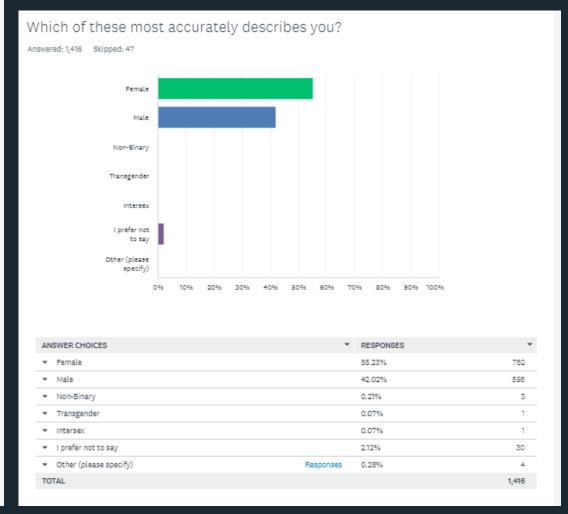
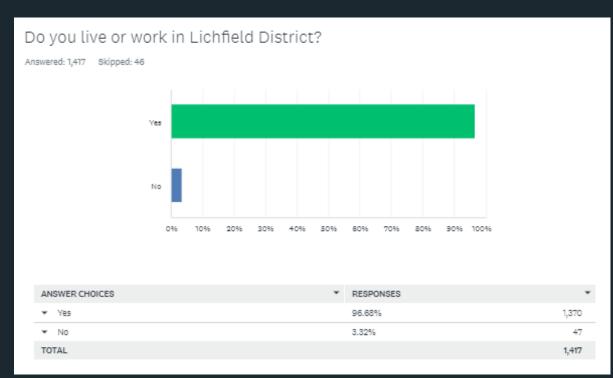
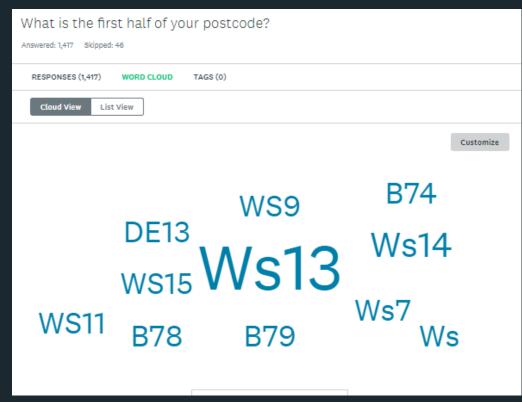


ANSWER CHOICES	▼ RESPONSES	*
▼ Under18	0.64%	9
▼ 18-24	1.13%	16
▼ 25-34	13.83%	196
▼ 35-44	24.49%	347
w 45-54	20.96%	297
▼ 55-64	20.40%	289
▼ 65-80	17.36%	246
▼ 81÷	1.20%	17
TOTAL		1,417



1417 gave gender responses

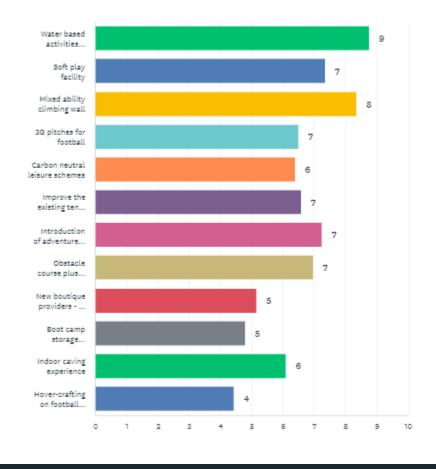




1370 live or work in Lichfield District

WS13 gave the most responses

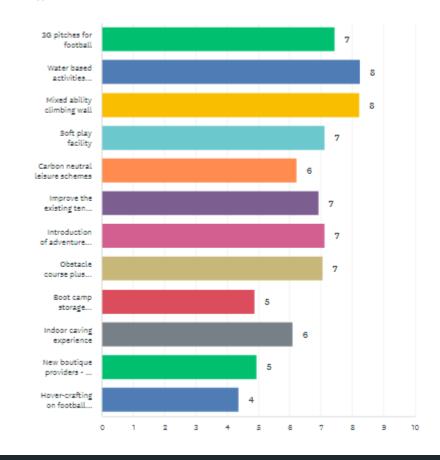




	•	1	* 2	* 3	* 4	5 1	6 1	7 7	8 1	9 *	10 *
•	Water based activities including aqua scramble and paddle boarding	22.54% 309		11.89% 163	10.80% 148	8.32% 114	6.42% 88	6.78% 93	5.11% 70	3.57% 49	3.65% 50
*	Soft play facility	14.86% 202		11.26% 153	7.80% 108	8.61% 117	6.92% 94	6.99% 95	7.65% 104	6.84% 93	6.11% 83
*	Mixed ability climbing wall	13.88% 191		13.74% 189	11.85% 163	9.81% 135	8.21% 113	7.92% 109	4.80% 66	4.36% 60	3.13% 43
*	3G pitches for football	11.58% 187		6.71% 91	8.11% 110	8.26% 112	6.27% 85	7.15% 97	8.11% 110	10.03% 138	8.92% 121
•	Carbon neutral leisure schemes	10.60% 144		5.59% 78	8.68% 118	6.62% 90	9.64% 131	8.76% 119	8.61% 117	8.02% 109	7.73% 105
•	Improve the existing tennis infrastructure	8.43% 114		8.65% 117	8.14% 110	7.99% 108	8.36% 113	8.88% 120	10.65% 144	8.95% 121	8.80% 119
*	Introduction of adventure golf	8.35% 113		10.41% 141	9.82% 133	10.04% 136	10.64% 144	7.83% 106	8.57% 116	7.98% 108	6.13% 83
*	Obstacle course plus club and racing infrastructure	3.48% 47		10.58% 143	11.40% 154	13.62% 184	12.44% 168	11.32% 183	7.62% 103	7.99% 108	6.07% 82
•	New boutique providers - ie massage therapy, sports retail outlet	3.29% 44		6.50% 87	6.27% 84	6.42% 86	6.35% 85	7.77% 104	9.34% 125	9.04% 121	10.53% 141
*	Boot camp storage facility	3.06% 41		4.26% 57	4.86% 65	5.08% 68	6.95% 93	8.30% 111	8.82% 118	11.96% 160	14.95% 200
*	Indoor caving experience	2.46%		8.14% 109	8.74% 117	10.38% 139	10.16% 138	8.81% 118	8.36% 112	9.26% 124	9.41% 126
*	Hover- crafting on football pitches	1.19% 16		4.03% 54	4.47% 60	5.07% 68	6.71% 90	8.50% 114	11.19% 150	10.51% 141	13.20% 177

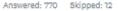
1463 responses and 1425 fully completed

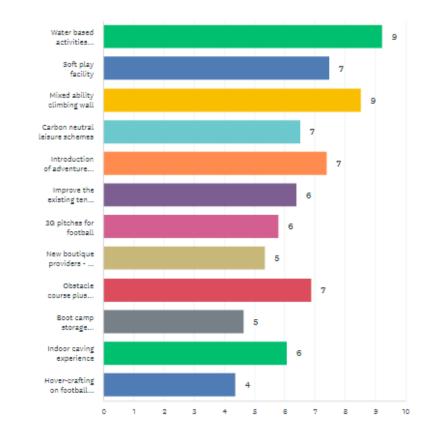
Answered: 572 Skipped: 23



	-		2 *	3 🔻	4 *	5 🔻	6 *	7 *	8 🔻	9 🔻	10 🔻
		1 *	_	_		_		•		-	
*	3G pitches for football	19.41% 108	10.99% 60	8.42% 46	8.06% 44	7.69% 42	4.40% 24	6.78% 37	5.86% 32	7.88% 43	7.33% 40
Ť	Water based activities including aqua scramble and paddle boarding	16.15% 88	15.60% 86	10.46% 87	13.76% 75	7.52% 41	8.07% 44	6.79% 37	6.24% 34	4.59% 25	5.32% 29
*	Mixed ability climbing wall	15.58% 86	13.04% 72	13.04% 72	10.14% 58	11.96% 68	8.51% 47	9.24% 51	5.80% 32	3.26% 18	1.81% 10
*	Soft play facility	10.91% 59	10.17% 55	11.46% 62	8.50% 46	8.87% 48	8.69% 47	7.76% 42	7.39% 40	6.47% 35	5.91% 32
*	Carbon neutral leisure schemes	10.66% 58	6.99% 38	5.15% 28	8.46% 48	6.25% 34	9.19% 50	7.35% 40	9.01% 49	8.27% 45	8.09% 44
*	Improve the existing tennis infrastructure	9.19% 50	9.38% 51	11.40% 62	8.09% 44	6.80% 37	8.82% 48	8.82% 48	8.82% 48	9.01% 49	8.09% 44
*	Introduction of adventure golf	8.35% 45	11.87% 64	8.91% 48	9.46% 51	10.39% 56	9.28% 50	7.61% 41	8.53% 46	8.72% 47	7.05% 38
•	Obstacle course plus club and racing infrastructure	3.33% 18	8.32% 45	9.98% 54	11.83% 64	14.05% 76	11.83% 64	11.65% 63	8.13% 44	7.95% 43	5.55% 30
*	Boot camp storage facility	3.36% 18	3.73% 20	3.54% 19	4.85% 26	5.97% 32	7.28% 39	8.58% 46	8.96% 48	11.01% 59	15.86% 85
*	Indoor caving experience	3.18% 17	7.10% 38	8.60% 46	7.66% 41	9.35% 80	10.09% 84	9.72% 52	8.97% 48	8.22% 44	10.47% 56
•	New boutique providers - ie massage therapy, sports retail outlet	2.63% 14	3.56% 19	6.57% 35	5.07% 27	6.75% 36	5.82% 31	7.50% 40	9.94% 53	12.20% 65	10.69% 87
_	Hover- crafting on football pitches	1.31% 7	2.43% 13	4.11% 22	5.05% 27	4.49% 24	6.73% 36	6.92% 37	10.65% 87	10.65% 87	12.34% 66

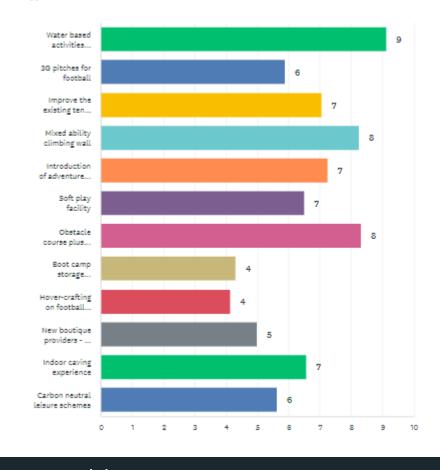
All male responses





	•	1	~ 2	•	3	* 4	•	5	6	*	7	•	8 '	y 9	*	10	•
*	Water based activities including aqua scramble and paddle boarding	28.21% 211		196 131	13.10% 98		64 64	8.29% 62	4	1.81% 36	6.559 4		4.41% 33	2.6	7% 20	2.279 1	
•	Soft play facility	18.33% 136		1% 75	11.46% 85		3% 44	8.36% 62	5	.66% 42	6.879 8	% 51	7.14% 53	7.2	8% 54	6.209 4	
*	Mixed ability climbing wall	12.99% 97		196 42	14.46% 108		12% 98	8.43% 63	8	.03% 60	6.969 5	% 2	4.15% 31	5.2	2% 39	3.889	
*	Carbon neutral leisure schemes	10.16% 76		296 87	6.23% 46		67% 64	6.91% 51	9	.89% 73	10.169 7	% 5	8.54% 63	7.8	6% 58	7.329 54	
•	Introduction of adventure golf	8.40% 62		296 88	11.65% 88		3% 74	9.89% 73	11	.38% 84	7.99 ⁹ 5		8.27% 61	7.1	8% 53	5.969 44	
*	Improve the existing tennis infrastructure	7.92% 58		7% .81	6.97% 51	8.4	7% 62	8.61% 63	8	.20% 60	8.619	% 3	12.02% 88	8.2	0% 60	9.439 69	
•	3G pitches for football	5.59% 41		9% 40	5.18% 38		6% 62	8.73% 64	7	7.64% 56	7.379 5	% 4	10.23% 75	11.4	6% 84	9.829 7:	
•	New boutique providers - ie massage therapy, sports retail outlet	4.11% 30		1% 47	5.89% 43		3% 55	6.85% 50	6	3.16% 45	7.679 5		8.49% 62	7.4	0% 54	10.009 73	
*	Obstacle course plus club and racing infrastructure	3.13% 23)% 47	10.76% 79		8% 85	12.81% 94	13	3.76% 101	11.045 8	% 31	7.36% 54	8.5	8% 63	6.549 48	
•	Boot camp storage facility	2.62%		996 21	4.27% 31	4.9	8% 38	4.68% 34	6	.20% 45	8.139 5		8.54% 62	12.6	7% 92	14.609 100	
•	Indoor caving experience	1.37%		5% 52	7.96% 58		8% 72	11.11% 81	10	.97% 80	8.239		7.96% 58	9.4	7% 69	8.379	
•	Hover- crafting on football pitches	0.27%		796 10	3.98% 29		12% 30	5.63% 41	6	.59% 48	9.629		12.09% 88	10.7	1% 78	14.159 103	

Answered: 16 Skipped: 0

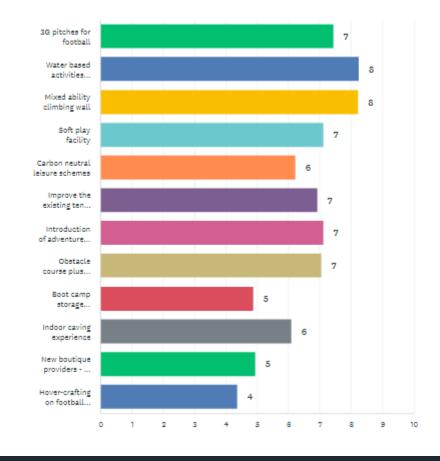


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·	Water based activities including aqua scramble and paddle boarding	31.25% 5	6.25%	18.75%	0.00%	12.50%	12.50%	6.25%	6.25%	6.25%	0.00%
•	3G pitches for football	25.00% 4	0.00%	6.25% 1	6.25% 1	0.00%	6.25% 1	0.00% 0	6.25% 1	6.25% 1	6.25% 1
•	Improve the existing tennis infrastructure	25.00% 4	6.25% 1	6.25% 1	6.25% 1	6.25% 1	0.00% 0	12.50% 2	0.00% 0	6.25% 1	12.50% 2
•	Mixed ability climbing wall	18.75% 3	12.50% 2	12.50% 2	6.25% 1	6.25% 1	12.50% 2	6.25% 1	18.75% 3	0.00%	0.00% 0
•	Introduction of adventure golf	0.00%	18.75% 3	6.25% 1	18.75% 3	6.25% 1	18.75% 3	6.25% 1	6.25% 1	6.25% 1	0.00%
•	Soft play facility	0.00%	6.25% 1	18.75% 3	6.25% 1	12.50% 2	6.25% 1	18.75% 3	0.00%	0.00%	25.00% 4
•	Obstacle course plus club and racing infrastructure	0.00%	18.75% 3	18.75% 3	12.50% 2	12.50% 2	18.75% 3	6.25% 1	6.25% 1	6.25% 1	0.00%
•	Boot camp storage facility	0.00%	0.00%	0.00%	6.25% 1	6.25% 1	12.50% 2	12.50% 2	6.25% 1	12.50% 2	6.25% 1
•	Hover- crafting on football pitches	0.00%	0.00% 0	6.25% 1	6.25% 1	0.00% 0	6.25% 1	6.25% 1	6.25% 1	12.50% 2	25.00% 4
•	New boutique providers - ie massage therapy, sports retail outlet	0.00%	0.00%	0.00%	6.25% 1	31.25% 5	0.00%	0.00%	18.75% 3	6.25% 1	12.50% 2
•	Indoor caving experience	0.00%	12.50% 2	6.25% 1	18.75% 3	6.25% 1	6.25% 1	12.50% 2	6.25% 1	12.50% 2	6.25% 1
•	Carbon neutral leisure schemes	0.00%	18.75% 3	0.00%	6.25% 1	0.00%	0.00%	12.50% 2	18.75% 3	25.00% 4	6.25% 1

18 - 24 year old responses

Weighted preferences in descending order

Answered: 572 Skipped: 23

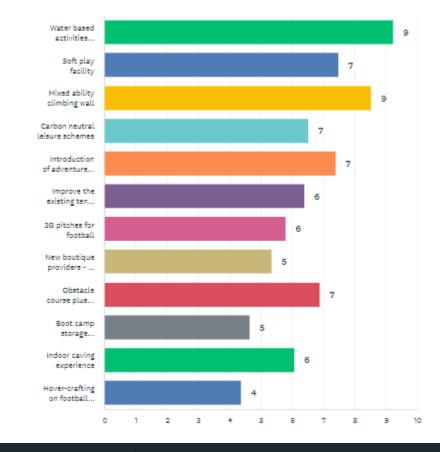


	*	1 *	2 🔻	3 🔻	4 ▼	5 🔻	6 *	7 💌	8 *	9 •	10 🕶	
*	3G pitches for football	19.41% 106	10.99% 60	8.42% 46	8.06% 44	7.69% 42	4.40% 24	6.78% 37	5.86% 32	7.88% 43	7.33% 40	
*	Water based activities including aqua scramble and paddle boarding	16.15% 88	15.60% 85	10.46% 87	13.76% 75	7.52% 41	8.07% 44	6.79% 37	6.24% 34	4.59% 25	5.32% 29	
*	Mixed ability climbing wall	15.58% 86	13.04% 72	13.04% 72	10.14% 58	11.96% 66	8.51% 47	9.24% 51	5.80% 32	3.26% 18	1.81% 10	
*	Soft play facility	10.91% 59	10.17% 55	11.46% 62	8.50% 46	8.87% 48	8.69% 47	7.76% 42	7.39% 40	6.47% 35	5.91% 32	
*	Carbon neutral leisure schemes	10.66% 58	6.99% 38	5.15% 28	8.46% 46	6.25% 34	9.19% 50	7.35% 40	9.01% 49	8.27% 45	8.09% 44	
•	Improve the existing tennis infrastructure	9.19% 50	9.38% 51	11.40% 62	8.09% 44	6.80% 37	8.82% 48	8.82% 48	8.82% 48	9.01% 49	8.09% 44	
*	Introduction of adventure golf	8.35% 45	11.87% 64	8.91% 48	9.46% 51	10.39% 86	9.28% 50	7.61% 41	8.53% 46	8.72% 47	7.05% 38	
•	Obstacle course plus club and racing infrastructure	3.33% 18	8.32% 45	9.98% 84	11.83% 64	14.05% 76	11.83% 64	11.65% 63	8.13% 44	7.95% 43	5.55% 30	
*	Boot camp storage facility	3.36% 18	3.73% 20	3.54% 19	4.85% 26	5.97% 32	7.28% 39	8.58% 46	8.96% 48	11.01% 59	15.86% 85	
*	Indoor caving experience	3.18% 17	7.10% 38	8.60% 46	7.66% 41	9.35% 80	10.09% 54	9.72% 52	8.97% 48	8.22% 44	10.47% 58	
•	New boutique providers - ie massage therapy, sports retail outlet	2.63% 14	3.56% 19	6.57% 35	5.07% 27	6.75% 36	5.82% 31	7.50% 40	9.94% 63	12.20% 65	10.69% 87	
•	Hover- crafting on football pitches	1.31% 7	2.43% 13	4.11% 22	5.05% 27	4.49% 24	6.73% 36	6.92% 37	10.65% 87	10.65% 87	12.34% 66	

18 - 24 year old male responses

Weighted preferences in descending order

Answered: 770 Skipped: 12

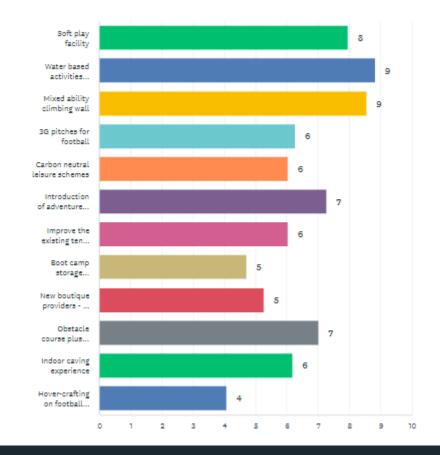


	•	1	•	2 •	3 🔻	4 🔻	5 🕶	6 🔻	7 🕶	8 🔻	9 🕶	10 🔻	
•	Water based activities including aqua scramble and paddle boarding	28.21%		17.51% 131	13.10% 98	8.56% 64	8.29% 62	4.81% 36	6.55% 49	4.41% 33	2.67% 20	2.27%	
*	Soft play facility	18.33% 136		10.11% 75	11.46% 85	5.93% 44	8.36% 62	5.66% 42	6.87% 51	7.14% 53	7.28% 54	6.20% 46	
*	Mixed ability climbing wall	12.99% 97		19.01% 142	14.46% 108	13.12% 98	8.43% 63	8.03% 60	6.96% 52	4.15% 31	5.22% 39	3.88% 29	
*	Carbon neutral leisure schemes	10.16% 78		7.72% 57	6.23% 46	8.67% 64	6.91% 51	9.89% 73	10.16% 75	8.54% 63	7.86% 58	7.32% 54	
*	Introduction of adventure golf	8.40% 62		11.52% 85	11.65% 86	10.03% 74	9.89% 73	11.38% 84	7.99% 59	8.27% 61	7.18% 53	5.96% 44	
•	Improve the existing tennis infrastructure	7.92% 58		6.97% 51	6.97% 51	8.47% 62	8.61% 63	8.20% 60	8.61% 63	12.02% 88	8.20% 60	9.43% 69	
*	3G pitches for football	5.59% 41		5.46% 40	5.18% 38	8.46% 62	8.73% 64	7.64% 56	7.37% 54	10.23% 75	11.46% 84	9.82% 72	
•	New boutique providers - ie massage therapy, sports retail outlet	4.11% 30		6.44% 47	5.89% 43	7.53% 55	6.85% 50	6.16% 45	7.67% 56	8.49% 62	7.40% 54	10.00% 73	
•	Obstacle course plus club and racing infrastructure	3.13% 23		6.40% 47	10.76% 79	11.58% 85	12.81% 94	13.76% 101	11.04% 81	7.36% 54	8.58% 63	6.54% 48	
•	Boot camp storage facility	2.62% 19		2.89% 21	4.27% 31	4.96% 38	4.68% 34	6.20% 45	8.13% 59	8.54% 62	12.67% 92	14.60% 108	
*	Indoor caving experience	1.37%		7.13% 52	7.96% 58	9.88% 72	11.11% 81	10.97% 80	8.23% 60	7.96% 58	9.47% 69	8.37% 61	
•	Hover- crafting on football pitches	0.27%		1.37% 10	3.98% 29	4.12% 30	5.63% 41	6.59% 48	9.62% 70	12.09% 88	10.71% 78	14.15% 103	

18 - 24 year old female responses

Weighted preferences in descending order

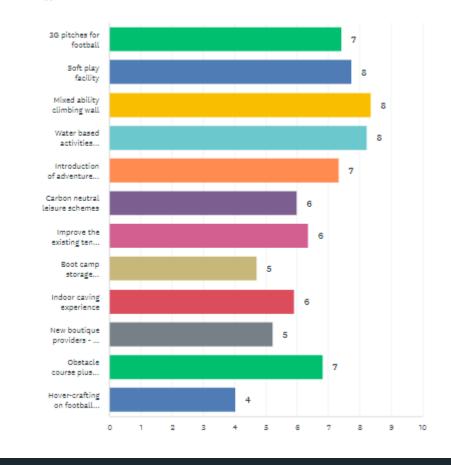
Answered: 541 Skipped: 2



	•	1 *	2 •	3 •	4 *	5 🔻	6 *	7 •	8 •	9 🔻	10 🕶
*	Soft play facility	24.35% 131	11.71% 63	9.48% 51	6.51% 35	6.88% 37	5.39% 29	6.13% 33	6.32% 34	6.51% 35	5.02% 27
Ť	Water based activities including aqua scramble and paddle boarding	20.86% 112	17.13% 92	13.59% 73	10.61% 87	9.12% 49	5.96% 32	7.82% 42	4.84% 28	2.79% 15	2.98% 16
*	Mixed ability climbing wall	14.53% 78	19.18% 103	13.59% 73	10.99% 59	9.12% 49	7.82% 42	7.26% 39	5.96% 32	4.66% 25	2.23% 12
*	3G pitches for football	11.44% 61	7.13% 38	4.32% 23	7.32% 39	9.19% 49	6.38% 34	6.57% 35	9.76% 52	9.57% 51	9.76% 52
*	Carbon neutral leisure schemes	6.74% 36	5.81% 31	5.06% 27	9.55% 51	7.30% 39	10.67% 57	8.43% 45	10.30% 55	9.18% 49	7.68% 41
*	Introduction of adventure golf	6.54% 35	12.71% 68	13.08% 70	10.28% 55	8.22% 44	8.97% 48	8.79% 47	7.85% 42	7.85% 42	6.54% 35
Ť	Improve the existing tennis infrastructure	4.69% 25	5.82% 31	8.07% 43	7.13% 38	7.50% 40	10.13% 54	9.38% 50	12.01% 64	8.26% 44	11.26% 60
*	Boot camp storage facility	3.37% 18	2.43% 13	3.56% 19	5.62% 30	6.74% 36	5.06% 27	7.68% 41	8.80% 47	11.80% 63	15.36% 82
Ť	New boutique providers - ie massage therapy, sports retail outlet	3.00% 16	4.49% 24	7.30% 39	7.49% 40	6.74% 36	7.12% 38	7.68% 41	8.24% 44	10.49% 56	10.30% 88
Ť	Obstacle course plus club and racing infrastructure	2.61% 14	6.15% 33	11.55% 62	11.92% 64	14.53% 78	13.04% 70	12.66% 68	8.01% 43	7.26% 39	5.21% 28
*	Indoor caving experience	2.05% 11	7.26% 39	8.01% 43	9.50% 51	11.36% 61	12.10% 65	7.82% 42	8.01% 43	7.82% 42	9.68% 52
*	Hover- crafting on football pitches	0.75% 4	0.94% 5	2.81% 15	3.18% 17	3.75% 20	6.93% 37	9.36% 50	9.74% 52	13.30% 71	14.04% 75

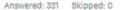
25 - 44 year old all responses

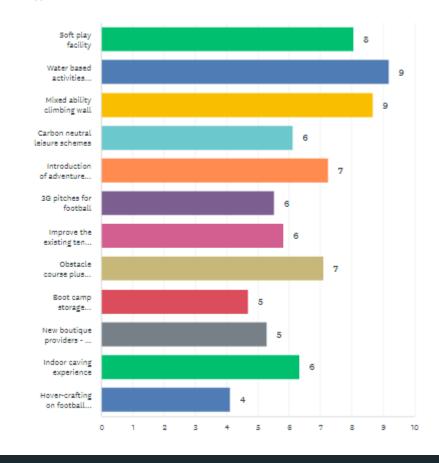
Answered: 203 Skipped: 2



	•	1 *	2 *	3 🔻	4 ▼	5 ▼	6 *	7 🔻	8 🔻	9 🔻	10 🔻
-	3G pitches	20.69%	9.85%	7.39%	5.91%	10.34%	4.93%	7.88%	5.91%	6.90%	6.40%
	for football	42	20	15	12	21	10	16	12	14	13
*	Soft play facility	17.82% 36	10.89% 22	12.38% 25	7.92% 16	7.43% 15	7.43% 15	7.43% 15	5.45% 11	7.92% 16	3.96% 8
*	Mixed ability climbing wall	15.84% 32	17.82% 36	12.38% 25	8.42% 17	9.90% 20	7.43% 15	8.91% 18	5.94% 12	4.95% 10	0.99%
Ť	Water based activities including aqua scramble and paddle boarding	15.35% 31	13.86% 28	10.40% 21	13.37% 27	10.40% 21	7.92% 16	10.40% 21	7.43% 15	1.49% 3	3.96% B
Ť	Introduction of adventure golf	7.00% 14	15.00% 30	13.00% 26	8.50% 17	8.50% 17	6.50% 13	8.50% 17	9.00% 18	10.00% 20	5.00% 10
Ť	Carbon neutral leisure schemes	6.44% 13	5.45% 11	5.94% 12	8.91% 18	7.43% 15	9.41% 19	7.92% 16	11.88% 24	9.90% 20	6.44% 13
Ť	Improve the existing tennis infrastructure	4.98% 10	8.96% 18	8.96% 18	7.96% 16	4.98% 10	11.94% 24	7.96% 18	10.45% 21	9.45% 19	11.94% 24
Ť	Boot camp storage facility	3.48% 7	2.99% 6	3.48% 7	5.97% 12	6.97% 14	4.98% 10	6.97% 14	6.97% 14	9.45% 19	19.90% 40
*	Indoor caving experience	3.47% 7	4.46% 9	7.92% 16	7.92% 16	8.91% 18	14.36% 29	8.42% 17	7.43% 15	4.95% 10	12.87% 26
Ť	New boutique providers - ie massage therapy, sports retail outlet	2.99% 6	3.98% 8	6.97% 14	7.96% 16	5.97% 12	7.46% 15	5.47% 11	7.96% 16	15.42% 31	11.44% 23
Ť	Obstacle course plus club and racing infrastructure	1.48% 3	5.91% 12	9.85% 20	13.79% 28	15.76% 32	8.37% 17	13.30% 27	10.84% 22	5.91% 12	6.90% 14
*	Hover- crafting on football pitches	1.00%	1.49% 3	1.99% 4	3.48% 7	3.98% 8	8.46% 17	6.47% 13	10.45% 21	13.43% 27	10.45% 21

25 - 44 year old male responses

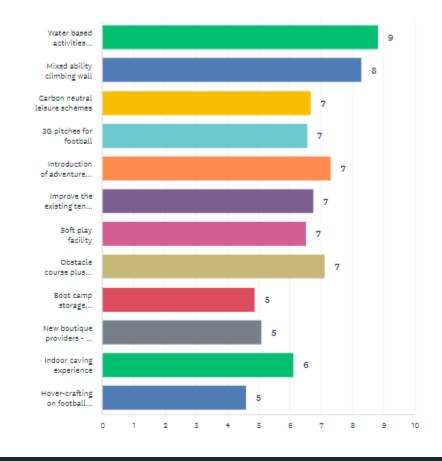




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	and alone			_		_			_	-	
*	Soft play facility	28.88% 95	11.85% 39	7.90% 26	4.86% 16	6.69% 22	4.26% 14	5.47% 18	6.99% 23	5.17% 17	5.78% 19
*	Water based activities including aqua scramble and paddle boarding	23.78% 78	19.21% 63	15.85% 82	9.15% 30	7.93% 26	4.88% 16	6.40% 21	3,35% 11	3.66% 12	2.13% 7
*	Mixed ability climbing wall	13.72% 45	20.12% 66	14.33% 47	12.50% 41	8.54% 28	8.23% 27	6.40% 21	6.10% 20	4.57% 15	2.74% 9
*	Carbon neutral leisure schemes	7.08% 23	6.15% 20	4.62% 15	9.85% 32	7.08% 23	11.38% 37	8.92% 29	9.54% 31	8.62% 28	8.62% 28
*	Introduction of adventure golf	6.40% 21	11.59% 38	13.11% 43	11.28% 37	8.23% 27	10.37% 34	8.84% 29	7.01% 23	6.40% 21	7.62% 25
*	3G pitches for football	4.95% 16	5.57% 18	2.48% 8	8.36% 27	8.36% 27	7.43% 24	5.88% 19	12.07% 39	11.46% 37	11.76% 38
*	Improve the existing tennis infrastructure	4.62% 15	3.69% 12	7.69% 25	6.77% 22	8.92% 29	9.23% 30	10.15% 33	12.92% 42	7.38% 24	10.77% 35
•	Obstacle course plus club and racing infrastructure	3.36% 11	6.12% 20	11.93% 39	11.01% 36	14.07% 48	15.90% 52	12.23% 40	6.12% 20	8.26% 27	4.28% 14
•	Boot camp storage facility	3.37% 11	2.15% 7	3.37% 11	5.52% 18	6.44% 21	5.21% 17	7.67% 25	9.82% 32	13.50% 44	12.58% 41
•	New boutique providers - ie massage therapy, sports retail outlet	3.07% 10	4.91% 16	7.67% 25	7.06% 23	7.36% 24	6.44% 21	9.20% 30	7.98% 26	7.67% 25	9.51% 31
*	Indoor caving experience	1.22% 4	8.84% 29	7.93% 26	10.67% 35	13.11% 43	10.67% 35	7.01% 23	8.54% 28	9.76% 32	7.62% 25
•	Hover- crafting on football pitches	0.61% 2	0.61% 2	3.37% 11	3.07% 10	3.68% 12	5.83% 19	11.35% 37	9.51% 31	12.88% 42	16.56% 54

25 - 44 year old female responses

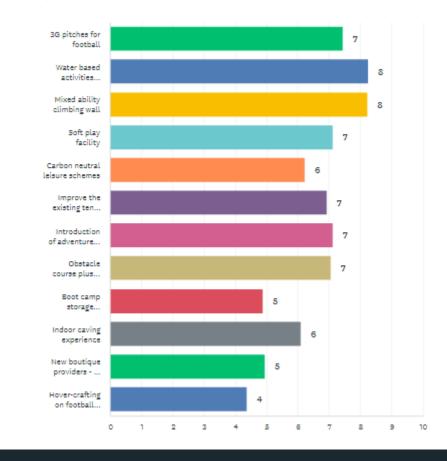
Answered: 572 Skipped: 14



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•	Water based activities including aqua scramble and paddle boarding		24.09% 133	16.85% 93	10.14% 56	10.69% 59	8.33% 46	6.88% 38	6.16% 34	5.07% 28	3.44% 19	4.35% 24
*	Mixed ability climbing wall		13.43% 74	14.34% 79	13.97% 77	13.07% 72	11.07% 61	8.17% 45	8.71% 48	3.63% 20	3.99% 22	3.45% 19
•	Carbon neutral leisure schemes		13.60% 74	8.09% 44	6.07% 33	7.72% 42	6.25% 34	9.74% 53	8.46% 46	7.72% 42	7.35% 40	8.46% 46
*	3G pitches for football		11.38% 62	7.71% 42	8.26% 45	8.44% 48	7.52% 41	6.42% 35	7.71% 42	6.97% 38	10.46% 57	8.07% 44
•	Introduction of adventure golf		10.81% 59	10.26% 56	8.06% 44	9.71% 53	11.54% 63	11.54% 63	6.59% 36	8.97% 49	7.33% 40	6.96% 38
•	Improve the existing tennis infrastructure		9.98% 54	8.50% 46	8.87% 48	9.24% 50	7.95% 43	5.55% 30	8.69% 47	9.80% 53	10.17% 55	8.13% 44
*	Soft play facility		7.56% 41	7.20% 39	11.25% 61	7.38% 40	9.78% 53	7.93% 43	7.20% 39	9.41% 51	8.49% 48	7.93% 43
•	Obstacle course plus club and racing infrastructure		4.07% 22	9.24% 50	10.72% 58	11.09% 60	12.57% 68	14.23% 77	9.98% 54	7.21% 39	7.02% 38	6.65% 36
•	Boot camp storage facility		3.17% 17	4.66% 25	5.40% 29	3.72% 20	4.28% 23	7.45% 40	8.01% 43	7.82% 42	12.66% 68	14.71% 79
•	New boutique providers - ie massage therapy, sports retail outlet		3.18% 17	5.43% 29	5.24% 28	6.37% 34	5.81% 31	5.99% 32	9.18% 49	10.30% 55	8.05% 43	10.11% 54
•	Indoor caving experience		2.08%	7.66% 41	9.53% <i>5</i> 1	9.53% 81	8.79% 47	8.79% 47	9.72% 52	8.22% 44	10.28% 55	6.92% 37
•	Hover- crafting on football pitches		0.75% 4	3.18% 17	4.49% 24	4.68% 25	5.81% 31	6.37% 34	8.80% 47	13.30% 71	8.99% 48	12.55% 67

45 - 64 year old all responses

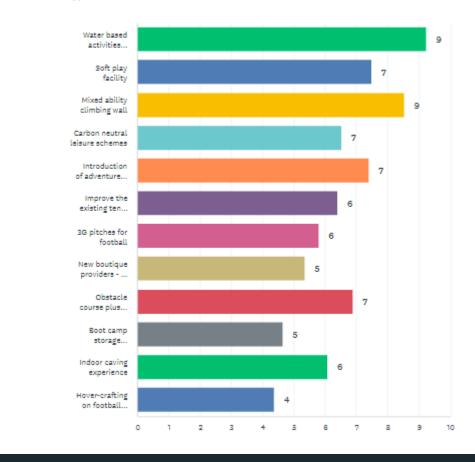
Answered: 572 Skipped: 23



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*	3G pitches for football	19.41% 106	10.99% 60	8.42% 48	8.06% 44	7.69% 42	4.40% 24	6.78% 37	5.86% 32	7.88% 43	7.33% 40
•	Water based activities including aqua scramble and paddle boarding	16.15% 88	15.60% 86	10.46% 57	13.76% 75	7.52% 41	8.07% 44	6.79% 37	6.24% 34	4.59% 25	5.32% 29
*	Mixed ability climbing wall	15.58% 86	13.04% 72	13.04% 72	10.14% 56	11.96% 68	8.51% 47	9.24% 51	5.80% 32	3.26% 18	1.81% 10
•	Soft play facility	10.91% 89	10.17% 88	11.46% 62	8.50% 46	8.87% 48	8.69% 47	7.76% 42	7.39% 40	6.47% 35	5.91% 32
•	Carbon neutral leisure schemes	10.66% 58	6.99% 38	5.15% 28	8.46% 46	6.25% 34	9.19% 50	7.35% 40	9.01% 49	8.27% 45	8.09% 44
•	Improve the existing tennis infrastructure	9.19% 50	9.38% <i>5</i> 1	11.40% 62	8.09% 44	6.80% 37	8.82% 48	8.82% 48	8.82% 48	9.01% 49	8.09% 44
*	Introduction of adventure golf	8.35% 45	11.87% 64	8.91% 48	9.46% 51	10.39% 56	9.28% 50	7.61% 41	8.53% 46	8.72% 47	7.05% 38
•	Obstacle course plus club and racing infrastructure	3.33% 18	8.32% 45	9.98% 54	11.83% 64	14.05% 76	11.83% 64	11.65% 63	8.13% 44	7.95% 43	5.55% 30
*	Boot camp storage facility	3.36% 18	3.73% 20	3.54% 19	4.85% 26	5.97% 32	7.28% 39	8.58% 46	8.96% 48	11.01% 59	15.86% 88
•	Indoor caving experience	3.18% 17	7.10% 38	8.60% 46	7.66% 41	9.35% 50	10.09% 54	9.72% 52	8.97% 48	8.22% 44	10.47% 56
•	New boutique providers - ie massage therapy, sports retail outlet	2.63% 14	3.56% 19	6.57% 35	5.07% 27	6.75% 36	5.82% 31	7.50% 40	9.94% 53	12.20% 65	10.69% 87
•	Hover- crafting on football pitches	1.31% 7	2.43% 13	4.11% 22	5.05% 27	4.49% 24	6.73% 36	6.92% 37	10.65% 87	10.65% 87	12.34% 66

45 - 64 year old male responses

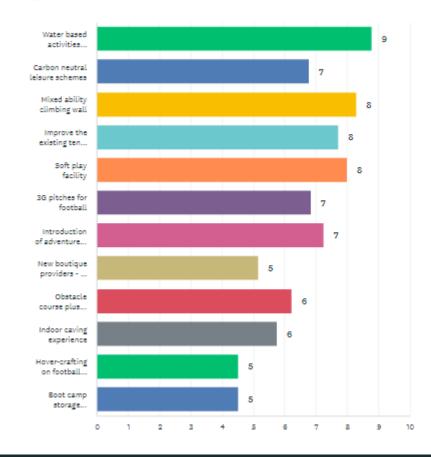
Answered: 770 Skipped: 12



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•	Water based activities including aqua scramble and paddle boarding	28.21% 211	17.51% 131	13.10% 98	8.56% 64	8.29% 62	4.81% 36	6.55% 49	4.41% 33	2.67% 20	2.27% 17
*	Soft play facility	18.33% 136	10.11% 75	11.46% 85	5.93% 44	8.36% 62	5.66% 42	6.87% <i>5</i> 1	7.14% 53	7.28% 54	6.20% 46
•	Mixed ability climbing wall	12.99% 97	19.01% 142	14.46% 108	13.12% 98	8.43% 63	8.03% 60	6.96% 52	4.15% 31	5.22% 39	3.88% 29
•	Carbon neutral leisure schemes	10.16% 75	7.72% 87	6.23% 48	8.67% 64	6.91% 51	9.89% 73	10.16% 75	8.54% 63	7.86% 58	7.32% 54
•	Introduction of adventure golf	8.40% 62	11.52% 85	11.65% 86	10.03% 74	9.89% 73	11.38% 84	7.99% 59	8.27% 61	7.18% 53	5.96% 44
•	Improve the existing tennis infrastructure	7.92% 58	6.97% 51	6.97% 51	8.47% 62	8.61% 63	8.20% 60	8.61% 63	12.02% 88	8.20% 60	9.43% 69
*	3G pitches for football	5.59% 41	5.46% 40	5.18% 38	8.46% 62	8.73% 64	7.64% 56	7.37% 54	10.23% 75	11.46% 84	9.82% 72
•	New boutique providers - ie massage therapy, sports retail outlet	4.11% 30	6.44% 47	5.89% 43	7.53% 55	6.85% 50	6.16% 45	7.67% 56	8.49% 62	7.40% 84	10.00% 73
•	Obstacle course plus club and racing infrastructure	3.13% 23	6.40% 47	10.76% 79	11.58% 85	12.81% 94	13.76% 101	11.04% 81	7.36% 54	8.58% 63	6.54% 48
•	Boot camp storage facility	2.62% 19	2.89% 21	4.27% 31	4.96% 36	4.68% 34	6.20% 45	8.13% 59	8.54% 62	12.67% 92	14.60% 108
•	Indoor caving experience	1.37% 10	7.13% 52	7.96% 58	9.88% 72	11.11% 81	10.97% 80	8.23% 60	7.96% 58	9.47% 69	8.37% 61
•	Hover- crafting on football pitches	0.27% 2	1.37% 10	3.98% 29	4.12% 30	5.63% 41	6.59% 48	9.62% 70	12.09% 88	10.71% 78	14.15% 103

45 - 64 year old female responses



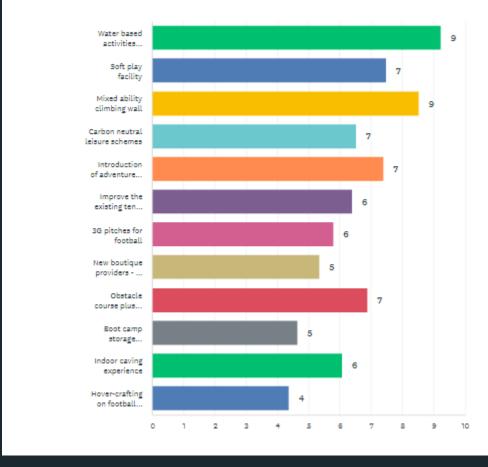


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Water based activities including aqua scramble and paddle boarding	ı	26.76%		14.559		10.33% 22	12.68% 27	5.63% 12	4.69% 10		5.63% 12	5.63% 12	5.63% 12	2.82% 6
Carbon neutral leisure schemes		14.499 3		9.359		7.01% 15	7.94% 17	6.54% 14	7.94 %		8.88% 19	5.61% 12	6.07% 13	5.14% 11
Mixed ability climbing wall		13.649 30		15.919 3		14.09% 31	11.36% 25	10.00% 22	8.64% 19		8.18% 18	4.55% 10	4.09% 9	4.55% 10
Improve the existing tennis infrastructure	ì	12.869 2		12.389 20		10.95% 23	8.10% 17	8.57% 18	13.33% 28		7.62% 16	8.57% 18	5.24% 11	5.24% 11
Soft play facility		11.379 24		15.649 3		15.17% 32	9.48% 20	9.00% 19	8.53% 18		8.53% 18	6.16% 13	4.74% 10	1.90% 4
3G pitches for football		10.489		9.059		8.10% 17	11.43% 24	7.62% 16	5.71% 12		7.62% 16	8.10% 17	9.52% 20	9.52% 20
Introduction of adventure golf		7.849 16		10.299		9.80% 20	8.33% 17	11.76% 24	12.25% 25		9.31% 19	10.29% 21	8.33% 17	4.41% 9
New boutique providers - ie massage therapy, sports retail outlet		5.429 1		6.409		7.88% 16	3.45% 7	6.40% 13	5.42% 11		3.94% 8	8.87% 18	9.36% 19	10.34% 21
Obstacle course plus club and racing infrastructure		2.939	6	4.399		7.32% 15	11.71% 24	13.17% 27	5.85% 12		11.71% 24	9.27% 19	14.15% 29	7.80% 16
Indoor caving experience		2.509	6 5	6.009		6.00% 12	5.50% 11	11.00% 22	10.50% 21		9.50% 19	9.50% 19	9.00% 18	14.50% 29
Hover- crafting on football pitches		1.489	6 3	0.999	6	5.91% 12	6.40% 13	7.39% 15	5,91% 12		4.93% 10	10.34% 21	8.37% 17	12.81% 26
Boot camp storage facility		1.019	6	2.519	5	2.01% 4	5.53% 11	3.52% 7	8.54% 17		11.06% 22	10.55% 21	12.06% 24	16.08% 32

Weighted preferences in descending order

65 - 81 year old responses

Answered: 770 Skipped: 12

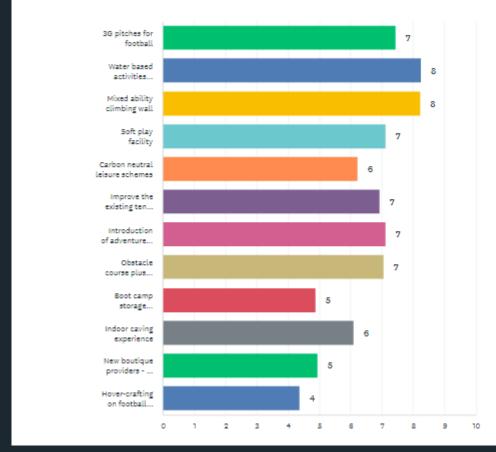


Water based 17.51% 6.55% 4 4196 activities 36 including agua scramble and paddle boarding Soft play 18.33% 11.46% 5.93% 5.66% 7.28% 6.20% 136 75 85 53 54 46 12.99% 19.01% 13.12% 8.03% 6.96% 4.15% 5.22% 3.88% Mixed ability 14.46% 8.43% climbing wal 63 60 39 29 6.91% 9.89% 10.16% 8.54% 7.86% 7.32% Carbon 6.23% 8.67% neutral 57 63 58 54 leisure schemes 8.40% 11.52% 11.65% 10.03% 9.89% 11.38% 7.99% 7.18% 5.96% of adventure 53 59 Improve the 7.92% 6.97% existing 58 62 63 60 63 88 60 69 tennis infrastructure 9.82% 3G pitches 5.59% 5.46% 5.18% 8.46% 8.73% 7.64% 7.37% 10.23% 11.46% for football 56 6.44% 7.53% 8.49% New 5.89% 6.16% 7.67% 7.40% 10.00% boutique 55 50 45 56 54 providers - ie massage therapy, sports retail outlet Obstacle 6.40% 11.04% 7.36% 6.54% course plus club and racing infrastructure 8.54% Boot camp 2.62% 2.89% 4.27% 4.96% 4.68% 6.20% 8.13% 12.67% 14,60% storage 36 34 45 59 108 facility ▼ Indoor caving 1.37% 7.13% 7.96% 9.88% 10.97% 8.23% 7.96% 8.37% 58 69 3.98% 4.12% 5.63% 6.59% 12.09% 10.71% 14.15% Hover-9.62% crafting on pitches

65 - 81+ year old female responses

Weighted preferences in descending order



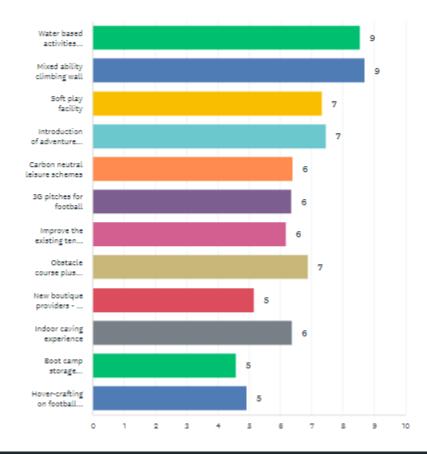


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•	3G pitches for football	19.41% 106	10.99% 60	8.42% 46	8.06% 44	7.69% 42	4.40% 24	6.78% 37	5.86% 32	7.88% 43	7.33% 40
•	Water based activities including aqua scramble and paddle boarding	16.15% 88	15.60% 85	10.46% 87	13.76% 75	7.52% 41	8.07% 44	6.79% 37	6.24% 34	4.59% 25	5.32% 29
•	Mixed ability climbing wall	15.58% 88	13.04% 72	13.04% 72	10.14% 58	11.96% 68	8.51% 47	9.24% 51	5.80% 32	3.26% 18	1.81% 10
•	Soft play facility	10.91% 59	10.17% 55	11.46% 62	8.50% 46	8.87% 48	8.69% 47	7.76% 42	7.39% 40	6.47% 35	5.91% 32
•	Carbon neutral leisure schemes	10.66% 58	6.99% 38	5.15% 28	8.46% 46	6.25% 34	9.19% 50	7.35% 40	9.01% 49	8.27% 45	8.09% 44
•	Improve the existing tennis infrastructure	9.19% 50	9.38% 81	11.40% 62	8.09% 44	6.80% 37	8.82% 48	8.82% 48	8.82% 48	9.01% 49	8.09% 44
•	Introduction of adventure golf	8.35% 45	11.87% 64	8.91% 48	9.46% 51	10.39% 56	9.28% 50	7.61% 41	8.53% 46	8.72% 47	7.05% 38
•	Obstacle course plus club and racing infrastructure	3.33% 18	8.32% 45	9.98% 54	11.83% 64	14.05% 76	11.83% 64	11.65% 63	8.13% 44	7.95% 43	5.55% 30
•	Boot camp storage facility	3.36% 18	3.73% 20	3.54% 19	4.85% 26	5.97% 32	7.28% 39	8.58% 46	8.96% 48	11.01% 59	15.86% 85
•	Indoor caving experience	3.18% 17	7.10% 38	8.60% 46	7.66% 41	9.35% 50	10.09% 54	9.72% 52	8.97% 48	8.22% 44	10.47% 56
•	New boutique providers - ie massage therapy, sports retail outlet	2.63% 14	3.56% 19	6.57% 35	5.07% 27	6.75% 36	5.82% 31	7.50% 40	9.94% 53	12.20% 65	10.69% 87
•	Hover- crafting on football pitches	1.31% 7	2.43% 13	4.11% 22	5.05% 27	4.49% 24	6.73% 38	6.92% 37	10.65% 57	10.65% 87	12.34% 66

65 - 81+ year old male responses

Weighted preferences in descending order

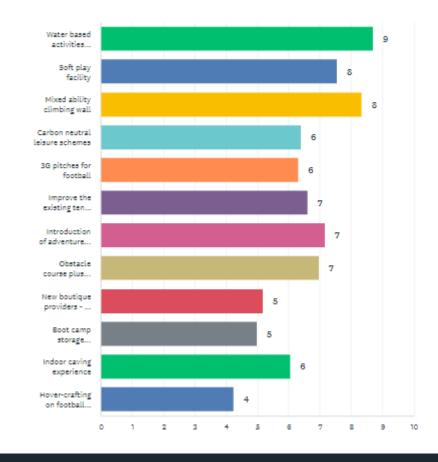




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•	Water based activities including aquia scramble and paddle boarding	21.03% 45	17.76% 38	10.75% 23	9.81% 21	7.01%	7.01% 15	6.54% 14	5.14%	3.74% B	6.07%
*	Mixed ability climbing wall	17.67% 38	13.95% 30	17.21% 37	12.09% 28	12.56% 27	5.12% 11	7.44% 16	2.79% 6	1.86% 4	3.72% 8
•	Soft play facility	15.17% 32	12.32% 28	11.37% 24	6.64% 14	7.11% 15	5.69% 12	6.16% 13	8.53% 18	7.11% 15	4.74% 10
•	Introduction of adventure golf	11.32% 24	13.21% 28	7.55% 16	11.32% 24	10.38% 22	11.32% 24	5.19% 11	7.55% 16	7.55% 16	4.72% 10
•	Carbon neutral leisure schemes	11.71% 24	5.85% 12	6.34% 13	7.32% 15	5.37% 11	10.73% 22	9.76% 20	9.76% 20	9.76% 20	4.39% 9
*	3G pitches for football	9.05% 19	5.24% 11	8.10% 17	9.05% 19	7.14% 15	8.57% 18	9.52% 20	8.57% 18	11.43% 24	6.67% 14
•	Improve the existing tennis infrastructure	4.76% 10	9.52% 20	7.14% 15	7.62% 16	7.14% 15	8.10% 17	10.95% 23	8.10% 17	8.57% 18	12.86% 27
•	Obstacle course plus club and racing infrastructure	4.74% 10	4.74% 10	8.06% 17	14.22% 30	10.90% 23	18.96% 40	9.00% 19	7.11% 15	7.58% 16	6.64% 14
•	New boutique providers - ie massage therapy, sports retail outlet	4.39% 9	6.34% 13	5,37% 11	4.88% 10	5.37% 11	4.88% 10	11.71% 24	7.80% 16	10.24% 21	7.80% 16
•	Indoor caving experience	2.44% 5	9.27% 19	9.76% 20	9.27% 19	12.20% 25	6.34% 13	8.78% 18	7.32% 15	9.27% 19	11.71% 24
•	Boot camp storage facility	1.46% 3	2.91% 6	4.37% 9	3.88% 8	6.31% 13	5.34% 11	6.31% 13	11.65% 24	13.59% 28	15.05% 31
•	Hover- crafting on football pitches	0.98%	1.95% 4	5.85% 12	5.85% 12	7.80% 16	7.80% 16	7.80% 16	14.63% 30	7.80% 16	13.17% 27

WS7 Burntwood All Responses

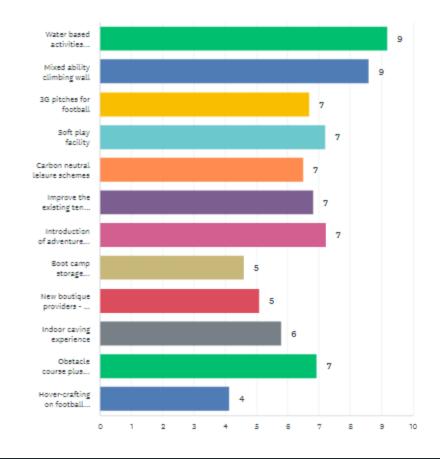




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•	Water based activities including aqua scramble and paddle boarding	23.01% 136	14.55% 86	10.66% 63	12.69% 75	7.78% 46	6.94% 41	7.28% 43	5.58% 33	3.38% 20	2.71% 16
*	Soft play facility	17.84% 104	9.95% 58	12.69% 74	6.69% 39	8.06% 47	6.52% 38	6.00% 35	6.69% 39	5.66% 33	7.20% 42
•	Mixed ability climbing wall	12.48% 74	18.89% 112	11.64% 69	12.31% 73	9.11% 54	9.44% 56	7.25% 43	5.73% 34	5.23% 31	3.37% 20
•	Carbon neutral leisure schemes	10.07% 59	6.83% 40	5.63% 33	8.87% 52	7.17% 42	10.07% 59	8.87% 52	9.56% 56	8.36% 49	7.17% 42
•	3G pitches for football	9.98% 58	8.09% 47	6.71% 39	8.61% 50	8.09% 47	4.65% 27	6.88% 40	8.26% 48	9.81% 57	9.81% 57
•	Improve the existing tennis infrastructure	9.48% 55	6.55% 38	8.28% 48	7.59% 44	9.31% 54	8.97% 52	9.14% 83	10.34% 60	8.45% 49	8.79% 51
*	Introduction of adventure golf	7.20% 42	11.84% 69	10.98% 64	8.92% 52	9.26% 54	9.26% 54	9.09% 83	9.61% 56	8.92% 52	6.52% 38
•	Obstacle course plus club and racing infrastructure	4.30% 25	7.92% 46	10.33% 60	11.53% 67	13.94% 81	9.81% 57	10.84% 63	7.75% 45	8.26% 48	7.23% 42
•	New boutique providers - ie massage therapy, sports retail outlet	3.29% 19	4.67% 27	8.13% 47	6.75% 39	5.88% 34	6.75% 39	5.88% 34	9.00% 52	8.82% 51	12.1196 70
•	Boot camp storage facility	2.94% 17	4.15% 24	4.32% 25	5.53% 32	5.70% 33	7.94% 48	8.98% 52	7.94% 48	12.44% 72	13.13% 76
•	Indoor caving experience	1.73% 10	6.56% 38	8.64% 50	7.60% 44	10.88% 63	11.40% 68	10.19% 59	8.81% 51	8.81% 51	8.64% 50
•	Hover- crafting on football pitches	1.03% 6	2.24% 13	3.44% 20	3.61% 21	4.82% 28	6.71% 39	8.43% 49	9.47% 55	10.67% 62	12.74% 74

WS13 All Responses

Answered: 362 Skipped: 12



	*	1 *	2 *	3 🔻	4 🔻	5 ▼	6 *	7 *	8 *	9 🔻	10 🔻
•	Water based activities including aqua scramble and paddle boarding	25.72% 89	19.65% 68	13.29% 46	7.80% 27	7.80% 27	4.91% 17	7.23% 25	4.05% 14	4.62% 16	2.02% 7
*	Mixed ability climbing wall	16.23% 56	17.10% 59	15.65% 54	10.43% 36	9.57% 33	6.67% 23	8.70% 30	4.64% 16	2.90% 10	2.03% 7
*	3G pitches for football	13.66% 47	6.40% 22	5.81% 20	8.43% 29	9.30% 32	8.14% 28	6.98% 24	8.72% 30	8.72% 30	9.30% 32
*	Soft play facility	12.17% 42	11.01% 38	8.41% 29	7.83% 27	10.14% 35	8.12% 28	8.70% 30	8.70% 30	8.70% 30	4.93% 17
•	Carbon neutral leisure schemes	10.03% 35	9.17% 32	5.16% 18	8.60% 30	7.74% 27	10.03% 35	7.74% 27	7.74% 27	8.31% 29	8.31% 29
•	Improve the existing tennis infrastructure	9.04% 31	7.87% 27	10.79% 37	9.33% 32	6.41% 22	8.45% 29	8.75% 30	12.83% 44	7.58% 26	6.41% 22
•	Introduction of adventure golf	8.19% 28	9.36% 32	12.28% 42	11.40% 39	9.36% 32	10.23% 35	7.02% 24	8.19% 28	7.31% 25	7.02% 24
•	Boot camp storage facility	2.68% 9	1.49% 5	4.46% 15	4.46% 15	4.17% 14	7.74% 26	8.04% 27	8.63% 29	12.50% 42	18.15% 61
•	New boutique providers - ie massage therapy, sports retail outlet	2.65% 9	5.29% 18	5.88% 20	7.65% 26	7.65% 26	5.29% 18	7.06% 24	8.53% 29	8.24% 28	10.59% 36
•	Indoor caving experience	2.05% 7	6.16% 21	6.74% 23	10.26% 35	8.50% 29	10.85% 37	7.04% 24	8.21% 28	9.97% 34	9.68% 33
•	Obstacle course plus club and racing infrastructure	1.17% 4	8.80% 30	9.68% 33	11.14% 38	15.25% 52	13.20% 45	12.02% 41	8.80% 30	6.74% 23	4.69% 16
•	Hover- crafting on football pitches	0.30%	0.89%	3.86% 13	3.86% 13	4.45% 15	5.93% 20	10.09% 34	9.20% 31	12.46% 42	15.13% <i>5</i> 1

WS14 All Responses