Counts were conducted on Saturday 1st June 2024. The fieldwork was conducted by our highly experienced and professional market research interviewers working to the Code of Practice and quality assurance of The Market Research Society. The footfall charts and a brief commentary for each of the sites are provided below.

FINGERPOST – Rank 6 of 6

- 3.3 Of the six sites within Fingerpost District Centre, Morrisons Daily was by far the busiest, with an hourly average of 138 entering or leaving – compared to averages of between 20 to 50 for the other five sites.
- 3.4 The second most busy location was Betfred, with an hourly average of 50 entering or exiting (closely followed by Sunseekers Tanning with 46); this was equivalent to around a third that of the Morrisons Daily.
- 3.5 The average number of people entering the premises was 50 and therefore represents a significant generator of footfall for this centre.
- 3.1 What the survey does show is that the Betfred use made a significant contribution to footfall in this part of the centre compared to other uses that were open.

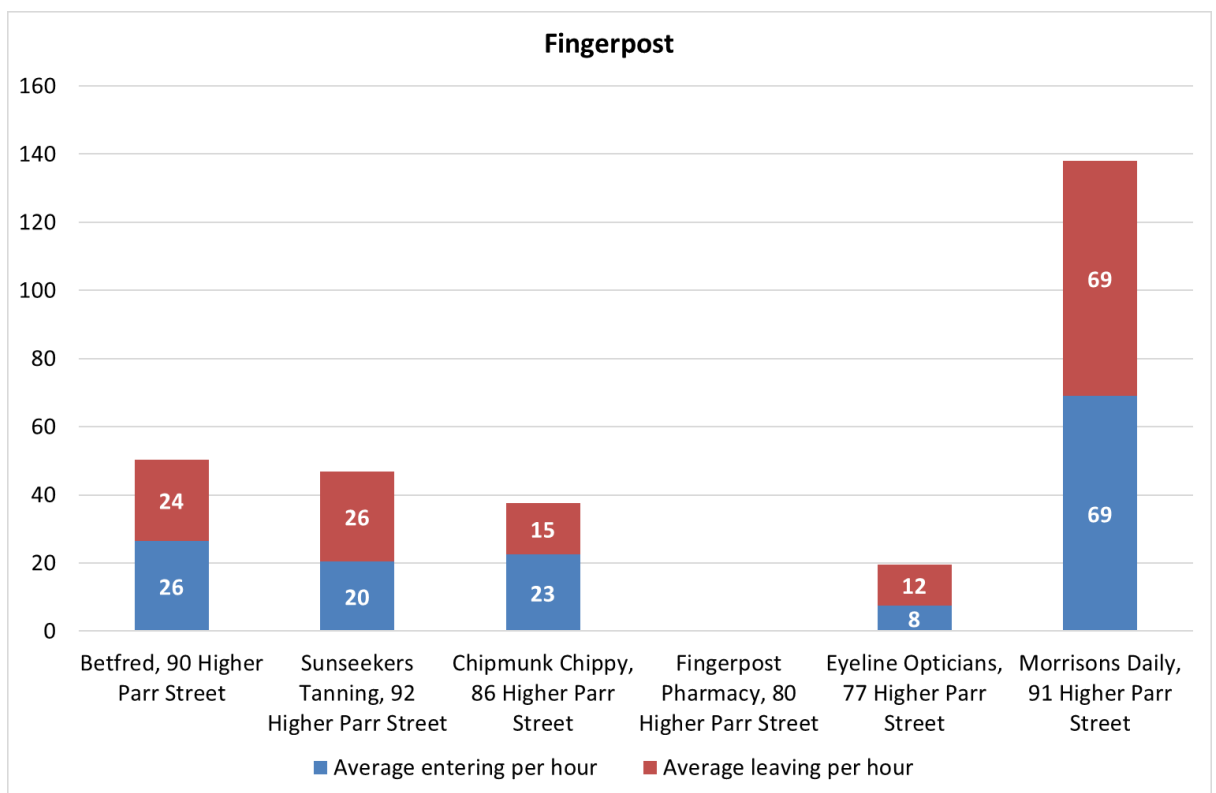


Figure 1 – Fingerpost Footfall

Rhyl – Rank 2 of 6.

- 3.2 The Rhyl Betfred is located within the Primary Shopping Frontage. Poundland was by far the busiest of the six Rhyl sites, with an hourly average of 700 entering or leaving – compared to averages of between 34 to 233 for the other five sites. The second most busy location was The British Heart Foundation, with an hourly average of 233 entering or exiting (closely followed by Poundbakery with 203 per hour). Detour Clothes had the lowest counts, with an average of 34 people entering or exiting per hour. The Betfred site registered an hourly average of 64 people entering or exiting.
- 3.3 Whilst the Betfred premises have the lowest footfall figures, the figures still show that an average of 26 people entered the premises every hour. This level of footfall is very high and would still enhance the vitality and viability of the centre.

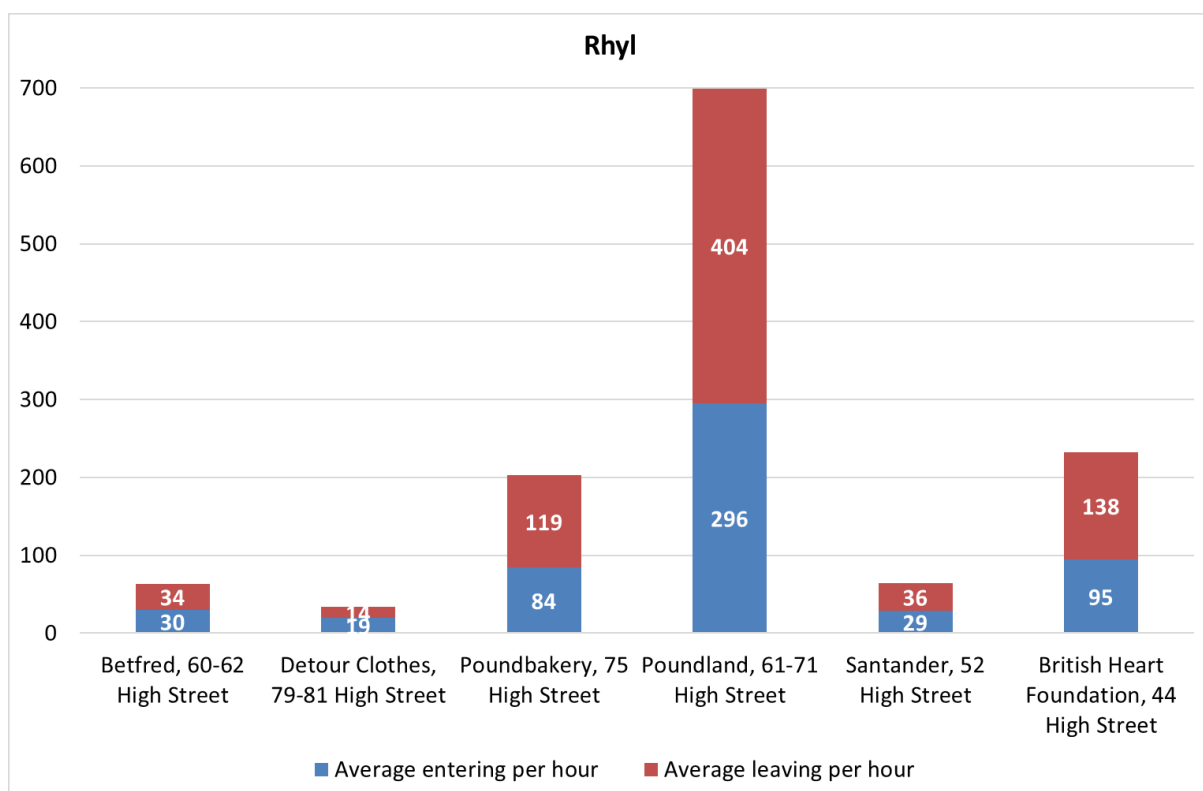


Figure 2 – Rhyl Footfall Results

Runcorn – Rank 1 of 6

- 3.1 Runcorn Betfred is located in the Primary Shopping Area. Poundland was by far the busiest of the six Runcorn sites, with an hourly average of 270 entering or leaving – compared to averages of between 158 to 228 for the other five sites.
- 3.2 The second most busy location was the Vodafone store, with an hourly average of 228 entering or exiting (closely followed by Mode Fashion with 214 per hour).
- 3.3 The Betfred site registered an hourly average of 158 people entering or exiting and was the least frequented of the six sites; the Betfred unit had around two-thirds the visitor frequency of the busiest location.
- 3.4 Again, whilst the Betfred premises have the lowest footfall figures, the figures still show that an average of 30 people entered the premises every hour. This level of footfall is very high and would still enhance the vitality and viability of the centre.

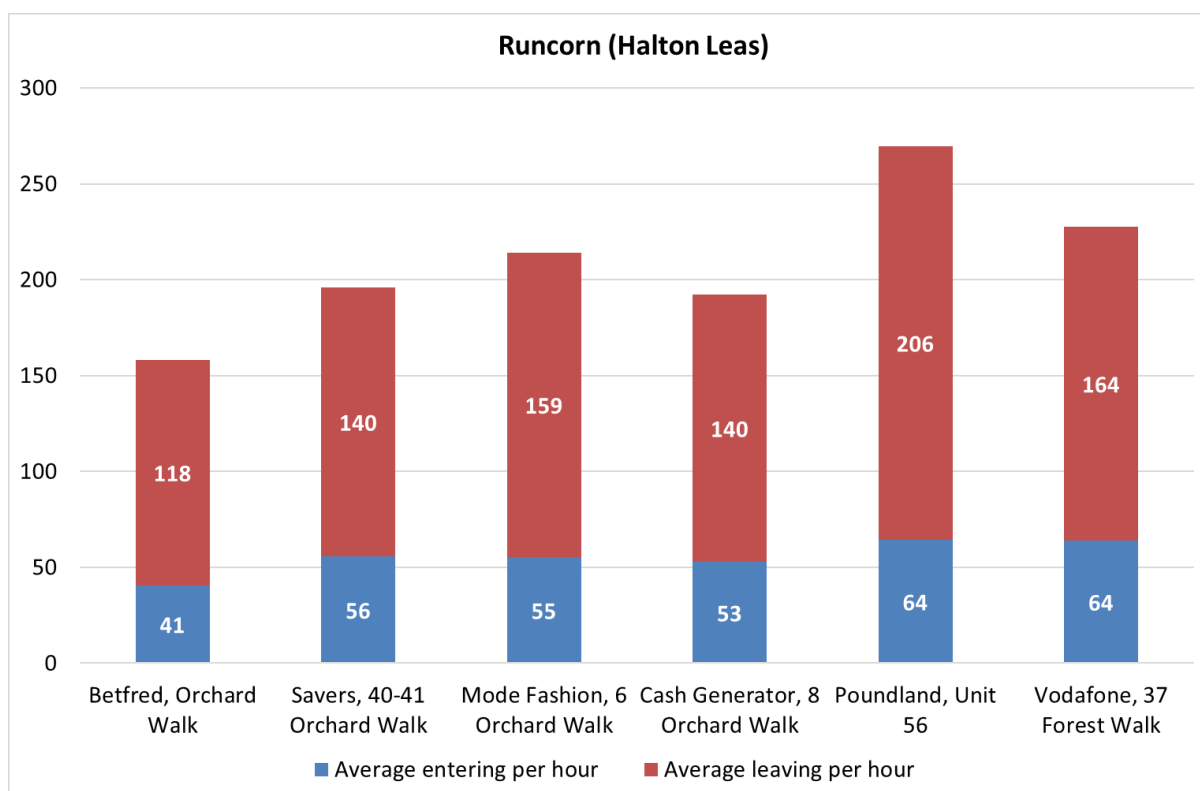


Figure 3 – Runcorn Footfall Results

Pontypridd – Rank 3 of 6

- 3.5 The Pontypridd unit can be seen to be an extremely busy parade that is once again dominated by a major national retailer. Two of the six Pontypridd locations stood out as the most popular – Boots and Greggs (with a respective hourly average of 247 and 239 entering or exiting). This was compared to hourly averages of between 3 to 118 for the other four sites.
- 3.6 The Betfred site registered an hourly average of 26 people entering or exiting and was around a tenth that of the busiest location, whilst the Betfred premises have the lowest footfall figures, the figures still show that an average of 30 people entering and existing the premises every hour. This level of footfall is very high and would still enhance the vitality and viability of the centre.

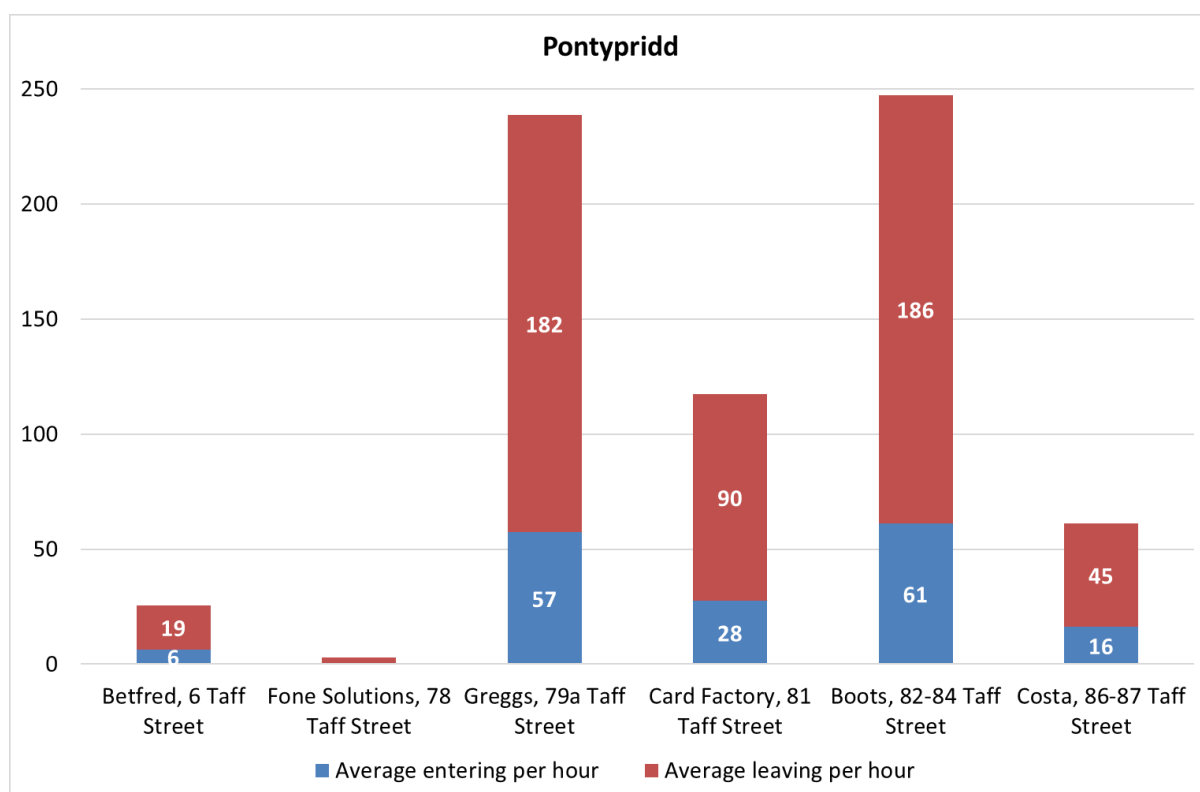


Figure 4 – Pontypridd Footfall Results

Carlisle – Rank 4 of 6

- 3.7 WH Smith's was by far the busiest of the six Carlisle sites, with an hourly average of 178 entering or leaving – compared to averages of between 36 to 83 for the other five sites.
- 3.8 This was followed by Clinton Cards and The Works, with entering or exiting figures of 83 and 70 respectively.
- 3.9 The Betfred site registered an hourly average of 36 people entering or exiting and was the least busy location of the six.

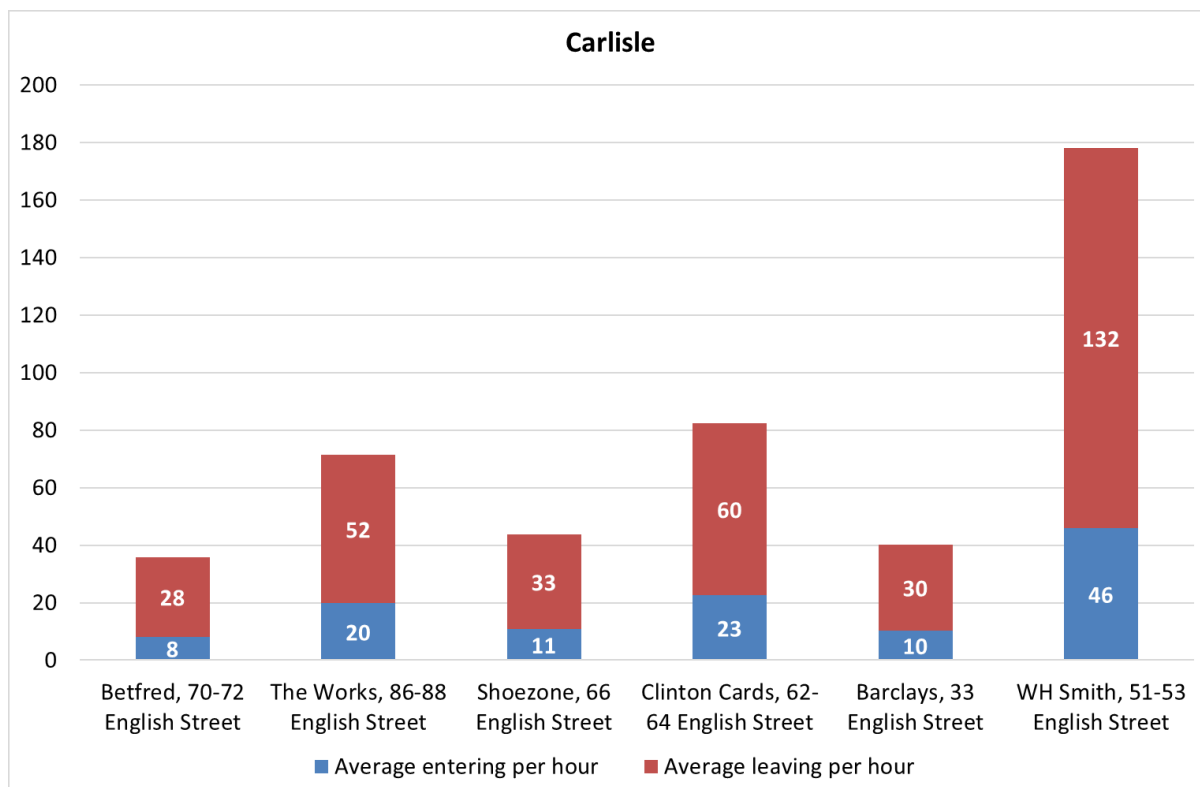


Figure 5 – Carlisle Footfall Results

Dudley – Rank 5 of 6

- 3.1 With an hourly average of 105 entering or exiting, Shoezone was the busiest of the six sites – compared to averages of between 36 to 97 for the other five sites.
- 3.2 This was closely followed by Card Factory, with an average hourly entering or exiting figure of 97.
- 3.3 The Betfred site registered an hourly average of 80 people entering or exiting and was joint third busiest of the six sites (tied with Specsavers).

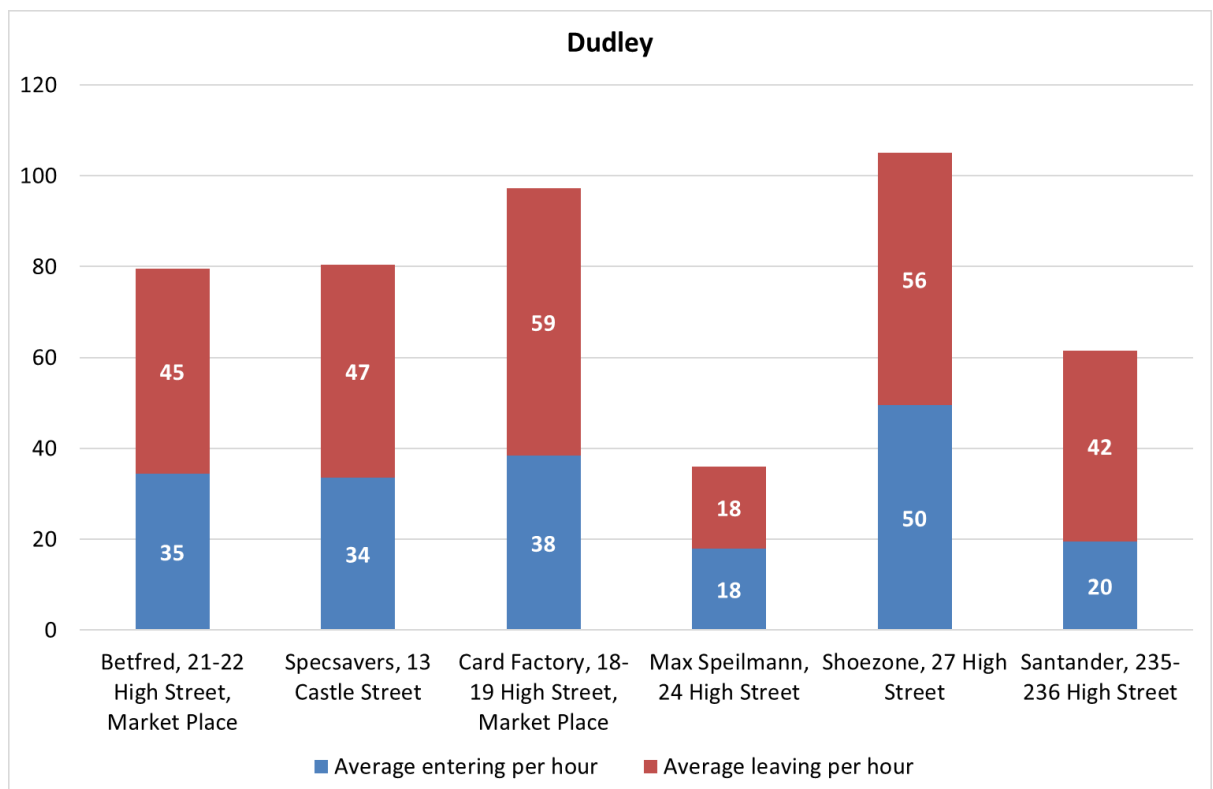


Figure 6 – Dudley Footfall Results

Footfall Summary

- 3.4 The footfall surveys referenced above clearly show that Betfred consistently generates high levels of footfall at a variety of different locations. The average number of people visiting the Betfred premises across the six stores is 42 people per hour. The average number of people visiting the other premises is 78 and is comparable to those visiting Betfred. However, if the Poundland, Greggs and Boots figures are taken out (as these heavily skew the footfall figures), the average non-Betfred footfall count is at 52.4 people per hour, closer to the Betfred average.
- 3.5 An important point with respect to the footfall surveys is that they were only carried out between the hours of 10am-4pm. Whereas this gives an accurate representation of daytime footfall and allows for direct comparison with other typical shops and services found on the high street, it should be noted that Betfred generally open from 8am-10pm six days of the week and 9am-10pm on Sundays. These hours are significantly greater than most other retail and non-retail operators found within defined centres. Betfred would continue to attract a significant number throughout the day resulting in a much higher total daily footfall generation than most other uses.

Questionnaire

3.6 In addition to the footfall surveys a questionnaire was carried out at the six Betfred locations. 243 of the visitors to Betfred were asked ten questions to establish how and why they visited the premises and what other shops and services would be visited that day. The full results are provided at Appendix 1.

3.7 The eleven questions were:

1. Is the main purpose of your trip to THIS shopping centre to visit Betfred?
2. Have you visited or will you be visiting other shops / services in this shopping centre today?
3. Do you normally visit other shops / services in this shopping centre when visiting this Betfred?
4. What other shops / services have you visited / will you be visiting today / What other shops / services do you normally visit?
5. How much have you spent / will you be spending in other shops / services today / How much do you normally spend in other shops / services?
6. How much time will you be spending in the shopping centre in total today / How much time do you normally spend in other shops / services?
7. On average, how often do you normally visit this Betfred branch?
8. How did you travel to this Betfred branch?
9. Why do you prefer to visit Betfred compared to other betting offices?
10. Do you prefer betting with Betfred in store or online?
11. What could we change to improve your in-shop experience with Betfred?

3.8 The results for Question 1 are presented in Figure 7 below.

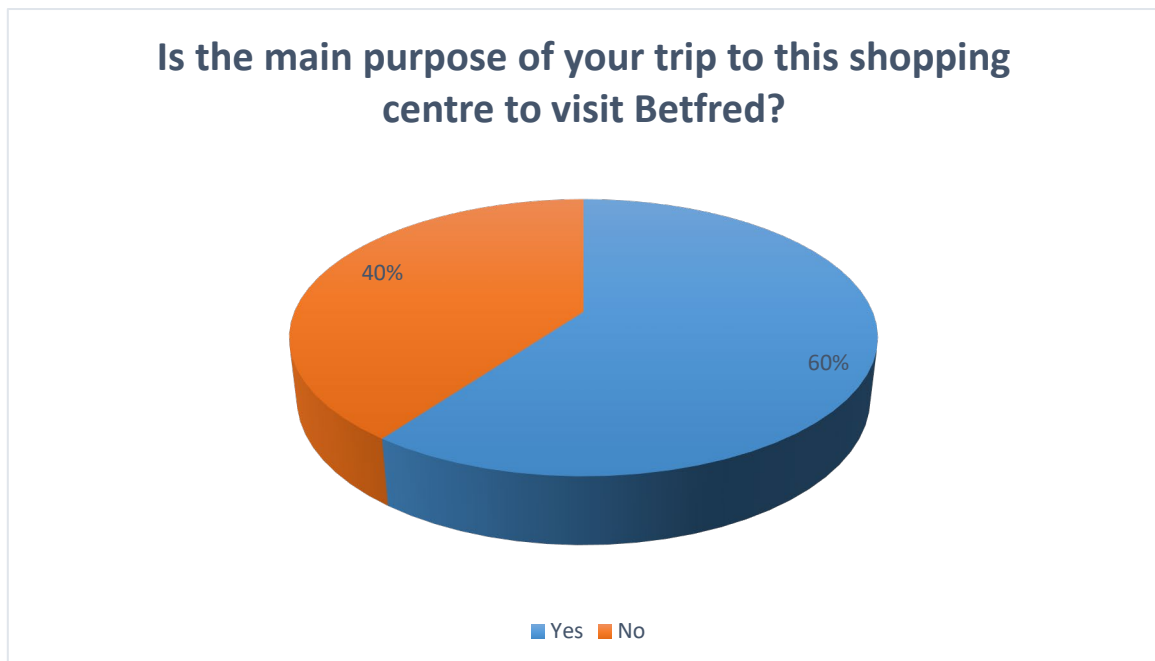


Figure 7 - Question 1: Is the main purpose of your trip to this shopping centre to visit Betfred? (243 Base)

- 3.9 60.08% (146 people) of the visitors to Betfred stated this was their main purpose of their trip to the shopping centre. This shows that a significant number of people are attracted to defined centres primarily due to the presence of a Betfred. Such an attraction clearly enhances the vitality and viability of centres as it is bringing visitors into the centre that may not otherwise have visited on that day. As can be seen from the follow up questions, many of those visitors go on to visit other shops and services and spend money elsewhere in the centre and therefore further enhance vitality and viability.
- 3.10 The point above is elaborated in the responses to Question 2 where 60.08% (146 people) of respondents stated they have or will be visiting other shops and services in the centre that day. Furthermore, of the 97 people that were not visiting another shop that same day, 36 of them (36%) stated they would normally visit other shops and services as part of a linked trip with that Betfred.
- 3.11 When looking at the responses to questions 2 and 3 together, 74.89% (182 of 243 respondents) stated they were or would normally visit other shop and services on the same day as visiting Betfred. These linked trips are vital in ensuring the vitality and viability of the centres are maintained and enhanced and demonstrate that a Betfred is an integral part of shopping centres.
- 3.12 The results for Questions 2 and 3 are presented in Figures 8 and 9 below.



Figure 8 – Question 2: Have you visited or will you be visiting other shops/services in this shopping centre today? (243 Base)

Do you normally visit other shops / services in this shopping when visiting this Betfred? (Those who said 'No' or 'Don't know' at Q02)

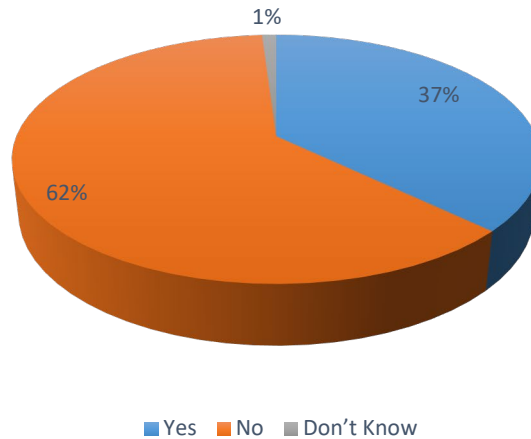


Figure 9 – Question 3: Do you normally visit other shops/services in this shopping centre when visiting Betfred? Those who said no or don't know at Question 2.

3.13 With regard to the estimated spend of those 182 respondents who visit other premises on a normal day, the following answers were provided:

Nothing – 1.10% (2)
 Less than £10 – 15.93% (29)
 £10-£30 – 47.80% (87)
 £30.01 - £50 – 19.23% (35)
 Over £50 – 9.34% (17)
 Don't know/varies – 6.59% (12)

3.14 The mean spend is £26.82 and therefore represents a very positive connection between those visiting Betfred and the direct impact on spending elsewhere in the centre that ultimately enhances vitality and viability.

3.15 Question 4 helped to determine where that linked spending would take place with foods shop (68.68%) being the most popular venue followed by non-food shops (50.54%), eating and drinking establishments (34.07%) and financial and professional (15.93%). This fairly even spread of visited premises highlights that visitors to Betfred do not just link their trips with specific uses but a wide range of uses therefore having a positive impact on all uses within the centre and overall vitality and viability.

3.16 The most common answer to Question 6, time spent in the centre, was over an hour (50%). Visitors to Betfred can be seen to be spending their money over a significant period of time. With Betfred visitors dwelling within the centre this adds to vitality as the hustle and bustle of people gives the impression that the centre is a lively and attractive place to be. This would not necessarily be the case if Betfred visitors did not visit other shops and services.

- 3.17 The responses to Question 7 confirm that visitors to Betfred do so on a regular basis with 29.22% visiting daily, 36.63% two or three times a week and 22.63% at least once a week. When considering this in light of the linked trips, linked spending and average time spent in the centre, this shows that a Betfred has a significant positive impact on vitality and viability in a centre. With regular visits being made to Betfred and the high proportion of linked trips and linked spending this means other units within the centre regularly benefit from those that have also visited Betfred, some on a daily basis.
- 3.18 Question 8 asked how the respondents had travelled to Betfred. 62.98% of respondents travelled by sustainable modes of transport including bus, train, on foot or by bike.
- 3.19 Question 10 responses confirm that those visiting the Betfred overwhelmingly prefer to utilise Betfred services in store (88.89%) rather than on line. In addition the most popular answer to Question 9 (Why do you prefer to visit Betfred compared to other betting shops) was because of Better customer service (46.50%). Here we can see that the availability of a Betfred premises is particularly important to Betfred customers. As such Betfred do not simply provide a high street presence for advertisement purposes or to retain prominence of their name on the high street. This is unlike some Class E uses that simply desire a high street presence as a means of marketing and advertisement for their more lucrative on line business (mobile phone shops and banks for example). Clearly Betfred generate high levels of footfall and have high demand for a physical presence.

4.0 Conclusions

- 4.1 The market research strongly supports the case that Betfred have a significantly positive impact on the vitality and viability of shopping parades and centres.
- 4.2 The market research has been carried out at six different locations each with different physical characteristics and planning policy context and therefore offers a good data set that can be comparable with a variety of other situations (and planning applications). Both footfall surveys and questionnaires were undertaken to allow a wide range of information to be gathered.
- 4.3 The footfall surveys show high levels of footfall at all the Betfred locations with these counts being comparable if not better than most other Class E and non-Class E uses. This shows Betfred are a generator of footfall and a complementary use within shopping parades.
- 4.4 When considering the questionnaire responses in light of the footfall figures, it can be seen that Betfred customers are not only plentiful but also link their trip to Betfred to other shops and services within the designated centre and therefore generate a high number of linked trips. Those linked trips result in a significant spend in the local economy on a regular basis.
- 4.5 On the basis of the above it is evident that Betfred have a positive impact on the vitality and viability of shopping centres and assertions to the contrary are unfounded. The findings within this statement should be afforded significant weight when considering applications for new Betfred premises.

APPENDIX 1 – QUESTIONNAIRE RESULTS

Betfred Customers Survey
for ID Planning

	Total	Male		Female		18 to 34		35 to 54		55+		Taff Street, Pontypridd		High Street, Rhyl		Fingerpost, St Helens		Runcorn Shopping City, Runcorn		English Street, Carlisle		Market Place, Dudley		
Q01 Is the main purpose of your trip to THIS shopping centre to visit Betfred?																								
Yes	60.1%	146	62.7%	131	44.1%	15	40.0%	4	66.0%	31	59.7%	111	42.1%	16	55.8%	24	82.6%	19	87.1%	54	39.5%	17	47.1%	16
No	39.9%	97	37.3%	78	55.9%	19	60.0%	6	34.0%	16	40.3%	75	57.9%	22	44.2%	19	17.4%	4	12.9%	8	60.5%	26	52.9%	18
Base:		243		209		34		10		47		186		38		43		23		62		43		34
Q02 Have you visited or will you be visiting other shops / services in this shopping centre today																								
Yes	60.1%	146	57.4%	120	76.5%	26	60.0%	6	70.2%	33	57.5%	107	65.8%	25	58.1%	25	47.8%	11	56.5%	35	67.4%	29	61.8%	21
No	38.7%	94	41.1%	86	23.5%	8	30.0%	3	29.8%	14	41.4%	77	31.6%	12	39.5%	17	52.2%	12	41.9%	26	32.6%	14	38.2%	13
(Don't know)	1.2%	3	1.4%	3	0.0%	0	10.0%	1	0.0%	0	1.1%	2	2.6%	1	2.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Base:		243		209		34		10		47		186		38		43		23		62		43		34
Q03 Do you normally visit other shops / services in this shopping when visiting this Betfred?																								
<i>Those who said 'No' or 'Don't know' at Q02</i>																								
Yes	37.1%	36	34.8%	31	62.5%	5	0.0%	0	28.6%	4	40.5%	32	46.2%	6	38.9%	7	33.3%	4	48.1%	13	42.9%	6	0.0%	0
No	61.9%	60	64.0%	57	37.5%	3	100.0%	4	64.3%	9	59.5%	47	53.8%	7	61.1%	11	66.7%	8	51.9%	14	57.1%	8	92.3%	12
(Don't know)	1.0%	1	1.1%	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	7.7%	1
Base:		97		89		8		4		14		79		13		18		12		27		14		13
Q04 What other shops / services have you visited / will you be visiting today / What other shops / services do you normally visit? [MR]																								
<i>Those who said 'Yes' at Q02 or Q03</i>																								
Food shops	68.7%	125	62.9%	95	96.8%	30	50.0%	3	54.1%	20	73.4%	102	45.2%	14	65.6%	21	93.3%	14	70.8%	34	74.3%	26	76.2%	16
Non-food shops (e.g. clothes, shoes chemist etc)	50.5%	92	48.3%	73	61.3%	19	83.3%	5	56.8%	21	47.5%	66	45.2%	14	34.4%	11	0.0%	0	93.8%	45	37.1%	13	42.9%	9
Financial and professional services (e.g. bank)	15.9%	29	15.9%	24	16.1%	5	16.7%	1	16.2%	6	15.8%	22	12.9%	4	0.0%	0	0.0%	0	37.5%	18	14.3%	5	9.5%	2
Restaurants, cafes, take away or drinking establishments	34.1%	62	33.8%	51	35.5%	11	66.7%	4	32.4%	12	33.1%	46	54.8%	17	40.6%	13	20.0%	3	27.1%	13	22.9%	8	38.1%	8
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
Amusements	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Market	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other bookmakers	3.3%	6	4.0%	6	0.0%	0	0.0%	0	2.7%	1	3.6%	5	0.0%	0	12.5%	4	0.0%	0	0.0%	0	0.0%	0	9.5%	2
(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	0.0%	0	0.0%	0
Base:		182		151		31		6		37		139		31		32		15		48		35		21

Betfred Customers Survey
for ID Planning

	Total		Male		Female		18 to 34		35 to 54		55+		Taff Street, Pontypridd		High Street, Rhyl		Fingerpost, St Helens		Runcorn Shopping City, Runcorn		English Street, Carlisle		Market Place, Dudley	
Meanscore: [£]																								
Q05 How much have you spent / will you be spending in other shops / services today / How much do you normally spend in other shops / services?																								
Those who said 'Yes' at Q02 or Q03																								
Nothing	1.1%	2	1.3%	2	0.0%	0	0.0%	0	2.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.9%	1	0.0%	0
Less than £10	15.9%	29	16.6%	25	12.9%	4	16.7%	1	18.9%	7	15.1%	21	32.3%	10	9.4%	3	13.3%	2	20.8%	10	8.6%	3	4.8%	1
£10.00 - £30.00	47.8%	87	46.4%	70	54.8%	17	33.3%	2	29.7%	11	53.2%	74	41.9%	13	40.6%	13	40.0%	6	54.2%	26	54.3%	19	47.6%	10
£30.01 - £50.00	19.2%	35	18.5%	28	22.6%	7	33.3%	2	13.5%	5	20.1%	28	16.1%	5	34.4%	11	26.7%	4	6.3%	3	14.3%	5	33.3%	7
Over £50	9.3%	17	11.3%	17	0.0%	0	16.7%	1	27.0%	10	4.3%	6	9.7%	3	9.4%	3	6.7%	1	0.0%	0	20.0%	7	14.3%	3
(Don't know / varies)	6.6%	12	6.0%	9	9.7%	3	0.0%	0	8.1%	3	6.5%	9	0.0%	0	6.3%	2	13.3%	2	16.7%	8	0.0%	0	0.0%	0
Mean:	26.82		27.61		22.86		33.33		35.44		24.27		23.71		31.33		28.08		17.25		32.00		33.81	
Base:	182		151		31		6		37		139		31		32		15		48		35		21	
Meanscore: [Time in minutes]																								
Q06 How much time will you be spending in the shopping centre in total today / How much time do you normally spend in other shops / services?																								
Those who said 'Yes' at Q02 or Q03																								
Less than 10 minutes	1.1%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	4.8%	1
10- 29 minutes	14.3%	26	13.2%	20	19.4%	6	16.7%	1	16.2%	6	13.7%	19	3.2%	1	3.1%	1	20.0%	3	25.0%	12	20.0%	7	9.5%	2
30 mins – 1 hour	33.0%	60	35.8%	54	19.4%	6	0.0%	0	35.1%	13	33.8%	47	32.3%	10	15.6%	5	73.3%	11	35.4%	17	37.1%	13	19.0%	4
Over 1 hour	50.0%	91	49.0%	74	54.8%	17	83.3%	5	45.9%	17	49.6%	69	64.5%	20	78.1%	25	0.0%	0	37.5%	18	40.0%	14	66.7%	14
(Don't know / varies)	1.6%	3	0.7%	1	6.5%	2	0.0%	0	2.7%	1	1.4%	2	0.0%	0	3.1%	1	6.7%	1	2.1%	1	0.0%	0	0.0%	0
Mean:	63.80		63.33		66.21		78.33		62.08		63.61		73.23		80.48		39.64		55.85		56.86		70.71	
Base:	182		151		31		6		37		139		31		32		15		48		35		21	
Meanscore: [Number of visits per week]																								
Q07 On average, how often do you normally visit this Betfred branch?																								
Daily	29.2%	71	30.6%	64	20.6%	7	20.0%	2	21.3%	10	31.7%	59	23.7%	9	32.6%	14	39.1%	9	27.4%	17	11.6%	5	50.0%	17
Two or three times a week	36.6%	89	36.8%	77	35.3%	12	30.0%	3	46.8%	22	34.4%	64	47.4%	18	25.6%	11	39.1%	9	48.4%	30	32.6%	14	20.6%	7
Weekly	22.6%	55	22.0%	46	26.5%	9	30.0%	3	21.3%	10	22.6%	42	23.7%	9	18.6%	8	17.4%	4	16.1%	10	32.6%	14	29.4%	10
Monthly	2.9%	7	2.4%	5	5.9%	2	10.0%	1	4.3%	2	2.2%	4	0.0%	0	7.0%	3	0.0%	0	0.0%	0	9.3%	4	0.0%	0
Less than once a month	3.7%	9	3.3%	7	5.9%	2	0.0%	0	2.1%	1	4.3%	8	2.6%	1	9.3%	4	0.0%	0	3.2%	2	4.7%	2	0.0%	0
First time today	4.5%	11	4.3%	9	5.9%	2	10.0%	1	4.3%	2	4.3%	8	0.0%	0	7.0%	3	4.3%	1	4.8%	3	9.3%	4	0.0%	0
(Don't know / varies)	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	3.06		3.14		2.56		2.53		2.79		3.15		2.92		3.02		3.66		3.17		2.06		3.81	
Base:	243		209		34		10		47		186		38		43		23		62		43		34	

**Betfred Customers Survey
for ID Planning**

	Total	Male		Female		18 to 34		35 to 54		55+		Taff Street, Pontypridd	High Street, Rhyl	Fingerpost, St Helens	Runcorn Shopping City, Runcorn	English Street, Carlisle	Market Place, Dudley							
Q08 How did you travel to this Betfred branch?																								
On foot	25.1%	61	25.8%	54	20.6%	7	60.0%	6	38.3%	18	19.9%	37	21.1%	8	37.2%	16	26.1%	6	21.0%	13	23.3%	10	23.5%	8
Bicycle	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	35.0%	85	33.5%	70	44.1%	15	0.0%	0	25.5%	12	39.2%	73	39.5%	15	20.9%	9	13.0%	3	25.8%	16	58.1%	25	50.0%	17
Train / tube / tram	2.5%	6	2.4%	5	2.9%	1	0.0%	0	0.0%	0	3.2%	6	2.6%	1	7.0%	3	0.0%	0	0.0%	0	2.3%	1	2.9%	1
Taxi	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Car	35.8%	87	36.8%	77	29.4%	10	40.0%	4	36.2%	17	35.5%	66	36.8%	14	30.2%	13	60.9%	14	53.2%	33	14.0%	6	20.6%	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	0.0%	0	0.0%	0
Mobility Scooter	0.8%	2	0.5%	1	2.9%	1	0.0%	0	0.0%	0	1.1%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Base:	243		209		34		10		47		186		38		43		23		62		43		34	
Q09 Why do you prefer to visit Betfred compared to other betting offices? [MR]																								
Better customer service	46.5%	113	45.0%	94	55.9%	19	60.0%	6	40.4%	19	47.3%	88	60.5%	23	34.9%	15	39.1%	9	64.5%	40	18.6%	8	52.9%	18
Location is more convenient	45.7%	111	44.5%	93	52.9%	18	50.0%	5	55.3%	26	43.0%	80	18.4%	7	25.6%	11	34.8%	8	88.7%	55	44.2%	19	32.4%	11
Better odds	28.8%	70	32.1%	67	8.8%	3	10.0%	1	23.4%	11	31.2%	58	39.5%	15	39.5%	17	21.7%	5	11.3%	7	41.9%	18	23.5%	8
Know other customers / friends visit here	11.1%	27	12.0%	25	5.9%	2	10.0%	1	6.4%	3	12.4%	23	21.1%	8	7.0%	3	4.3%	1	21.0%	13	0.0%	0	5.9%	2
Habit	9.5%	23	6.7%	14	26.5%	9	10.0%	1	10.6%	5	9.1%	17	0.0%	0	7.0%	3	4.3%	1	17.7%	11	9.3%	4	11.8%	4
Nicer shop facilities	3.7%	9	3.8%	8	2.9%	1	10.0%	1	6.4%	3	2.7%	5	5.3%	2	2.3%	1	4.3%	1	3.2%	2	4.7%	2	2.9%	1
Only one in the area	2.9%	7	2.9%	6	2.9%	1	0.0%	0	2.1%	1	3.2%	6	0.0%	0	2.3%	1	8.7%	2	6.5%	4	0.0%	0	0.0%	0
Established brand name	2.9%	7	2.4%	5	5.9%	2	0.0%	0	2.1%	1	3.2%	6	0.0%	0	0.0%	0	8.7%	2	0.0%	0	0.0%	0	14.7%	5
Nice Atmosphere	2.1%	5	2.4%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	5	5.3%	2	0.0%	0	4.3%	1	1.6%	1	0.0%	0	2.9%	1
Increased amount of bets / games	1.2%	3	1.0%	2	2.9%	1	0.0%	0	2.1%	1	1.1%	2	5.3%	2	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Just prefer Betfred	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	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	0.0%	0
Don't know	1.2%	3	1.4%	3	0.0%	0	0.0%	0	2.1%	1	1.1%	2	2.6%	1	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	243		209		34		10		47		186		38		43		23		62		43		34	
Q10 Do you prefer betting with Betfred in store or online?																								
In Store	88.9%	216	87.1%	182	100.0%	34	90.0%	9	76.6%	36	91.9%	171	86.8%	33	90.7%	39	100.0%	23	83.9%	52	88.4%	38	91.2%	31
Online	2.9%	7	3.3%	7	0.0%	0	0.0%	0	8.5%	4	1.6%	3	7.9%	3	4.7%	2	0.0%	0	0.0%	0	4.7%	2	0.0%	0
No preference	7.0%	17	8.1%	17	0.0%	0	10.0%	1	14.9%	7	4.8%	9	5.3%	2	4.7%	2	0.0%	0	14.5%	9	2.3%	1	8.8%	3
(Don't know)	1.2%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	4.7%	2	0.0%	0
Base:	243		209		34		10		47		186		38		43		23		62		43		34	

Betfred Customers Survey
for ID Planning

	Total	Male		Female		18 to 34		35 to 54		55+		Taff Street, Pontypridd		High Street, Rhyl		Fingerpost, St Helens		Runcorn Shopping City, Runcorn		English Street, Carlisle		Market Place, Dudley		
Q11 What could we change to improve your in-shop experience with Betfred? [MR]																								
Offer better odds	12.3%	30	13.4%	28	5.9%	2	20.0%	2	12.8%	6	11.8%	22	15.8%	6	11.6%	5	13.0%	3	21.0%	13	4.7%	2	2.9%	1
More / better drinks available	3.3%	8	3.8%	8	0.0%	0	10.0%	1	4.3%	2	2.7%	5	10.5%	4	2.3%	1	0.0%	0	1.6%	1	0.0%	0	5.9%	2
Better lighting	3.3%	8	2.9%	6	5.9%	2	0.0%	0	2.1%	1	3.8%	7	0.0%	0	11.6%	5	0.0%	0	1.6%	1	4.7%	2	0.0%	0
Remove the bad smell	2.1%	5	2.4%	5	0.0%	0	0.0%	0	4.3%	2	1.6%	3	0.0%	0	11.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seating	2.1%	5	2.4%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	5	13.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Early price / betting board in a better location	1.6%	4	1.9%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	4	10.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better / faster machines	1.6%	4	1.9%	4	0.0%	0	10.0%	1	0.0%	0	1.6%	3	0.0%	0	2.3%	1	0.0%	0	1.6%	1	4.7%	2	0.0%	0
A loyalty scheme	1.2%	3	1.4%	3	0.0%	0	10.0%	1	2.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	3
Less rules / affordability checks	0.8%	2	1.0%	2	0.0%	0	0.0%	0	2.1%	1	0.5%	1	0.0%	0	2.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Better customer service	0.8%	2	1.0%	2	0.0%	0	0.0%	0	2.1%	1	0.5%	1	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More free competitions	0.8%	2	1.0%	2	0.0%	0	0.0%	0	2.1%	1	0.5%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	2.9%	1
Free food	0.4%	1	0.5%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
More staff	0.4%	1	0.5%	1	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	2.9%	1
Remove the machines	0.4%	1	0.5%	1	0.0%	0	10.0%	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
More signs	0.4%	1	0.5%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Stop the screens changing so quick	0.4%	1	0.5%	1	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	2.9%	1
Refurbish the bookmakers	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Make Sky Sports available	0.4%	1	0.5%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Nothing	62.6%	152	59.3%	124	82.4%	28	30.0%	3	59.6%	28	65.1%	121	50.0%	19	55.8%	24	73.9%	17	67.7%	42	58.1%	25	73.5%	25
Don't know	5.4%	13	5.3%	11	5.9%	2	10.0%	1	4.3%	2	5.4%	10	0.0%	0	0.0%	0	4.3%	1	1.6%	1	25.6%	11	0.0%	0
Base:		243		209		34		10		47		186		38		43		23		62		43		34
GEN Gender of respondent																								
Male	86.0%	209	100.0%	209	0.0%	0	90.0%	9	89.4%	42	84.9%	158	94.7%	36	88.4%	38	82.6%	19	83.9%	52	83.7%	36	82.4%	28
Female	14.0%	34	0.0%	0	100.0%	34	10.0%	1	10.6%	5	15.1%	28	5.3%	2	11.6%	5	17.4%	4	16.1%	10	16.3%	7	17.6%	6
Base:		243		209		34		10		47		186		38		43		23		62		43		34
AGE Age of respondent																								
18 - 24 years	0.8%	2	0.5%	1	2.9%	1	20.0%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0
25 - 34 years	3.3%	8	3.8%	8	0.0%	0	80.0%	8	0.0%	0	0.0%	0	2.6%	1	4.7%	2	4.3%	1	3.2%	2	0.0%	0	5.9%	2
35 - 44 years	7.0%	17	6.7%	14	8.8%	3	0.0%	0	36.2%	17	0.0%	0	5.3%	2	4.7%	2	4.3%	1	11.3%	7	7.0%	3	5.9%	2
45 - 54 years	12.3%	30	13.4%	28	5.9%	2	0.0%	0	63.8%	30	0.0%	0	7.9%	3	14.0%	6	17.4%	4	12.9%	8	14.0%	6	8.8%	3
55 - 64 years	29.6%	72	29.2%	61	32.4%	11	0.0%	0	0.0%	0	38.7%	72	26.3%	10	30.2%	13	34.8%	8	29.0%	18	32.6%	14	26.5%	9
65+ years	46.9%	114	46.4%	97	50.0%	17	0.0%	0	0.0%	0	61.3%	114	57.9%	22	44.2%	19	39.1%	9	43.5%	27	44.2%	19	52.9%	18
Base:		243		209		34		10		47		186		38		43		23		62		43		34

Betfred Customers Survey
for ID Planning

	Total		Male		Female		18 to 34		35 to 54		55+		Taff Street, Pontypridd		High Street, Rhyl		Fingerpost, St Helens		Runcorn Shopping City, Runcorn		English Street, Carlisle		Market Place, Dudley	
DAY	Day of interview																							
Monday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thursday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saturday	100.0%	243	100.0%	209	100.0%	34	100.0%	10	100.0%	47	100.0%	186	100.0%	38	100.0%	43	100.0%	23	100.0%	62	100.0%	43	100.0%	34
Base:		243		209		34		10		47		186		38		43		23		62		43		34
LOC	Location of interview																							
6 Taff Street, Pontypridd	15.6%	38	17.2%	36	5.9%	2	10.0%	1	10.6%	5	17.2%	32	100.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
60/62 High Street, Rhyl	17.7%	43	18.2%	38	14.7%	5	30.0%	3	17.0%	8	17.2%	32	0.0%	0	100.0%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0
107 Higher Parr Street, Fingerpost, St Helens	9.5%	23	9.1%	19	11.8%	4	10.0%	1	10.6%	5	9.1%	17	0.0%	0	0.0%	0	100.0%	23	0.0%	0	0.0%	0	0.0%	0
107 Bridge Walk, Runcorn Shopping City, Runcorn	25.5%	62	24.9%	52	29.4%	10	20.0%	2	31.9%	15	24.2%	45	0.0%	0	0.0%	0	0.0%	0	100.0%	62	0.0%	0	0.0%	0
70/72 English Street, Carlisle	17.7%	43	17.2%	36	20.6%	7	10.0%	1	19.1%	9	17.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	43	0.0%	0
20/21 Market Place, Dudley	14.0%	34	13.4%	28	17.6%	6	20.0%	2	10.6%	5	14.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	34
Base:		243		209		34		10		47		186		38		43		23		62		43		34

Betfred Customers Survey
for ID Planning

		Total		Male		Female		18 to 34		35 to 54		55+		Taff Street, Pontypridd		High Street, Rhyl		Fingerpost, St Helens		Runcorn Shopping City, Runcorn		English Street, Carlisle		Market Place, Dudley	
PC	Postcode Sector																								
B65 8		0.4%	1	0.5%	1	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	2.9%	1
B68 8		0.4%	1	0.5%	1	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	2.9%	1
B69 1		0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BLANK		0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
CA1 1		0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
CA1 2		1.6%	4	1.9%	4	0.0%	0	0.0%	0	4.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	4	0.0%	0
CA1 3		1.2%	3	1.0%	2	2.9%	1	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0
CA1 4		0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
CA12 5		0.4%	1	0.5%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
CA2 4		2.1%	5	2.4%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	5	0.0%	0
CA2 5		1.2%	3	0.5%	1	5.9%	2	0.0%	0	2.1%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0
CA2 6		2.9%	7	1.9%	4	8.8%	3	10.0%	1	2.1%	1	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	7	0.0%	0
CA2 7		1.6%	4	1.9%	4	0.0%	0	0.0%	0	2.1%	1	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	4	0.0%	0
CA3 8		0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
CA3 9		1.6%	4	1.4%	3	2.9%	1	0.0%	0	4.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	4	0.0%	0
CA6 5		0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
CF37 1		1.6%	4	1.9%	4	0.0%	0	10.0%	1	0.0%	0	1.6%	3	10.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CF37 2		1.2%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	7.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CF37 3		2.1%	5	1.9%	4	2.9%	1	0.0%	0	4.3%	2	1.6%	3	13.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CF37 4		3.7%	9	4.3%	9	0.0%	0	0.0%	0	6.4%	3	3.2%	6	23.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CF37 5		2.1%	5	1.9%	4	2.9%	1	0.0%	0	0.0%	0	2.7%	5	13.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CF38 1		0.8%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CF39 9		0.8%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CF40 2		0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CF42 7		0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CF45 3		1.2%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	7.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CF45 4		0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CF46 5		0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CF72 8		0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CH5 4		0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CH66 3		0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CW8 3		0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DG14 0		0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
DG16 5		0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
DY1		0.8%	2	1.0%	2	0.0%	0	10.0%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2
DY1 1		0.4%	1	0.5%	1	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	2.9%	1
DY1 2		0.8%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2
DY1 3		1.6%	4	1.4%	3	2.9%	1	0.0%	0	4.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	4
DY1 4		0.8%	2	0.5%	1	2.9%	1	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2
DY2		0.4%	1	0.5%	1	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	2.9%	1
DY2 0		0.8%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2
DY2 7		2.5%	6	2.4%	5	2.9%	1	10.0%	1	2.1%	1	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	6
DY2 8		0.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
DY3 2		0.4%	1	0.5%	1	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	2.9%	1
DY3 3		0.4%	1	0.5%	1	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	2.9%	1

Betfred Customers Survey
for ID Planning

	Total		Male		Female		18 to 34		35 to 54		55+		Taff Street, Pontypridd	High Street, Rhyl	Fingerpost, St Helens	Runcorn Shopping City, Runcorn	English Street, Carlisle	Market Place, Dudley		
DY4	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1
DY4 0	0.8%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	5.9%	2
DY4 8	0.8%	2	0.5%	1	2.9%	1	0.0%	0	2.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	2
DY5	0.4%	1	0.5%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
DY84 4	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1
EH22 2	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	1	0.0%	0
FH52 2	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
FY3 8	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	1	0.0%	0
L11 1	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
L34 5	0.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
LL16 3	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
LL18 1	1.6%	4	1.9%	4	0.0%	0	0.0%	0	4.3%	2	1.1%	2	0.0%	0	9.3%	4	0.0%	0	0.0%	0
LL18 2	2.1%	5	2.4%	5	0.0%	0	10.0%	1	2.1%	1	1.6%	3	0.0%	0	11.6%	5	0.0%	0	0.0%	0
LL18 3	4.1%	10	4.3%	9	2.9%	1	10.0%	1	6.4%	3	3.2%	6	0.0%	0	23.3%	10	0.0%	0	0.0%	0
LL18 4	3.7%	9	2.9%	6	8.8%	3	0.0%	0	0.0%	0	4.8%	9	0.0%	0	20.9%	9	0.0%	0	0.0%	0
LL18 5	0.8%	2	1.0%	2	0.0%	0	10.0%	1	0.0%	0	0.5%	1	0.0%	0	4.7%	2	0.0%	0	0.0%	0
LL18 6	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
LL22 8	0.4%	1	0.5%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
ML3 0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	1	0.0%	0
NE47 6	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	1	0.0%	0
SK14 4	0.8%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	4.7%	2	0.0%	0	0.0%	0
SK17 7	0.4%	1	0.5%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0
TF2 9	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1
WA11	2.1%	5	1.9%	4	2.9%	1	0.0%	0	2.1%	1	2.2%	4	0.0%	0	0.0%	0	21.7%	5	0.0%	0
WA11 0	0.8%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	8.7%	2	0.0%	0
WA11 9	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
WA7 1	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
WA7 2	7.0%	17	6.2%	13	11.8%	4	10.0%	1	14.9%	7	4.8%	9	0.0%	0	0.0%	0	27.4%	17	0.0%	0
WA7 3	2.1%	5	2.4%	5	0.0%	0	10.0%	1	0.0%	0	2.2%	4	0.0%	0	0.0%	0	8.1%	5	0.0%	0
WA7 4	2.1%	5	2.4%	5	0.0%	0	0.0%	0	2.1%	1	2.2%	4	0.0%	0	0.0%	0	8.1%	5	0.0%	0
WA7 5	3.3%	8	3.3%	7	2.9%	1	0.0%	0	6.4%	3	2.7%	5	0.0%	0	0.0%	0	12.9%	8	0.0%	0
WA7 6	9.9%	24	9.1%	19	14.7%	5	0.0%	0	6.4%	3	11.3%	21	0.0%	0	0.0%	0	38.7%	24	0.0%	0
WA9 1	2.5%	6	2.9%	6	0.0%	0	0.0%	0	4.3%	2	2.2%	4	0.0%	0	0.0%	0	26.1%	6	0.0%	0
WA9 2	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
WA9 4	0.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
WM1 1	0.8%	2	1.0%	2	0.0%	0	0.0%	0	2.1%	1	0.5%	1	0.0%	0	0.0%	0	8.7%	2	0.0%	0
WM10 1	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
WM5 7	0.4%	1	0.0%	0	2.9%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
WM9	0.4%	1	0.5%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
WM9 1	0.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
WM9 3	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
WS7 3	0.4%	1	0.5%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
WV14 8	0.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1
WV14 9	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1
WV6 9	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Base:	243	209		34		10		47		186		38	43	23	62	43	34			