

Appendix 6: Household Survey Questions and Results

		Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9A	Zone 9B	Zone 10												
Q01	Where did your household last undertake a main food and grocery shop? Excl. nulls & SFT																								
	Aldi, Alvescote Road, Carterton	1.50%	17	1.19%	3	0.00%	0	0.00%	0	2.00%	1	8.49%	12	1.89%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Aldi, Tewkesbury Road, Uckington, Cheltenham	0.14%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.22%	1	0.76%	1	0.00%	0	0.00%	0	0.82%	0	0.00%	0	0.00%	0
	Aldi, Cricklade Road, Cirencester	1.73%	19	3.82%	9	2.27%	2	1.70%	3	3.61%	2	0.00%	0	3.12%	2	2.05%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Aldi, Unit 1, Clifton Road, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Aldi, Drove Road, Swindon	0.10%	1	0.00%	0	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.72%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Aldi, Hobley Drive, Stratton St Margaret, Swindon	0.61%	7	0.00%	0	0.00%	0	3.99%	6	0.67%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Aldi, Latham Road, Blunsdon, Swindon	0.13%	1	0.00%	0	0.00%	0	0.87%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Aldi, Gloucester Road, Tewkesbury	0.42%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	5
	Asda, Brize Norton Road, Carterton	0.30%	3	0.00%	0	0.00%	0	0.00%	0	1.14%	1	0.90%	1	2.41%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Asda, Hatherley Lane, Cheltenham	0.35%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.22%	1	3.59%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Asda, Banbury Road, Chipping Norton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Asda, Bruton Way, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Asda, King George's Way (Off Cherry Orchard), Pershore	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Asda, Orbital Shopping Centre, Thamesdown Drive, Swind	1.71%	19	1.21%	3	0.00%	0	8.18%	13	5.37%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Asda, West Swindon Shopping Centre, Tewkesbury Way, S	0.16%	2	0.00%	0	0.00%	0	1.13%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, 5 Salter Street, Berkley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, 9 High Street, Thornbury, Bristol	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, Blackbourn Road, Carterton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, Sheep Street, Charlbury, Oxfordshire	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, Station Road, Bourton on the Water, Cheltenham	0.45%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	6.90%	4	0.00%	0	1.16%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, 10 North Street, Winchcombe, Cheltenham	0.21%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.74%	2	0.00%	0	0.00%	0	0.00%	0	0.62%	1
	Co-op, 143 Leckhampton Road, Leckhampton, Cheltenham	0.08%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, 8 Montpelier Street, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, Windy Ridge Road, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, 192 Bath Road, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, 229 London Road, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, 93 Greenway Lane, Broomfield, Chippenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, 12 - 14 High Street, Chipping Campden	0.38%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.55%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.60%	2
	Co-op, 12 High Street, Chipping Norton	2.78%	31	0.00%	0	0.00%	0	0.00%	0	0.00%	0	21.26%	30	0.00%	0	0.00%	0	0.00%	0	0.82%	0	0.00%	0	0.98%	1
	Co-op, Market Place, Deddington	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, Market Place, Fairford	0.15%	2	0.00%	0	0.00%	0	0.00%	0	2.90%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, 2/3 The Shopping Centre, Davies Road, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, Seymour Road, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, 110 Finlay Road, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, Court Road, Brockworth, Gloucester	0.07%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.62%	1
	Co-op, Parton Road, Churchdown, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, Lower Tuffley Post Office 12-14, Seventh Avenue, T	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, 129 Cheltenham Road, Longlevens, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, 39 Hucclecote Road, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, Swindon Street, Highworth	0.29%	3	0.00%	0	0.00%	0	1.98%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, 4 Hillview Parade, Hucclecote	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, 45 Church End, Lyneham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op Welcome, 8 High Street, Malmesbury	0.45%	5	0.00%	0	0.00%	0	3.09%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, Shipton Road, Milton-under-Wychwood	0.09%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.68%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, High Street, Moreton-in-Marsh	0.04%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.81%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, The Old Market, Nailsworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, King George's Way, Pershore	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, Gloucester Road, Sharpness	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, 3 - 5 High Street, Shipston on Stour	0.82%	9	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.90%	1	0.00%	0	0.00%	0	1.04%	1	0.00%	0	0.00%	0	5.84%	7
	Co-op, 54 High Street, Shrivenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, 27 High Street, Stanford in the Vale	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, High Street, Kings Stanley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, The Cross, Alkerton, Eastington	0.04%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.72%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, 26 High Bridge, Stonehouse	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, 16 Cashes Green Road, Stroud	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, 16 Slad Road, Stroud	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, Sussex Square, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, Groundwell Road, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, 2 Rodbourne Road, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op, 533 Cricklade Road, Swindon	0.0																							

Tesco Extra, Brockworth, Gloucester Business Park, Delta 1	0.22%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.76%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Extra, Ocotail Way, Swindon	0.72%	8	0.00%	0	0.00%	0	2.87%	5	5.84%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Extra, 12 East Walk, Yate Shopping Precinct, Yate	0.76%	8	0.00%	0	8.61%	8	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Superstore, Church Road, Bishops Cleeve	1.16%	13	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.76%	1	12.95%	11	0.00%	0	0.00%	0	0.00%	0	0.82%
Tesco Superstore, Midland Way, Bristol	0.21%	12	0.00%	0	2.41%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Superstore, High Street, Cam	0.50%	6	0.00%	0	5.66%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Superstore, Collets Drive, Cheltenham	0.82%	9	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.43%	1	8.15%	7	1.35%	1	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Superstore, Worcester Road, Evesham	1.39%	15	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	10.77%	9	1.85%	1	3.58%	1	1	3.53%	4
Tesco Superstore, St Oswalds Road, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Superstore, Fosse Way, Stow on the Wold	4.76%	53	0.00%	0	0.00%	0	0.00%	0	1.14%	1	3.34%	5	28.84%	17	1.00%	1	1.16%	1	28.85%	16	68.61%	13	0.00%	0	0.00%
Tesco Superstore, Birmingham Road, Stratford-upon-Avon	2.85%	32	0.00%	0	0.00%	0	0.00%	0	1.16%	2	0.00%	0	0.00%	0	1.00%	1	0.00%	0	10.31%	6	6.00%	0	0.00%	0	18.78%
Tesco Superstore, Stratford Road, Stroud	0.70%	8	0.00%	0	0.89%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	7.38%	7	0.00%	0	0.81%	0	0.00%	0	0.00%	0	0.00%
Tesco Superstore, Priory Road Industrial Estate, London Rd	3.06%	34	0.00%	0	29.66%	29	3.01%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Metro, Unit 1 Emery Gate Shopping Centre, Chipper	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Metro, Cheltenham Metro, 233 High Street, Chelton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Metro, 4 Farrell Close, Castle Street, Cirencester	2.46%	27	9.62%	22	0.00%	0	0.87%	1	7.43%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Metro, Swindon Metro, 13-17 The Parade, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Metro, 1-6 Bishops Walk, Tewkesbury	0.13%	1	0.00%	0	0.00%	0	0.87%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, 1 - 3 The Hopkins, Alcester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, 96 Station Road, Bristol	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, 214 Hewlett Road, Cheltenham	0.05%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, Hungerdown Lane, Chippenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, Unit 5, Hathaway Retail Park, Chippenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, 22a Calne Road, Chippenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, 16-20 Chesterton Lane, Chesterton, Cirence	1.61%	18	5.61%	13	0.00%	0	0.87%	1	1.14%	1	0.00%	0	3.63%	2	1.30%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, 39-40 High Street, Cricklade	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, Unit 1, Mead Road, Abbeylemead, Glouceste	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, 2-4 Old Cheltenham Road, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, 125 Bristol Road, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, Eastern Avenue, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, Ground Floor Commercial Unit, Priory Vale,	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, 13 Manchester Court, High Street, Moreton	0.11%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.27%	1	0.00%	0	0.00%	0	0.00%
Tesco Express, 35 Tanglewood Way, Stroud	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, Old Market, Nailsworth, Stroud	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, 106 Stratford Road, Stroud	0.16%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.05%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, 28-29 Newburgh Place, Highworth	0.16%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.05%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, Village Centre, Freshbrook Village, Swindon	0.12%	1	0.00%	0	0.00%	0	0.00%	0	2.24%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, Unit 4, Abbey Meads Village Centre, Swind	0.32%	4	0.00%	0	0.00%	0	2.22%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, Liden Village Centre, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, Ramleaze Drive, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, 1-2 Valence Crescent, West Witney	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, Station Lane, Witney	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, 2 The Neighbourhood Centre, Witney	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, 1-3 Fettiplace Road, Witney	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, Woodshaw Local Centre, Wootton Bassett	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, 28 Long Street, Wootton Under Edge	0.07%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.89%	1	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, 15-17 High Street, Worcester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, Unit 1 Neighbourhood Centre, Yate	0.10%	1	0.00%	0	1.15%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Waitrose, Honeybourne Way, Cheltenham	1.13%	13	0.36%	1	0.00%	0	0.00%	0	0.88%	1	0.00%	0	2.61%	1	5.87%	5	4.44%	4	0.61%	0	2.46%	0	0.00%	0	0.00%
Waitrose, Sheep Street, Cirencester	8.89%	99	25.69%	58	1.57%	2	14.16%	23	12.41%	7	0.00%	0	4.09%	2	7.90%	7	0.00%	0	0.00%	0	1.09%	0	0.00%	0	0.00%
Waitrose, London Road, Stroud	0.85%	9	0.00%	0	3.37%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.96%	3	0.00%	0	0.00%	0	0.00%	0	2.13%	3	
Waitrose, 25 Woolgate, Whitney	0.73%	8	0.00%	0	0.00%	0	0.00%	0	1.33%	1	4.98%	7	0.72%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Avening	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Bath	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Bishop's Cleeve	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Blockley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Bourton-On-The-Water Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Bristol	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00

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Aldi	0.12%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.60%	1	0.00%	0	0.00%	0	0.00%
Witney	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Wotton-Under-Edge	0.22%	2	0.00%	0	2.63%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Wraughton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Yate	0.16%	2	0.00%	0	1.82%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Internet / delivered	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Aldi, Banbury Road, Chipping Norton	3.09%	34	0.00%	0	0.00%	0	0.00%	0	0.00%	0	21.46%	30	0.97%	1	0.00%	0	0.00%	0	5.18%	3	3.46%
Aldi, Bristol Road, Quedgley	0.10%	1	0.00%	0	1.21%	1	0.00%	0	0.00%	0	4.12%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Aldi, Cannors Way, Stratford-upon-Avon	0.95%	10	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.68%	1	0.00%	0	0.00%	0	0.00%	0	0.62%	0	7.72%
Aldi, Horseshoe Lane, Thornbury	0.10%	1	0.00%	0	1.21%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Aldi, Queensway, Leamington Spa	0.09%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.87%
Aldi, Ruscote Avenue, Banbury	0.52%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	4.12%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Aldi, Swan Lane, Evesham	0.88%	10	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	5.51%	5	5.87%	3	2.34%	0	1.12%
Asda, Chesterton Drive, Leamington Spa	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Asda, Highwood Lane, Bristol	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Asda, West Swindon Shopping Centre, Swindon	0.10%	1	0.47%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Booker Wholesale, Barnett Way, Barnwood, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Booker Wholesale, Kingsditch Retail Park, Kingsditch Lane	0.03%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.48%	0	0.00%
BP Garage, Burford Road, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Budgens, Chesterton Road, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Budgens, Greet Road, Winchcombe	0.29%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.73%	3	0.00%	0	0.00%	0	0.00%
Budgens, High Street, Moreton-in-Marsh	0.56%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	11.06%	6	0.87%	0	0.00%
Budgens, Russell Square, Back Lane, Broadway	0.05%	1																			

	Weighted base: Sample:	1195 1194	240 200	107 100	170 99	65 99	145 100	66 100	95 99	89 98	60 99	22 100	136 100												
	Meanscore: [Number of visits per week]																								
Q04	How often does your household do a main food and grocery shop?																								
	Not those who said 'I don't do this type of shopping' at Q01																								
	More than once a week	12.40%	148	18.92%	45	15.19%	16	12.88%	22	14.91%	10	15.32%	22	6.97%	5	7.61%	7	3.03%	3	9.19%	6	16.29%	4	6.66%	9
	Once a week	65.47%	782	71.41%	171	65.39%	70	69.57%	118	57.30%	37	55.18%	80	74.61%	50	72.11%	69	69.23%	61	59.77%	36	62.25%	13	56.23%	77
	Once a fortnight	13.89%	166	4.58%	11	13.99%	15	15.67%	27	23.67%	15	16.52%	24	7.05%	5	9.02%	9	14.85%	13	18.81%	11	14.25%	3	24.39%	33
	Once a month	4.34%	52	2.94%	7	2.68%	3	1.26%	2	1.17%	1	5.30%	8	6.18%	4	4.02%	4	8.47%	7	8.52%	5	4.47%	1	7.21%	10
	Less often	0.94%	11	0.33%	1	1.06%	1	0.63%	1	0.00%	0	2.18%	3	0.00%	0	0.00%	0	0.00%	0	0.56%	0	0.00%	0	3.47%	5
	(Don't know / varies / no particular pattern)	2.98%	36	1.81%	4	1.68%	2	0.00%	0	2.95%	2	5.51%	8	5.20%	3	7.23%	7	4.43%	4	3.15%	2	2.75%	1	2.05%	3
	Mean:		1		1		1		1		1		1		1		1		1		1		1		1
	Weighted base: Sample:		1195 1194	240 200	107 100	170 99	65 99	145 100	66 100	95 99	89 98	60 99	22 100	136 100											
	Meanscore: [Always = 5, Normally = 4, Sometimes = 3, Rarely = 2, Never = 1]																								
Q05A	When your household undertakes its main food shopping at (STORE MENTIONED AT Q01), does it also visit OTHER shops, leisure or service outlets on the same shopping trip? [PR]																								
	Not those who said 'I don't do this type of shopping' or 'Internet / delivered' at Q01																								
	Always	6.16%	69	5.58%	13	4.90%	5	2.82%	5	4.87%	3	9.46%	13	10.63%	6	13.75%	12	3.86%	3	4.80%	3	2.46%	0	4.78%	6
	Normally	8.74%	98	5.09%	12	10.66%	11	11.81%	19	5.37%	3	8.92%	12	10.80%	6	5.87%	5	10.16%	9	6.38%	4	9.63%	2	12.15%	15
	Sometimes	9.48%	106	5.73%	13	9.20%	9	9.50%	15	9.99%	6	12.21%	17	9.58%	6	6.38%	6	21.01%	18	21.99%	12	10.10%	2	1.69%	2
	Rarely	4.58%	51	4.06%	9	1.83%	2	8.54%	14	0.00%	0	6.88%	10	1.66%	1	1.52%	5	10.07%	6	4.92%	1	2.51%	3	3	
	Never	69.45%	775	79.19%	179	70.32%	69	67.33%	109	77.97%	45	61.63%	86	65.67%	38	67.88%	60	59.52%	52	56.76%	32	72.89%	14	73.50%	92
	(Don't know / can't remember)	1.60%	18	0.36%	1	3.09%	3	0.00%	0	1.80%	1	0.90%	1	1.66%	1	4.60%	4	0.00%	0	0.00%	0	0.00%	0	5.37%	7
	Mean:		2		2		2		2		2		2		2		2		2		2		2		2
	Weighted base: Sample:		1116 1129	226 192	99 93	162 95	57 91	140 96	57 89	88 93		87 95	56 95	19 96	125 96										
Q05B	Which of the following activities do you normally undertake? [MR/PR]																								
	Those who said 'Always' or 'Normally' or 'Sometimes' at Q05A																								
	Go shopping for other food items	26.78%	73	47.88%	18	18.97%	5	28.42%	11	29.85%	3	25.21%	11	12.50%	2	24.55%	6	32.04%	10	30.40%	6	21.11%	1	4.42%	1
	Go shopping for other non-food items	38.33%	104	36																					

Q05E	Where do you go for bank, Post Office, building society, cash point etc. when you visit (STORE MENTIONED AT Q01) for main food shopping? Those who said 'Visit a bank, post office, building society, cash point, etc.' at Q05B AND Excl. nulls & SFT						
Avening	0.00%	0	0.00%	0	0.00%	0	0.00%
Banbury Town Centre	2.36%	1	0.00%	0	0.00%	0	0.00%
Bath City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%
Bishop's Cleeve Town Centre	1.45%	1	0.00%	0	0.00%	0	0.00%
Blockley	0.00%	0	0.00%	0	0.00%	0	0.00%
Bourton-On-The-Water Village Centre	0.40%	0	0.00%	0	0.00%	0	0.00%
Bristol City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%
Burford Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%
Carterton Town Centre	4.03%	2	0.00%	0	0.00%	0	0.00%
Charlton Kings Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%
Cheltenham Town Centre	6.01%	2	0.00%	0	0.00%	0	0.00%

Weighted base:	40	10	3	6	1	8	1	1	6	3	1	1
Sample:	45	8	2	4	2	6	3	1	9	5	4	1

Avening	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Banbury Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Bath City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Bishop's Cleeve Town Centre	5.40%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	63.09%	1	0.00%	0	0.00%	0	0.00%
Blockley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Bourton-On-The-Water Village Centre	2.22%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	21.22%	0	0.00%	0	0.00%	0	0.00%
Bristol City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Burford Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Carterton Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Charlton Kings Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Cheltenham Town Centre	6.77%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	50.04%	1	36.91%	1	0.00%	0	0.00%
Chippenham Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Chipping Campden Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Chipping Norton Town Centre	5.13%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	99.98%	1	0.00%	0	0.00%	0	0.00%	0	0.00%
Cirencester Town Centre	31.88%	6	99.99%	4	0.00%	0	50.02%	1	49.97%	0	0.00%	0	0.00%	0	0.00%	0	25.08%	0	0.00%
Cricklade Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Evesham Town Centre	3.13%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	36.32%	1	0.00%
Fairford Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Gloucester City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Guiting Power	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Kemble	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Lechlade On Thames Town Centre	2.05%	0	0.00%	0	0.00%	0	0.00%	0	49.97%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Lockleywood	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Malmesbury Town Centre	11.42%	2	0.00%	0	31.91%	1	50.02%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Mickleton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Moreton-In-Marsh Town Centre	8.57%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	21.22%	0	0.00%	0	63.68%		

Wotton-Under-Edge Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wraughton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yate Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ascott-under-Wychwood Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Birmingham City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Broadway Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chadlington Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Down Ampney Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wootton Bassett Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Alcester Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Andover Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Andoversford Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ashton Keynes Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
B&Q, Marley Way Industrial Estate, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Badsey Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bisley Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Blackminster Local Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Broadwell Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Brockworth Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Burnley Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bussage Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chedworth Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Countrywide Farmers, Four Pools Retail Park, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cribbs Causeway, Bristol	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cropredy Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Dursley Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Eastcombe Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Egham Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Faringdon Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gallagher Retail Park, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Great Rollright Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Highworth Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Honeybourne Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kingham Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lidl, Kingshill Road, Dursley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Long Compton Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Long Marston Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Longborough Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lower Quinton Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Milton-under-Wychwood Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Minchinhampton Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Miserden Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Newbold on Stour Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Oakridge Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poulton Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Royal Leamington Spa Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Royal Wootton Bassett Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sherston Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Shipton-under-Wychwood Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Superstore, High Street, Cam	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tewkesbury Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The Orbital Shopping Park, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Toddington Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Up Hatherley Local Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Upper Brailes Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Upper Rissington Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Upton St Leonards Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Welford-on-Avon Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wickhamford Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Woodstock Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wyevale Garden Centre, Bath Road, Haresfield, Stonehou	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't know)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Varies)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0

Weighted base:	19	4	3	2	1	1	2	1	2	2	1	0
Sample:	27	4	2	2	2	1	4	2	2	4	4	0

Q05G Where do you go to visit café / restaurant when you go to (STORE MENTIONED AT Q01) for main food shopping?
Those who said 'Visit a café or restaurant' at Q05B AND Excl. nulls & SFT

Avening	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Banbury Town Centre	4.37%	1	0.00%	0	0.00%	0	0.00%	0	44.10%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bath City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bishop's Cleeve Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Blockley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bourton-On-The-Water Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bristol City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Burford Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Carterton Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Charlton Kings Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cheltenham Town Centre	9.03%	3	13.52%	1	0.00%	0	0.00%	0	36.91%	1	50.00%	1	0.00%	0	39.32%	0	0.00%	0
Chippenham Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chipping Campden Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chipping Norton Town Centre	5.54%	2	0.00%	0	0.00%	0	0.00%	0	55.89%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cirencester Town Centre	38.94%	13	86.49%	5	21.71%	1	46.09%	2	100.00%	3	0.00%	0	0.00%	0	63.09%	2	0.00%	0
Cricklade Town Centre	0.00%	0	0.00%	0	0.00%	0	0											

Q05H Where do you go for window shopping / browsing when you visit (STORE MENTIONED AT Q01) for main food shopping?
Those who said 'Go window shopping / browsing' at Q05B AND Excl. nulls & SFT

Q05I Where do you go for sports / leisure and entertainment facilities when you visit (STORE MENTIONED AT Q01) for main food shopping?

Those who said 'Use sports / leisure or entertainment facilities' at Q05B AND Excl. nulls & SFT

[illegible]

Q05J Where do you go to get petrol when you visit (STORE MENTIONED AT Q01) for main food shopping?
Those who said 'Get petrol' at Q05B AND Excl. nulls & SFT

Avening	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
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Station	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Stow-On-The-Wold Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Stratford-Upon-Avon Town Centre	9.28%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	36.80%	2	0.00%	0
Stratton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Stroud Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Swindon City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Temple Giting	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tetbury Town Centre	15.30%	4	0.00%	0	74.82%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Thornbury Town Centre	2.58%	1	0.00%	0	12.60%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wantage Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Willesey	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Winchcombe Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Witney Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wotton-Under-Edge Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wroughton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yate Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ascott-under-Wychwood Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Birmingham City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Broadway Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chadlington Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Down Ampney Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wootton Bassett Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Alcester Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Andover Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Andoversford Village Centre	4.43%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	50.02%	1	0.00%	0	0.00%	0	0.00%	0
Ashton Keynes Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
B&Q, Marley Way Industrial Estate, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Badsey Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bisley Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Blackminster Local Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Broadwell Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Brockworth Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Burnley Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bussage Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chedworth Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Countrywide Farmers, Four Pools Retail Park, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cribbs Causeway, Bristol	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cropredy Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Dursley Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Eastcombe Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Egham Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Faringdon Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gallagher Retail Park, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Great Rollright Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Highworth Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Honeybourne Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kingham Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lidl, Kingshill Road, Dursley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Long Compton Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Long Marston Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Longborough Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lower Quinton Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Milton-under-Wychwood Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Minchinhampton Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Miserden Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Newbold on Stour Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Oakridge Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poulton Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Royal Leamington Spa Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Royal Wootton Bassett Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sherston Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Shipton-under-Wychwood Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Superstore, High Street, Cam	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tewkesbury Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The Orbital Shopping Park, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Toddington Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Up Hatherley Local Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Upper Brailes Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Upper Rissington Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Upton St Leonards Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Welford-on-Avon Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wickhamford Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Woodstock Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wyevale Garden Centre, Bath Road, Haresfield, Stonehou	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't know)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Varies)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0

Weighted base:	26	3	5	0	2	1	3	2	2	2	7	0	0
Sample:	26	3	5	0	3	1	2	2	2	6	2	0	0

Q05K Where do you do the school run when linking your trip with a main food shop to (STORE MENTIONED AT Q01)?
Those who said 'School run' at Q05B AND Excl. nulls & SFT

Avening	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Banbury Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bath City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bishop's Cleeve Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Blockley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bourton-On-The-Water Village Centre	7.43%	1	0.00%	0	0.00%	0	0.00%	0	100.08%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bristol City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Burford Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Carterton Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Charlton Kings Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cheltenham Town Centre	13.07%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	100.01%	1	0.00%	0	0.00%	0
Chippenhams Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chipping Campden Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chipping Norton Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Greoucester Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cricklade Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Evesham Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Fairford Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gloucester City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Guiting Power	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kemble	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lechlade On Thames Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lockleywood	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Malmesbury Town Centre	52.94%	4	0.00%	0	0.00%	0	100.00%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Mickleton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Moreton-In-Marsh Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Nailsworth Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Northleach Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Oxford City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Paulton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Shipston-On-Stour Town Centre	18.55%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	100.01%	1	0.00%	0	0.00%	0	0.00%	0
Siddington	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
South Cerney	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Stattton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Stow-On-The-Wold Town Centre	8.03%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	100.06%	1	0.00%	0	0.00%	0
Stratford-Upon-Avon Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Stratton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Stroud Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Swindon City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Temple Giting																		

[illegible]

Upper Rissington Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Upton St Leonards Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Welford-on-Avon Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wickhamford Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Woodstock Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wyevale Garden Centre, Bath Road, Haresfield, Stonehou:	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't know)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Varies)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Weighted base:		12		0		5		0		1		1		0		1		2		0
Sample:		14		0		5		0		1		1		1		1		2		0

Q05M Where do you go to work when linking your trip with a main food shop to (STORE MENTIONED AT Q01)?
Those who said 'Work' at Q05B AND Excl. nulls & SFT

Avening	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Banbury Town Centre	23.14%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	50.00%	5
Bath City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bishop's Cleeve Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Blockley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bourton-On-The-Water Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bristol City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Burford Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Carterton Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Charlton Kings Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cheltenham Town Centre	13.65%	3	0.00%	0	0.00%	0	0.00%	0	100.08%	1	0.00%	0	77.37%	2	0.00%	0	0.00%	0	0.00%	0
Chippenham Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chipping Campden Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chipping Norton Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cirencester Town Centre	13.04%	3	99.99%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cricklade Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Evesham Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Fairford Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gloucester City Centre	3.28%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	22.65%	1	0.00%	0	0.00%	0	0.00%	0
Guiting Power	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kemble	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lechlade On Thames Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lockleywood	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Malmesbury Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Mickleton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Moreton-In-Marsh Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Nailsworth Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Northleach Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Oxford City Centre	7.94%	2	0.00%	0	0.00%	0	0.00%	0	100.03%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Paulton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Shipston-On-Stour Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Siddington	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
South Cerney	6.89%	1	0.00%	0	0.00%	0	100.04%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Statton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Stow-On-The-Wold Town Centre	5.49%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	43.63%	1	0.00%	0	0.00%	0	100.05%	1	0.00%	0
Stratford-Upon-Avon Town Centre	23.14%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	50.00%	5
Stratton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Stroud Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Swindon City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Temple Giting	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tetbury Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Thornbury Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wantage Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Willesley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Winchcombe Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Witney Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wotton-Under-Edge Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wroughton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yate Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ascott-under-Wychwood Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Birmingham City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Broadway Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chadlington Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Down Ampney Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wootton Bassett Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Alcester Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Andover Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Andoversford Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ashton Keynes Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
B&Q, Marley Way Industrial Estate, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Badsey Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bisley Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Blackminster Local Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Broadwell Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Brockworth Village Centre	0.00%	0	0.00%	0																

Co-op, 10 North Street, Winchcombe, Cheltenham	0.49%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	7.30%	4	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-op, 143 Lackhampton Road, Lackhampton, Cheltenham	0.42%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	5.39%	3	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-op, 8 Montpellier Street, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-op, Windy Ridge Road, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-op, 192 Bath Road, Cheltenham	0.29%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.77%	2	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-op, 229 London Road, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-op, 93 Greenway Lane, Bromfield, Chippenham	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.37%
Co-op, 12 - 14 High Street, Chipping Campden	1.19%	9	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-op, 4 High Street, Chipping Norton	3.29%	25	0.00%	0	0.00%	0	0.00%	0	0.00%	0	26.21%	25	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-op, Market Place, Deddington	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-op, Market Place, Fairford	1.24%	9	0.64%	1	0.00%	0	0.00%	0	18.46%	9	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-op, 2/3 The Shopping Centre, Davies Road, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-op, Seymour Road, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-op, 110 Finlay Road, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-op, Court Road, Brockworth, Gloucester	0.15%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.96%	1	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-op, Parton Road, Churchdown, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-op, Lower Tuffley Post Office 12-14, Seventh Avenue, 1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-op, 129 Cheltenham Road, Longlevens, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-op, 39 Hucclecote Road, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-op, Swindon Street, Highworth	3.13%	24	0.00%	0	0.00%	0	18.3																		

Tesco Express, 39-40 High Street, Cricklade	0.711%	5	0.00%	0	0.00%	0	4.23%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, Unit 1, Mead Road, Abbeymead, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, 2-4 Old Cheltenham Road, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, 125 Bristol Road, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, Eastern Avenue, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, Ground Floor Commercial Unit, Priory Vale,	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, 13 Manchester Court, High Street, Moreton	1.44%	11	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	22.67%	10	0.00%	0	1.77%	1	0.00%
Tesco Express, 35 Tanglewood Way, Stroud	0.23%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.03%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, Old Market, Nailsworth, Stroud	0.09%	1	0.00%	0	0.84%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, 106 Stratford Road, Stroud	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, 28-29 Newburgh Place, Highworth	0.14%	1	0.00%	0	0.00%	0	0.84%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, Village Centre, Freshbrook Village, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, Unit 4, Abbey Meads Village Centre, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, Liden Village Centre, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, Ramlaze Drive, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, 1-2 Valence Crescent, West Witney	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, Station Lane, Witney	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, 2 The Neighbourhood Centre, Witney	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, 1-3 Fettiplace Road, Witney	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, Woodshaw Local Centre, Wootton Bassett	0.30%	2	0.00%	0	1.44%	1	0.00%	0	0.																

Sainsbury's Local, Cirencester Road, Charlton Kings	0.32%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	4.17%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's Superstore, Alcester Road South, Birmingham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's Superstore, Bath Road, Chippenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's Superstore, Castle Street, Dursley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's Superstore, Fox Den Road, Stoke Gifford	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's Superstore, Loxley Road, Wellesbourne	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's Superstore, Market Place, Chipping Norton	0.55%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	4.35%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's Superstore, Oxford Road, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's Superstore, Saltisford, Warwick	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's Superstore, The Shires Retail Park, Tachbrook I	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's Superstore, Witan Way, Witney	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Spar, Abbey Garage, Main Road, Toddington	0.08%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.16%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Spar, The Chipping, Kingswood	0.12%	1	0.00%	0	1.12%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Extra, Lockheed Close, Banbury	0.76%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	6.07%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Metro, Park Road, Faringdon	0.24%	2	0.00%	0	0.00%	0	0.00%	0	3.88%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Superstore, Lakeview Drive, Bicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The Village Shop, High Road, Ashton Keynes	0.14%	1	0.00%	0	0.00%	0	0.84%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The Village Store, Main Street, Long Compton	0.13%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Turners Of Shipston, Market Place, Shipston-On-Stour	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
W J Castle Butchers, The Green, Northleach	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Waitrose, Church Road, Egham	0.09%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.51%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Waitrose, Malmesbury By-Pass, Malmesbury	2.82%	21	0.00%	0	1.69%	1	15.76%	20	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Waitrose, Mill Lane, Wichelstowe, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Waitrose, The Rosebird Centre, Shipston Road, Stratford-U	1.17%	9	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	11.81%	9		
Waitrose, Wickwar Road, Chipping Sodbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Whole Foods Market, Gallagher Retail Park, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't know / can't remember)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't do this type of shopping)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Same as before / nowhere else)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Weighted base:		757		125		79		127		46		95		47		58		50		42		11		75
Sample:		747		107		73		71		70		68		70		56		63		63		50		56

Q07 And where did your household shop the time before that for a 'top-up' food and grocery shop (was it the same, or different, and if different, please specify)?
Not those who said '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q06 AND Excl. nulls & SFT

Aldi, Alvescote Road, Carterton	0.64%	5	0.00%	0	0.00%	0	0.00%	0	2.48%	1	3.50%	3	0.88%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aldi, Tewkesbury Road, Uckington, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aldi, Cricklade Road, Cirencester	1.18%	9	5.07%	6	0.00%	0	1.14%	1	0.00%	0	0.00%	0	0.00%	0	2.02%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aldi, Unit 1, Clifton Road, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aldi, Drove Road, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aldi, Hobley Drive, Stratton St Margaret, Swindon	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.82%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aldi, Latham Road, Blundston, Swindon	0.14%	1	0.00%	0	0.00%	0	0.87%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aldi, Gloucester Road, Tewkesbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Asda, Brize Norton Road, Carterton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Asda, Hatherley Lane, Cheltenham	0.24%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.13%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Asda, Banbury Road, Chipping Norton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Asda, Bruton Way, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Asda, King George's Way (Off Cherry Orchard), Pershore	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Asda, Orbital Shopping Centre, Thamesdown Drive, Swind	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Asda, West Swindon Shopping Centre, Tewkesbury Way, S	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, 5 Salter Street, Berkley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, 9 High Street, Thornbury, Bristol	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Blackbourn Road, Carterton	0.07%	1	0.00%	0	0.00%	0	0.00%	0	1.08%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Sheep Street, Charlbury, Oxfordshire	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Station Road, Bourton on the Water, Cheltenham	1.94%	14	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	27.20%	13	1.18%	1	0.00%	0	2.19%	1	1.39%	0	0.00%	0
Co-op, 10 North Street, Winchcombe, Cheltenham	0.58%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	8.47%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, 143 Leckhampton Road, Leckhampton, Cheltenham	0.18%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.36%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, 8 Montpelier Street, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Windy Ridge Road, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, 192 Bath Road, Cheltenham	0.30%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.89%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, 229 London Road, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, 93 Greenway Lane, Broomfield, Chippenham	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.39%	1
Co-op, 12 - 14 High Street, Chipping Campden	0.87%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	8.68%	6
Co-op, 4 High Street, Chipping Norton	2.19%	16	0.00%	0	0.00%	0	0.00%	0	0.00%	0	17.74%	16	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Market Place, Deddington	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Market Place, Fairford	0.74%	5	0.00%	0	0.00%	0	0.00%	0	11.74%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, 2/3 The Shopping Centre, Davies Road, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Seymour Road, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, 110 Finlay Road, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Court Road, Brockworth, Gloucester	0.15%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.02%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Parton Road, Churchdown, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Lower Tuffley Post Office 12-14, Seventh Avenue, 1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, 129 Cheltenham Road, Longlevens, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, 39 Hucclecote Road, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Hillview Street, Highworth	2.56%	19	0.00%	0	0.00%	0	15.12%	19	0.82%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, 4 Hillview Parade, Hucclecote	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, 45 Church End, Lyneham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, 240c Welcome, 8 High Street, Malmesbury	2.40%	18	0.00%	0	0.00%	0	14.41%	18	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Shipton Road, Milton-under-Wychwood	1.86%	14	0.00%	0	0.00%	0	0.00%	0	0.00%	0	13.28%	12	1.51%	1	0.00%	0	1.83%	1	0.00%	0	0.00%	0	0.00%	0
Co-op, High Street, Moreton-in-Marsh	0.40%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	7.27%	3	0.00%	0	0.00%	0
Co-op, The Old Market, Nailsworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, King George's Way, Pershore	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Gloucester Road, Sharpness	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, 3 - 5 High Street, Shipston on Stour	3.24%	24	0.00%	0	0.00%	0	0.00%	0	0.00%	0	10.02%	9	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	20.06%	15
Co-op, 54 High Street, Strivenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, 27 High Street, Stanford in the Vale	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, High Street, Kings Stanley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0						

[illegible]

[illegible]

When your household undertakes its top-up food shopping at (STORE MENTIONED AT Q06), does it also visit OTHER shops, leisure or service outlets on the same shopping trip? [PR]

Not those who said 'Internet / delivered' or '(Don't know / can't remember)' at Q06

Always	5.82%	44	2.80%	4	3.67%	3	0.84%	1	7.08%	3	9.86%	9	7.70%	4	13.43%	8	4.90%	2	1.38%	1	0.00%	0	12.49%	9
	Normally	7.00%	53	9.84%	12	6.48%	5	8.49%	11	5.44%	3	2.64%	3	10.04%	5	3.10%	2	12.14%	6	10.85%	5	6.54%	1	2.41%
Sometimes	11.63%	88	13.27%	17	11.30%	9	13.32%	17	7.08%	3	15.27%	15	5.61%	3	12.34%	7	14.40%	7	11.94%	5	6.14%	1	6.63%	5
Rarely	3.24%	25	3.64%	5	2.18%	2	5.88%	7	0.00%	0	3.03%	3	0.88%	0	0.00%	0	5.81%	3	7.91%	3	4.17%	0	1.04%	1
Never	69.92%	529	68.08%	85	73.57%	58	68.41%	87	77.59%	36	67.20%	64	75.77%	35	69.99%	41	61.21%	31	65.74%	28	83.15%	10	72.93%	55
(Don't know / can't remember)	2.38%	18	2.38%	3	2.80%	2	3.06%	4	2.80%	1	2.00%	2	0.00%	0	1.15%	1	1.54%	1	2.18%	1	0.00%	0	4.51%	3
Mean:		2		2		2		2		2		2		2		2		2		2		1		2
Weighted base:		757		125		79		127		46		95		47		58		50		42		11		75
Sample:		747		107		73		71		70		68		70		56		63		63		50		56
Q10B	Which of the following activities do you normally undertake? [MR/PR] Those who said 'Always' or 'Normally' or 'Sometimes' at Q10A																							
Go shopping for other food items	21.90%	41	39.66%	13	24.74%	4	21.30%	6	8.35%	1	15.43%	4	6.47%	1	18.68%	3	13.22%	2	25.81%	3	0.00%	0	24.23%	4
Go shopping for other non-food items	30.43%	56	43.72%	14	48.86%	8	16.04%	5	20.88%	2	19.71%	5	19.04%	2	15.87%	3	51.04%	8	17.75%	2	48.42%	1	41.98%	7
Visit a bank, post office, building society, cash point, etc.	17.35%	32	27.45%	9	28.94%	5	10.06%	3	33.17%	3	17.63%	1	9.21%	1	9.21%	1	27.99%	3	29.67%	0	39.67%	0	4.82%	1
Visit other services such as hairdresser / dry cleaner etc.	7.53%	14	13.24%	4	10.66%	2	13.77%	4	0.00%	0	0.00%	0	0.00%	0	3.97%	1	0.00%	0	22.29%	2	10.99%	0	4.82%	1
Visit a café or restaurant	14.70%	27	33.83%	11	14.34%	2	16.20%	5	4.17%	0	3.60%	1	3.78%	0	6.78%	1	15.97%	3	24.66%	3	29.67%	0	4.82%	1
Go window shopping / browsing	7.48%	14	18.03%	6	6.73%	1	0.00%	0	0.00%	0	8.35%	2	0.00%	0	6.78%	1	12.43%	2	13.44%	1	10.99%	0	0.00%	0
Use sports / leisure or entertainment facilities	16.04%	30	18.99%	6	9.14%	2	4.91%	1	22.41%	2	27.38%	7	21.51%	2	26.52%	4	26.13%	4	3.33%	0	0.00%	0	0.00%	0
Get petrol	5.79%	11	13.24%	4	15.86%	3	4.91%	1	4.17%	0	5.68%	1	0.00%	0	0.00%	0	0.00%	0	4.41%	0	0.00%	0	0.00%	0
School run	3.58%	7	0.00%	0	0.00%	0	0.00%	0	0.00%	1	19.03%	5	10.00%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Visit/meet up with family/friends	1.74%	3	0.00%	0	3.94%	1	0.00%	0	7.14%	1	0.00%	0	5.00%	1	0.00%	0	4.88%	1	5.70%	1	0.00%	0	0.00%	0
Work	18.39%	34	11.59%	4	6.73%	1	28.87%	8	19.25%	2	14.27%	4	34.20%	4	20.13%	3	8.58%	1	15.63%	2	0.00%	0	32.40%	5

Avening	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Banbury Town Centre	2.85%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	28.81%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bath City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bishop's Cleeve Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Blockley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bourton-On-The-Water Village Centre	2.42%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	73.07%	1	0.00%	0	0.00%	0	0.00%	0	37.02%	0
Bristol City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Burford Town Centre	2.38%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	24.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Carterton Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Charlton Kings Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cheltenham Town Centre	11.42%	6	14.96%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	50.00%	1	31.59%	3	0.00%	0	0.00%	0
Chippenham Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chipping Campden Town Centre	6.94%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	66.87%	4
Chipping Norton Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cirencester Town Centre	30.36%	16	77.57%	11	9.34%	1	53.72%	2	39.98%	1	0.00%	0	26.94%	1	25.02%	1	0.00%	0	0.00%	0
Cricklade Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Evesham Town Centre	2.58%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	16.80%	1	0.00%	0	0.00%	0
Fairford Town Centre	1.44%	1	0.00%	0	0.00%	0	0.00%	0	39.98%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gloucester City Centre	2.16%	1	0.00%	0	15.97%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Guiting Power	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kemble	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lechlade On Thames Town Centre	0.72%	0	0.00%	0	0.00%	0	0.00%	0	19.99%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lockleywood	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Malmesbury Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Mickleton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Moreton-in-Marsh Town Centre	2.78%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	100.03%	1	0.00%	0	0.00%	0
Nailsworth Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Northleach Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Oxford City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Paulton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Shipston-On-Stour Town Centre	4.65%	2	0.00%	0	0.00%	0	0.00%	0	47.06%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Siddington	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
South Cerney	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Statton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Stow-On-The-Wold Town Centre	0.52%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	63.17%	0	0.00%	0
Stratford-Upon-Avon Town Centre	3.44%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	33.13%	2
Stratton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Stroud Town Centre	1.27%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	25.02%	1	0.00%	0	0.00%	0	0.00%	0
Swindon City Centre	2.02%	1	7.48%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Temple Giting	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tetbury Town Centre	2.16%	1	0.00%	0	15.97%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Thornbury Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wantage Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Willesey	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Winchcombe Town Centre	1.90%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	12.37%	1	0.00%	0	0.00%	0	0.00%	0
Witney Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wotton-Under-Edge Town Centre	6.28%	3	0.00%	0	46.38%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wroughton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yate Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ascott-under-Wychwood Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Birmingham City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Broadway Village Centre	6.02%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	39.23%	3	0.00%	0	0.00%	0	0.00%	0
Chadlington Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Down Ampney Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wootton Bassett Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Alcester Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Andover Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Andoversford Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ashton Keynes Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
B&Q, Marley Way Industrial Estate, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Badsey Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bisley Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Blackminster Local Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Broadwell Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Brockworth Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Burnley Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bussage Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chedworth Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Countryside Farmers, Four Pools Retail Park, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cribbs Causeway, Bristol	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cropredy Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Dursley Town Centre	1.67%	1	0.00%	0	12.35%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Eastcombe Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Egham Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Faringdon Town Centre	0.00%	0	0.00%	0	0.00%															

Where do you go for other services such as hairdresser / dry cleaner when you visit (STORE MENTIONED AT Q06) for top-up shopping?
Those who said 'visit other services such as hairdresser / dry cleaner etc.' at Q10B AND Excl. nulls & SFT

[illegible]

[illegible]

Q10J Where do you go to get petrol when you visit (STORE MENTIONED AT Q06) for top-up shopping?
Those who said 'Get petrol' at Q10B AND Excl. nulls & SFT

Andover Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Andoversford Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ashton Keynes Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
B&Q, Marley Way Industrial Estate, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Badsey Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bisley Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Blackminster Local Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Broadwell Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Brockworth Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Burnley Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bussage Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chedworth Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Countryside Farmers, Four Pools Retail Park, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cribbs Causeway, Bristol	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cropredy Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Dursley Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Eastcombe Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Egham Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Faringdon Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gallagher Retail Park, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Great Rollright Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Highworth Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Honeybourne Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kingham Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lidl, Kingshill Road, Dursley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Long Compton Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Long Marston Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Longborough Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lower Quinton Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Milton-under-Wychwood Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Minchinhampton Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Miserden Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Newbold on Stour Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Oakridge Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poulton Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Royal Leamington Spa Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Royal Wootton Bassett Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sherston Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Shipton-under-Wychwood Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	7.49%	1	18.67%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Superstore, High Street, Cam	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tewkesbury Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The Orbital Shopping Park, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Toddington Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Up Hatherley Local Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Upper Brailes Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Upper Rissington Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Upton St Leonards Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Welford-on-Avon Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wickhamford Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Woodstock Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wyevale Garden Centre, Bath Road, Haresfield, Stonehous	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't know)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Varies)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Weighted base:		11		4		3		1		0		1		0		0		0
Sample:		11		4		3		1		1		1		0		0		0

Q10K Where do you do the school run when linking your trip with a main food shop to (STORE MENTIONED AT Q01)?
Those who said 'School run' at Q10B AND Excl. nulls & SFT

Avening	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Banbury Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bath City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bishop's Cleeve Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Blockley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bourton-On-The-Water Village Centre	15.82%	1	0.00%	0	0.00%	0	0.00%	0	100.08%	1	0.00%	0	50.03%	1	0.00%	0	0.00%	0
Bristol City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Burford Town Centre	8.23%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	50.03%	1	0.00%	0	0.00%	0
Carterton Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Charlton Kings Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cheltenham Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chippenham Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chipping Campden Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chipping Norton Town Centre	18.99%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	25.00%	1	0.00%	0	0.00%	0	0.00%	0
Cirencester Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cricklade Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Evesham Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Fairford Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gloucester City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Guiting Power	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kemble	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lechlade On Thames Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lockleywood	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Malmesbury Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Mickleton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Moreton-In-Marsh Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Nailsworth Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%</									

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Bicester Avenue Home and Garden Centre, Bicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bidford Health Centre, Stratford Road, Bidford on Avon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Birmingham City Centre	0.15%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.90%	0	1.05%	0
Birmingham Road, Stratford upon Avon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bisley Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Blackminster Local Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bonmarche, Wyevale Garden Centre, Fairford Road, Lechl	0.09%	1	0.43%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bournemouth Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bourton Industrial Park, Bourton on the Water	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bowness-on-Windermere	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bridgemead Retail Park, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Brierley Hill Town Centre	0.12%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.28%	1	0.00%	0
Brize Norton Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Broadway Shopping Centre, Market Place, Bexleyheath	0.38%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	4.08%	3	0.00%	0	0.00%	0
Broadway Village Centre	0.19%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.61%	2	0.00%	0	0.00%	0
Brockworth Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Broughton Shopping Park, Chester Road, Broughton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Burdens, Hobley Drive, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Burford Garden Company, Shilton Road, Burford	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bussage Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cabot Circus, Bristol	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cam Village Centre	0.12%	1	0.00%	0	1.19%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cambridge City Centre	0.07%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.95%	1	0.00%	0	0.00%	0	0.00%	0
Canterbury Town centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Carpetright, Unit B Springfield Drive, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Castle Quay Shopping Centre, Castle Street, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Castlepoint Shopping Park, Bournemouth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Central London	0.52%	5	0.43%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.68%	0	6.36%	1
Centrum Retail Park, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chalford Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cheney Manor Industrial Estate, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cheshire Oaks Designer Outlet Shopping Centre, Ellesmere	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chester City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chesterton Lane, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chesterton Village	0.12%	1	0.57%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chippenham Retail Park, Chippenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Christchurch Town Centre	0.02%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.05%	0	0.00%	0
Cirencester Carpet Centre, Chesterton Lane, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cirencester Retail Park, Bridge Road, Cirencester	0.15%	1	0.74%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Coln St Aldwyns	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Albion Street, Chipping Norton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Corsham Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Costco, Torrington Avenue, Coventry	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cotswold Outdoor, Gateway Visitors Centre, Cerney Wick	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cotswold Carpets, Worcester Road, Chipping Norton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Coventry City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cranham Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Currys PC World, Bath Road, Chippenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Currys PC World, Lamarsh Road, Oxford	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Currys PC World, Springfield Drive, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
DFS, Wootton Bassett Road, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Dobbies Garden Centre, Cirencester Road, Siddington	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Droitwich Spa Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Durham City Centre	0.09%	1	0.43%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Dursley Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Eastcombe Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Eastern Avenue, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Eastgate Shopping Centre, Bristol	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Egham Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Elmsfield Industrial Estate, Chipping Norton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Evesham Shopping Park, Evesham	0.11%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.93%	1
Evesham Trade Centre, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Exeter City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Fairacres Retail Park, Abingdon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Faringdon Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Filton Town Centre	0.07%	1	0.00%	0	0.70%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Four Pools Retail Park, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Freepot Designer Outlet, Braintree	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gillman's Appliance Specialists, St Oswards Road, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Glevum Shopping Centre, Abbeydale	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gloucester Road, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gloucestershire Royal Hospital, Great Western Road, Glou	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Golden Valley Retail Park, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Great Western Way, Swindon	0.00%	0																		

Q16

And the time before that, where did you go to make a purchase of clothes or shoes?
Not those who said '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q15 AND Excl. nulls & SFT

[illegible]

[illegible]

[illegible]

And the time before that, where did you or your household go to make a purchase of furniture, carpets, or soft household furnishings?																		
Not those who said 'Don't know / can't remember' or 'Don't do this type of shopping' at Q17 And Excl. nulls & SFT																		
Avening	0.13%	1	0.00%	0	0.00%	0	0.00%	0	2.09%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Banbury Town Centre	2.98%	15	0.00%	0	0.00%	0	0.00%	0	0.00%	0	15.08%	12	0.00%	0	0.00%	0	2.05%	1
Bath City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bishop's Cleeve Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Blockley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bourton-On-The-Water Village Centre	0.12%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	6.27%	1
Bristol City Centre	2.60%	13	2.44%	2	7.79%	4	2.14%	1	9.85%	3	0.00%	0	5.14%	2	2.74%	1	0.00%	0
Burford Town Centre	1.03%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	5.19%	4	0.00%	0	0.00%	0	0.00%	0
Carterton Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Charlton Kings Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cheltenham Town Centre	14.36%	72	18.40%	18	0.00%	0	0.00%	0	5.39%	2	1.19%	1	28.80%	8	45.48%	18	42.05%	14
Chippenham Town Centre	1.33%	7	0.00%	0	0.00%	0	13.41%	7	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chipping Campden Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chipping Norton Town Centre	2.73%	14	0.00%	0	0.00%	0	0.00%	0	0.00%	0	16.01%	13	0.00%	0	0.00%	0	3.24%	1
Cirencester Town Centre	10.32%	52	35.32%	35	0.00%	0	13.53%	7	18.04%	6	1.19%	1	0.00%	0	4.91%	2	0.00%	0
Cricklade Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cvesham Town Centre	1.89%	10	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	15.27%	5	8.46%	2
Fairford Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gloucester City Centre	1.34%	7	2.44%	2	3.94%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	6.29%	2	0.00%	0
Guiting Power	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kemble	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lechlade On Thames Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lockleywood	0.08%	0	0.00%	0	0.00%	0	0.00%	0	1.22%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Malmesbury Town Centre	0.57%	3	0.00%	0	0.00%	0	5.81%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Mickleton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Moreton-In-Marsh Town Centre	2.96%	15	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	23.23%	7	0.00%	0	0.00%	0
Nailsworth Town Centre	0.71%	4	0.00%	0	6.35%	3	0.00%	0	0.00%	0	0.00%	0	1.70%	1	0.00%	0	0.00%	0
Northleach Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Oxford City Centre	0.57%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.60%	3	0.00%	0	0.00%	0	0.00%	0
Paulton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Shipston-On-Stour Town Centre	0.44%	2	0.00%	0	0.00%	0	0.00%	0	2.76%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Siddington	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
South Cerney	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Statton	0.10%	1	0.00%	0	0.00%	0	0.00%	0	1.61%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Stow-On-The-Wold Town Centre	0.18%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.05%	1
Stratford-Upon-Avon Town Centre	4.09%	21	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.22%	3	0.00%	0	0.00%	0	8.30%	2

[illegible]

[illegible]

Weighted base:	503	100	46	50	31	80	29	39	34	28	9	57
Sample:	488	85	42	30	40	46	44	41	33	38	50	39

Q19

Where did you or your household last make a purchase of DIY and decorating goods?
Excl. nulls & SFT

[illegible]

Evesham Town Centre	4.25%	35	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	4.71%	2	0.00%	0	27.92%	17	10.83%	5	18.62%	3	8.76%	8
Fairford Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gloucester City Centre	0.46%	4	1.54%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.26%	1	0.00%	0	1.01%	0	0.00%	0	0.00%	0
Guiting Power	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kemble	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lechlade On Thames Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lockleywood	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Malmesbury Town Centre	0.84%	7	0.00%	0	4.73%	4	3.07%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Mickleton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Moreton-in-Marsh Town Centre	0.51%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	6.94%	3	7.91%	1	0.00%	0
Nailsworth Town Centre	0.11%	1	0.00%	0	1.03%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Northleach Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Oxford City Centre	0.20%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.48%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Paulton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Shipston-On-Stour Town Centre	2.10%	17	0.00%	0	0.00%	0	0.00%	0	0.00%	0	5.37%	6	0.00%	0	0.00%	0	2.07%	1	0.00%	0	10.94%	10		
Siddington	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
South Cerney	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Statton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Stow-On-The-Wold Town Centre	0.24%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.31%	1	9.82%	1	0.00%	0		
Stratford-Upon-Avon Town Centre	2.59%	21	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.82%	4	0.00%	0	0.00%	0	2.32%	1	0.00%	0	16.92%	16		
Stratton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Stroud Town Centre	2.05%	17	0.00%	0	7.26%	6	1.13%	1	0.00%	0	0.00%	0	18.16%	10	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Swindon City Centre	3.26%	27	6.63%	12	0.00%	0	6.08%	6	20.87%	10	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Temple Giting	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tetbury Town Centre	0.70%	6	0.00%	0	6.74%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Thornbury Town Centre	0.09%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.82%	1		
Wantage Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Willesey	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Winchcombe Town Centre	0.68%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	9.17%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Witney Town Centre	2.40%	20	0.00%	0	0.00%	0	4.18%	2	9.77%	11	14.11%	7	0.00%	0	0.00%	0	0.00%	0	3.76%	1	0.00%	0		
Wotton-Under-Edge Town Centre	2.29%	19	0.00%	0	22.16%	19	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wroughton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yate Town Centre	0.97%	8	0.00%	0	9.38%	8	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Banbury Cross Retail Park, Banbury (Currys, Boots, Next, A	0.65%	5	0.00%	0	0.00%	0	0.00%	0	0.83%	0	4.51%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bicester Village Outlet, Bicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cribbs Causeway, Bristol	0.96%	8	0.00%	0	8.85%	8	0.00%	0	0.83%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gallagher Retail Park, Cheltenham (Next, Pets at Home, C	0.78%	6	0.00%	0	0.00%	0	0.00%	0	1.42%	1	0.00%	0	5.30%	2	1.26%	1	0.00%	0	2.57%	1	10.54%	1	0.00%	0
Gloucester Quays Shopping Outlet, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Greenbridge Retail Park, Swindon (Argos, Boots, Currys, N	1.54%	13	0.46%	1	0.00%	0	7.65%	7	9.78%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.50%	0	0.00%	0
Highworth Industrial Estate, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kingsditch Retail Park, Cheltenham (Currys, PC World, Arg	1.51%	12	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	13.21%	6	6.17%	3	2.87%	2	1.53%	1	3.76%	1	0.00%	0
Maybird Shopping Park, Stratford-upon-Avon (Next, Mata	4.28%	35	0.00%	0	0.00%	0	1.13%	1	0.00%	0	6.63%	7	0.00%	0	0.00%	0	8.57%	4	3.06%	0	23.78%	23		
Orbital Shopping Park, Swindon (Boots, New Look, Next)	2.11%	17	0.78%	1	0.00%	0	11.70%	11	10.94%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Swindon Designer Outlet	0.22%	2	0.00%	0	0.00%	0	1.94%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The Mall, Cribbs Causeway, Bristol	0.11%	1	0.00%	0	1.03%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
West Swindon Shopping Centre, Swindon (Asda, Priceless	2.20%	18	2.05%	4	0.00%	0	14.42%	14	2.25%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Internet	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Home Catalogue	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
TV / Interactive Shopping	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aberdeen City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Abingdon Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Abroad	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Alcester Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aldi, Banbury Road, Chipping Norton	0.20%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.48%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aldi, Cricklade Road, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Alvis Retail Park, Coventry	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Andover Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Asda, Bruton Way, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Asda, Hatherley Lane, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ashton Keynes Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Avenue Farm Industrial Estate, Stratford-upon-Avon	0.25%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	4.64%	2	0.00%	0	0.00%	0
Avon Industrial Estate, Stratford-upon-Avon	0.13%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.08%	1
Avon Retail Park, Wharf Road, Stratford upon Avon	0.00%	0	0.00%	0																				

Great Western Valley Retail Park, Cheltenham	1.24%	10	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	4.99%	2	10.93%	6	0.00%	0	4.64%	2	0.00%	0	0.00%	0	0.00%	0
Great Western Way, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gretna Green Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Guilford Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Hastings Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Hatfield Retail Park, Chippenham	0.30%	2	0.00%	0	0.00%	0	2.63%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Heathrow Airport, Hillingdon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Henbury District Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Hereford Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
High Wycombe Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Highfield Garden World, Bristol Road, Whitminster	0.08%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.26%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Highworth Town Centre	0.48%	4	0.00%	0	0.00%	0	4.21%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Homebase, Cainscross Road, Stroud	0.19%	2	0.00%	0	1.03%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.26%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Homebase, Eastbrook Road, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Homebase, Fairacres, Marcham Road, Abingdon	0.16%	1	0.00%	0	0.00%	0	0.00%	0	2.79%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Homebase, Seacourt Towers, West Way, Oxford	0.20%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.48%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Horton Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ikea, Croft Road, Coventry	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ikea, Goslington, Bletcham Way, Milton Keynes	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ikea, Park Lane, Wednesbury, Birmingham	0.00%	0	0.00%	0	0.00%	0	0.00%																			

[illegible]

	Weston-Sub-Edge Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Weston-super-Mare Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Weymouth Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Wickes, Gipsy Lane, Swindon	0.28%	2	0.00%	0	0.00%	0	2.15%	2	0.86%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Wickes, Southam Road, Banbury	0.28%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.12%	2	0.00%	0	0.00%	0	0.00%	0
	Wickes, Tewkesbury Road, Cheltenham	0.18%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.27%	1	0.00%	0	0.00%	0
	Wickes, Woodrow Way, Gloucester	0.15%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.24%	1	0.00%	0	0.00%	0
	Woking Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Woodford Local Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Worcester City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Worthing Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Wycombe Retail Park, High Wycombe	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Wyevale Garden Centre, Bath Road, Haresfield	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Wyevale Garden Centre, Fairfield Road, Lechlade	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.86%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	(Don't know / can't remember)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	(Don't do this type of shopping)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	(Nowhere else / Same as before)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Weighted base:		782		167		78		85		44		104		43		51		60
	Sample:		756		134		65		54		62		71		67		51		63
Q21	Where did you or your household last make a purchase of domestic appliances, such as washing machines, fridges or cookers? Excl. nulls & SFT																		
	Avening	0.27%	1	0.00%	0	0.00%	0	0.00%	0	2.30%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Banbury Town Centre	2.04%	11	0.00%	0	0.00%	0	0.00%	0	0.00%	0	11.93%	8	0.00%	0	0.00%	0	1.51%	0
	Bath City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Bishop's Cleeve Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Blockley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Bourton-On-The-Water Village Centre	0.08%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.65%	0	0.00%	0	0.00%	0
	Bristol City Centre	1.52%	8	3.12%	4	4.64%	2	0.00%	0	1.34%	0	0.00%	0	1.65%	0	2.98%	1	0.00%	0
	Burford Town Centre	0.12%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.00%	0	0.00%	0	0.00%	0
	Carterton Town Centre	0.13%	1	0.00%	0	1.40%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Charlton Kings Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Cheltenham Town Centre	4.08%	22	4.40%	5	0.00%	0	0.00%	0	0.00%	0	11.59%	3	0.00%	0	17.12%	9	8.27%	2
	Chippenhams Town Centre	0.13%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.82%	1	0.00%	0	0.00%	0
	Chipping Campden Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Chipping Norton Town Centre	6.08%	32	0.00%	0	0.00%	0	0.00%	0	0.00%	0	45.22%	30	0.00%	0	0.00%	0	9.11%	2
	Cirencester Town Centre	16.87%	89	59.73%	73	11.13%	5	0.00%	0	20.10%	6	0.00%	0	8.30%	2	10.60%	3	0.00%	0
	Cricklade Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Evesham Town Centre	4.96%	26	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.65%	0	0.00%	0	29.02%	15
	Fairford Town Centre	0.20%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Gloucester City Centre	5.72%	30	7.09%	9	13.36%	6	0.00%	0	0.00%	0	0.00%	0	8.78%	2	35.36%	11	4.59%	2
	Guiting Power	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Kemble	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Lechlade On Thames Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Lockleywood	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Malmesbury Town Centre	1.14%	6	0.00%	0	0.00%	0	8.12%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Mickleton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Moreton-In-Marsh Town Centre	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.65%	0	0.00%	0	0.00%	0
	Nailsworth Town Centre	0.13%	1	0.00%	0	1.40%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Northleach Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Oxford City Centre	0.32%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.90%	1	0.00%	0	0.00%	0	2.00%	0
	Paulton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Shipston-On-Stour Town Centre	1.07%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	4.30%	3	0.00%	0	0.00%	0	2.00%	0
	Siddington	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	South Cerney	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Statton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Stow-On-The-Wold Town Centre	2.15%	11	0.00%	0	1.40%	1	0.00%	0	0.00%	0	0.00%	0	6.12%	2	2.25%	1	1.14%	1
	Stratford-Upon-Avon Town Centre	2.29%	12	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.43%	1	0.00%	0	0.00%	0	0.00%	0
	Stratton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Stroud Town Centre	0.50%	3	0.00%	0	1.84%	1	0.00%	0	0.00%	0	0.00%	0	1.65%	0	0.00%	0	0.00%	0
	Swindon City Centre	9.13%	48	14.14%	17	0.00%	0	31.40%	23	26.05%	7	0.00%	0	1.65%	0	0.00%	0	0.00%	0
	Temple Giting	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Tetbury Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Thornbury Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Wantage Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Willesey	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Winchcombe Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Witney Town Centre	2.06%	11	0.00%	0	0.00%	0	0.00%	0	2.68%	1	15.31%	10	0.00%	0	0.00%	0	0.00%	0
	Wotton-Under-Edge Town Centre	0.15%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Wroughton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Yate Town Centre	1.02%	5	0.00%	0	11.26%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Banbury Cross Retail Park, Banbury (Currys, Boots, Next, A	2.12%	11	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	9.11%	6	0.00%	0	0.00%	0
	Bicester Village Outlet, Bicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Cribbs Causeway, Bristol	3.12%	17	1.99%	2	19.95%	10	5.15%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.58%	1
	Gallagher Retail Park, Cheltenham (Next, Pets at Home, Ci	1.73%	9	0.00%	0	0.00%	0	0.00%	0	0.00%	0	13.92%	3	12.63%	4	3.09%	2	0.00%	0
	Gloucester Quays Shopping Outlet, Gloucester	0.15%	1	0.66%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Greenbridge Retail Park, Swindon (Argos, Boots, Currys, N	6.98%	37	5.56%	7	0.00%	0	25.27%	19	40.52%	11	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Highworth Industrial Estate, Banbury	0.28%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.26%	1	0.00%	0	0.00%	0	0.00%	0
	Kingsditch Retail Park, Cheltenham (Currys, PC World, Arg	5.12%	27	1.12%	1	0.00%	0	0.00%	0	0.00%	0	1.90%	1	30.99%	8	15.90%	5	19.77%	10
	Maybird Shopping Park, Stratford-upon-Avon (Next, Mata	0.61%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.90%	1	0.00%	0	0.00%	0	0.00%	0
	Orbital Shopping Park, Swindon (Boots, New Look, Next)	0.82%	4	0.66%	1	1.40%	1	2.88%	2	1.78%	1	0.00%	0	0.00%	0	0.00%	0	1.23%	0
	Swindon Designer Outlet	0.68%	4	0.00%	0	0.00%	0	4.84%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	The Mall, Cribbs Causeway, Bristol	1.36%	7	0.00%	0	11.31%	5												

Chesterton Lane, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chesterton Village	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chippenham Retail Park, Chippenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Christchurch Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cirencester Carpet Centre, Chesterton Lane, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cirencester Retail Park, Bridge Road, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Coln St Aldwyns	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Albion Street, Chipping Norton	0.18%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.43%	1	0.00%	0	0.00%	0	0.00%	0
Corsham Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Costco, Torrington Avenue, Coventry	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cotswold Outdoor, Gateway Visitors Centre, Cerney Wick	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cotsworld Carpets, Worcester Road, Chipping Norton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Coventry City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cranham Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Currys PC World, Bath Road, Chippenham	0.31%	2	0.00%	0	0.00%	0	1.44%	1	0.00%	0	0.00%	0	0.00%	0	1.14%	1	0.00%	0
Currys PC World, Lamarsh Road, Oxford	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Currys PC World, Springfield Drive, Evesham	4.69%	25	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	22.20%	11	23.75%	5
DFS, Wootton Bassett Road, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Dobbies Garden Centre, Cirencester Road, Siddington	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Droitwich Spa Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Durham City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Dursley Town Centre	0.13%	1	0.00%	0	1.40%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Eastcombe Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Eastern Avenue, Gloucester	0.33%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	5.95%	2	0.00%	0	0.00%	0
Eastgate Shopping Centre, Bristol	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Egham Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Elmsfield Industrial Estate, Chipping Norton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Evesham Shopping Park, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Evesham Trade Centre, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Exeter City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Fairacres Retail Park, Abingdon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Faringdon Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Filton Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh	0.11%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.58%	1
Four Pools Retail Park, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Freeport Designer Outlet, Braintree	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gillman's Appliance Specialists, St Oswalds Road, Gloucester	0.75%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.82%	1	7.57%	2	1.95%	1	0.00%	0
Glevum Shopping Centre, Abbeydale	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gloucester Road, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gloucestershire Royal Hospital, Great Western Road, Glou	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Golden Valley Retail Park, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Great Western Way, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gretna Green Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Guildford Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Hastings Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Hathaway Retail Park, Chippenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Heathrow Airport, Hillingdon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Henbury District Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Hereford Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
High Wycombe Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Highfield Garden World, Bristol Road, Whitminster	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Highworth Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Homebase, Gainscross Road, Stroud	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Homebase, Eastbrook Road, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Homebase, Fairacres, Marcham Road, Abingdon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Homebase, Seacourt Towers, West Way, Oxford	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Horton Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ikea, Croft Road, Coventry	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ikea, Goslington, Bletcham Way, Milton Keynes	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ikea, Park Lane, Wednesbury, Birmingham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wyc	0.03%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.69%	0
Junction 10 Retail Park, Walsall	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kidlington Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kingsditch Trading Estate, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kingston upon Thames Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lakeside Retail Park, West Thurrock	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Leamington Shopping Park, Leamington Spa	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Leamington Spa Town Centre	0.20%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1
Lidl, Broadway Road, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lidl, Love Lane, Cirencester	0.27%	1	0.00%	0	0.00%	0	1.90%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Liverpool City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Long Marston Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Longborough Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Love Lane Industrial Estate, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lower Quinton Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Macclesfield Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Malvern Shopping Park, Malvern	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Manchester City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Mannington Retail Park, Swindon	0.62%	3	0.66%	1	1.40%	1	2.46%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Marks & Spencer, High Street, Worcester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Marks & Spencer, Tollbar Way, Hedge End	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Marley Way Industrial Estate, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%</											

The John Allen Centre Retail Park, Oxford	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The Range, Tewkesbury Road, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The Rosebird Centre, Stratford-upon-Avon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The Shires Retail Park, Tachbrook Park Drive, Leamington	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The Valley Shopping Park, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Thorney Leys Business Park, Witney	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Topps Tiles, Mercian Close, Watermoor, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Torquay Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Toys R Us, Botley Road, Oxford	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Toys R Us, Oxford Road, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Two Rivers Industrial Estate, Witney	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tysoe Local Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Vale Business Park, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Vale Kitchens, Cheltenham Road, Evesham	0.15%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.47%	1
Ventura Retail Park, Tamworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Waitrose, Honeybourne Way, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Waitrose, London Road, Stroud	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Waitrose, Sheep Street, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wallingford Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wellesbourne Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Weston-Sub-Edge Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Weston-super-Mare Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Weymouth Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wickes, Gipsy Lane, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wickes, Southam Road, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wickes, Tewkesbury Road, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wickes, Woodrow Way, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Woking Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Woodford Local Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Worcester City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Worthing Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wycombe Retail Park, High Wycombe	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wyevale Garden Centre, Bath Road, Haresfield	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wyevale Garden Centre, Fairford Road, Lechlade	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't know / can't remember)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't do this type of shopping)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Nowhere else / Same as before)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Weighted base:		529		122		48		74		28		66		25		30		51		22
Sample:		556		111		46		42		42		49		43		34		59		40
Q22	And the time before that, where did you or your household last make a purchase of domestic appliances, such as washing machines, fridges or cookers? Not those who said 'Don't know / can't remember' or 'Don't do this type of shopping' at Q21 AND Excl. nulls & SFT																			
Avening	0.12%	1	0.00%	0	0.00%	0	0.00%	0	2.13%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Banbury Town Centre	3.13%	17	0.00%	0	0.00%	0	0.00%	0	0.00%	0	16.99%	13	0.00%	0	0.00%	0	3.45%	1	2.70%	0
Bath City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bishop's Cleeve Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Blockley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bourton-On-The-Water Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bristol City Centre	1.88%	10	2.23%	3	6.10%	3	1.63%	1	8.80%	3	0.00%	0	1.75%	0	0.00%	0	0.00%	0	0.00%	0
Burford Town Centre	0.12%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.76%	1	0.00%	0	0.00%	0	0.00%	0
Carterton Town Centre	0.20%	1	0.00%	0	1.41%	1	0.00%	0	0.00%	0	0.00%	0	1.75%	0	0.00%	0	0.00%	0	0.00%	0
Charlton Kings Town Centre	0.50%	3	2.20%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cheltenham Town Centre	3.14%	17	2.84%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	15.28%	4	6.56%	2	13.35%	5	8.44%	2
Chippenhams Town Centre	0.87%	5	0.00%	0	2.41%	1	4.14%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chipping Campden Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chipping Norton Town Centre	5.06%	27	0.00%	0	0.00%	0	0.00%	0	0.00%	0	35.13%	27	0.00%	0	0.00%	0	0.00%	0	3.15%	0
Cirencester Town Centre	17.07%	92	59.39%	73	4.69%	2	7.07%	6	18.80%	6	0.00%	0	7.56%	2	11.40%	3	0.00%	0	1.58%	0
Cricklade Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Evesham Town Centre	5.01%	27	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.75%	0	0.00%	0	31.12%	13	17.81%	4
Fairford Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gloucester City Centre	4.74%	26	7.03%	9	13.52%	6	0.00%	0	0.00%	0	0.00%	0	7.56%	2	29.04%	8	1.43%	1	0.00%	0
Guiting Power	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kemble	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lechlade On Thames Town Centre	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1
Lockleywood	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Malmesbury Town Centre	1.11%	6	0.00%	0	0.00%	0	6.95%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Mickleton	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1
Moreton-In-Marsh Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Nailsworth Town Centre	0.12%	1	0.00%	0	1.41%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Northleach Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Oxford City Centre	0.32%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.63%	1	0.00%	0	0.00%	0	2.28%	0	0.00%	0
Paulton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Shipston-On-Stour Town Centre	1.17%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	4.58%	4	0.00%	0	0.00%	0	2.28%	0	0.00%	2
Sidington	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
South Cerney	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Stanton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Stow-On-The-Wold Town Centre	1.89%	10	0.00%	0	1.41%	1	0.00%	0	0.00%	0	0.00%</									

Broadway Shopping Centre, Market Place, Bexleyheath	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Broadway Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Brockworth Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Broughton Shopping Park, Chester Road, Broughton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Burdens, Hobley Drive, Swindon	0.39%	2	0.00%	0	0.00%	0	2.46%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Burford Garden Company, Shilton Road, Burford	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bussage Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cabot Circus, Bristol	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cam Village Centre	0.69%	4	0.00%	0	7.92%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cambridge City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Canterbury Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Carpetright, Unit B Springfield Drive, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Castle Quay Shopping Centre, Castle Street, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Castlepoint Shopping Park, Bournemouth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Central London	0.06%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.72%	0	0.00%	0
Centrum Retail Park, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chalford Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cheney Manor Industrial Estate, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cheshire Oaks Designer Outlet Shopping Centre, Ellesmere	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chester City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chesterton Lane, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chesterton Village	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chippenham Retail Park, Chippenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Christchurch Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cirencester Carpet Centre, Chesterton Lane, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cirencester Retail Park, Bridge Road, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Coln St Aldwyns	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Albion Street, Chipping Norton	0.18%	1	0.00%	0	0.00%	0	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Corsham Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Costco, Torrington Avenue, Coventry	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cotswold Outdoor, Gateway Visitors Centre, Cerney Wick	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cotsworld Carpets, Worcester Road, Chipping Norton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Coventry City Centre	0.88%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	8.72%	5
Cranham Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Currys PC World, Bath Road, Chippenham	0.11%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.43%	1	0.00%	0	0.00%	0
Currys PC World, Lamarsh Road, Oxford	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Currys PC World, Springfield Drive, Evesham	3.57%	19	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	25.94%	11	20.08%	4	2.70%	4
DFS, Wootton Bassett Road, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Dobbies Garden Centre, Cirencester Road, Siddington	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Droitwich Spa Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Durham City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Dursley Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Eastcombe Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Eastern Avenue, Gloucester	0.74%	4	0.00%	0	4.75%	2	0.00%	0	0.00%	0	6.40%	2	0.00%	0	0.00%	0	0.00%	0
Eastgate Shopping Centre, Bristol	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Egham Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Elmsfield Industrial Estate, Chipping Norton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Evesham Shopping Park, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Evesham Trade Centre, Evesham	0.11%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.95%	1	0.00%	0	0.00%	0
Exeter City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Fairacres Retail Park, Abingdon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Faringdon Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Filton Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Four Pools Retail Park, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Freeport Designer Outlet, Braintree	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gillman's Appliance Specialists, St Oswalds Road, Gloucester	0.73%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.99%	1	8.14%	2	2.44%	1	0.00%	0
Gleum Shopping Centre, Abbeydale	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gloucester Road, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gloucestershire Royal Hospital, Great Western Road, Glou	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Golden Valley Retail Park, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Great Western Way, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gretna Green Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Guildford Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Hastings Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Hathaway Retail Park, Chippenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Heathrow Airport, Hillingdon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Henbury District Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Hereford Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
High Wycombe Town Centre	0.18%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.75%	0	0.00%	0	2.95%	1	0.00%	0
Highfield Garden World, Bristol Road, Whitminster	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Highworth Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Homebase, Cainscross Road, Stroud	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Homebase, Eastbrook Road, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Homebase, Fairacres, Marcham Road, Abingdon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Homebase, Seacourt Towers, West Way, Oxford	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Horton Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ikea, Croft Road, Coventry	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ikea, Goslington, Bletcham Way, Milton Keynes	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ikea, Park Lane, Wednesbury, Birmingham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wyc	0.62%	3	0.00%	0	0.00%	0	0.00%	0	4.16%	3	0.00%	0	0.00%	0	0.00%	0	1.58%	0
Junction 10 Retail Park, Walsall	0.00%	0	0.00%	0	0.00%	0	0.											

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B&Q, St Oswalds Park, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
B&Q, Station Road, Yate	0.15%	1	0.00%	0	1.67%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
B&Q, Thorney Leys Park, Ducklington, Witney	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Barn Antiques, Station Road, Long Marston	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Barnsley Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bedminster District Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bicester Avenue Home and Garden Centre, Bicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bidford Health Centre, Stratford Road, Bidford on Avon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Birmingham City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Birmingham Road, Stratford upon Avon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bisley Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Blackminster Local Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bonmarche, Wyevale Garden Centre, Fairford Road, Lechl	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bournemouth Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bourton Industrial Park, Bourton on the Water	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bowness-on-Windermere	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bridgemead Retail Park, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Brierley Hill Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Brize Norton Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Broadway Shopping Centre, Market Place, Bexleyheath	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Broadway Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Brockworth Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Broughton Shopping Park, Chester Road, Broughton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Burdens, Hobley Drive, Swindon	0.18%	1	0.00%	0	0.00%	0	1.44%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Burford Garden Company, Shilton Road, Burford	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bussage Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cabot Circus, Bristol	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cam Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cambridge City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Canterbury Town centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Carpetright, Unit B Springfield Drive, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Castle Quay Shopping Centre, Castle Street, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Castlepoint Shopping Park, Bournemouth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Central London	0.47%	3	2.20%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Centrum Retail Park, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chalford Town Centre	0.12%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.77%	1	0.00%	0	0.00%	0	0.00%	0
Cheney Manor Industrial Estate, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cheshire Oaks Designer Outlet Shopping Centre, Ellesmere	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chester City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chesterton Lane, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chesterton Village	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chippenham Retail Park, Chippenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Christchurch Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cirencester Carpet Centre, Chesterton Lane, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cirencester Retail Park, Bridge Road, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Coln St Aldwyns	0.07%	0	0.00%	0	0.00%	0	1.22%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Albion Street, Chipping Norton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Corsham Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Costco, Torrington Avenue, Coventry	0.10%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.35%	1	0.00%	0
Cotswold Outdoor, Gateway Visitors Centre, Cerney Wick	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cotswold Carpets, Worcester Road, Chipping Norton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Coventry City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cranham Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Currys PC World, Bath Road, Chippenham	0.51%	3	0.00%	0	2.16%	1	2.46%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Currys PC World, Lamarsh Road, Oxford	0.30%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.45%	1	0.00%	0	0.00%	0	1.82%	0	0.00%	0
Currys PC World, Springfield Drive, Evesham	3.93%	23	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.70%	3	4.39%	1	0.00%	0	20.87%	9	6.48%	2
DFS, Wootton Bassett Road, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Dobbies Garden Centre, Cirencester Road, Siddington	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Droitwich Spa Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Durham City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Dursley Town Centre	0.18%	1	0.00%	0	1.99%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Eastcombe Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Eastern Avenue, Gloucester	0.54%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	8.29%	3	0.00%	0	0.00%	0	0.00%	0
Eastgate Shopping Centre, Bristol	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Egham Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Elmsfield Industrial Estate, Chipping Norton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Evesham Shopping Park, Evesham	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.26%	1
Evesham Trade Centre, Evesham	0.06%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.38%	0	0.00%	0
Exeter City Centre	0.62%	4	0.00%	0	0.00%	0	4.83%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Fairacres Retail Park, Abingdon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Faringdon Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Filton Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Four Pools Retail Park, Evesham	0.00%																			

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Alcester Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aldi, Banbury Road, Chipping Norton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aldi, Cricklade Road, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Alvis Retail Park, Coventry	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Andover Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Asda, Bruton Way, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Asda, Hatherley Lane, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ashton Keynes Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Avenue Farm Industrial Estate, Stratford-upon-Avon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Avon Industrial Estate, Stratford-upon-Avon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Avon Retail Park, Wharf Road, Stratford upon Avon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Avonmouth	0.22%	1	0.00%	0	2.37%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aylesbury Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
B&Q, Bath Road, Chippingham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
B&Q, Dudbridge Hill, Stroud	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
B&Q, Four Pools Retail Park, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
B&Q, Golden Valley Retail Park, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
B&Q, Great Western Way, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
B&Q, Marley Way Industrial Estate, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
B&Q, Maybird Centre, Stratford-upon-Avon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
B&Q, St Oswalds Park, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
B&Q, Station Road, Yate	0.17%	1	0.00%	0	1.83%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
B&Q, Thorney Leys Park, Ducklington, Witney	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Barn Antiques, Station Road, Long Marston	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Barnsley Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bedminster District Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bicester Avenue Home and Garden Centre, Bicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bidford Health Centre, Stratford Road, Bidford on Avon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Birmingham City Centre	0.15%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.09%	1	0.00%	0	0.00%	0
Birmingham Road, Stratford upon Avon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bisley Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Blackminster Local Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bonmarche, Wyevale Garden Centre, Fairford Road, Lechl	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bournemouth Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bourton Industrial Park, Bourton on the Water	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bowness-on-Windermere	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bridgemoor Retail Park, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Brierley Hill Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Brize Norton Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Broadway Shopping Centre, Market Place, Bexleyheath	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Broadway Village Centre	0.11%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.58%	1	0.00%	0	0.00%	0
Brockworth Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Broughton Shopping Park, Chester Road, Broughton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Burdens, Hobley Drive, Swindon	0.20%	1	0.00%	0	0.00%	0	1.48%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Burford Garden Company, Shilton Road, Burford	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bussage Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cabot Circus, Bristol	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cam Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cambridge City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Canterbury Town centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Carpetright, Unit B Springfield Drive, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Castle Quay Shopping Centre, Castle Street, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Castlepoint Shopping Park, Bournemouth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Central London	0.55%	3	2.22%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.20%	0	0.00%	0
Centrum Retail Park, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chalford Town Centre	0.13%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.09%	1	0.00%	0	0.00%	0	0.00%	0
Cheney Manor Industrial Estate, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cheshire Oaks Designer Outlet Shopping Centre, Ellesmere	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chester City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chesterton Lane, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chesterton Village	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chippingham Retail Park, Chippingham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Christchurch Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cirencester Carpet Centre, Chesterton Lane, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cirencester Retail Park, Bridge Road, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Coln St Aldwyns	0.07%	0	0.00%	0	0.00%	0	1.22%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Albion Street, Chipping Norton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Corsham Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Costco, Torrington Avenue, Coventry	0.11%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.59%	1	0.00%	0
Cotswold Outdoor, Gateway Visitors Centre, Cerney Wick	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cotsworld Carpets, Worcester Road, Chipping Norton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Coventry City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cranham Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Currys PC World, Bath Road, Chippingham	0.56%	3	0.00%	0	2.37%	1	2.53%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Currys PC World, Lamarsh Road, Oxford	0.32%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.67%	1	0.00%	0	0.00%	0	0.00%	0
Currys PC World, Springfield Drive, Evesham	4.39%	23	0.00%	0	0.00%	0	0.00%	0	4.24%	3	4.54%	1	0.00%	0	27.14%	10	10.69%	2
DFS, Wootton Bassett Road, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Dobbies Garden Centre, Cirencester Road, Siddington	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Droitwich Spa Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Durham City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Dursley Town Centre	0.00%																	

Weighted base:	527	122	48	72	31	75	30	32	37	22	10	47
Sample:	540	105	51	40	46	51	52	33	46	36	46	34

Q25 Where did you or your household last make a purchase of health, beauty or chemist items?
Excl. nulls & SFT

[illegible]

Aldi	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Bicester Village Outlet, Bicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Cribbs Causeway, Bristol	0.23%	2	0.00%	0	2.20%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Gallagher Retail Park, Cheltenham (Next, Pets at Home, C	0.17%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.23%	1	0.00%	0	0.00%	0	1.12%	1	0.00%	0	1.41%	0	0.00%	0	0.00%
Gloucester Quays Shopping Outlet, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Greenbridge Retail Park, Swindon (Argos, Boots, Currys, N	0.47%	5	0.00%	0	0.00%	0	3.99%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Highworth Industrial Estate, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Kingsditch Retail Park, Cheltenham (Currys, PC World, Arg	0.25%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.91%	1	2.30%	2	0.00%	0	0.83%	0	0.00%	0	0.00%	0	0.00%
Maybird Shopping Park, Stratford-upon-Avon (Next, Mata	0.43%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.28%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.34%	3	0.00%	0	0.00%
Orbit Shopping Park, Swindon (Boots, New Look, Next)	0.71%	7	0.00%	0	0.00%	0	2.13%	2	8.51%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Swindon Designer Outlet	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
The Mall, Cribbs Causeway, Bristol	0.20%	2	0.00%	0	1.90%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
West Swindon Shopping Centre, Swindon (Asda, Priceless	0.14%	1	0.00%	0	0.00%	0	1.21%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Internet	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Home Catalogue	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
TV / Interactive Shopping	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Aberdeen City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Abingdon Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Abroad	0.25%	2	0.00%	0	0.00%	0	0.00%	0	0.72%	0	0.00%	0	0.00%	0	0.00%	0	3.81%	0	2.00%	0	0.00%	0			

[illegible]

Q27 Where did you or your household last make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?
Excl. nulls & SFT

[illegible]

Chelton Kings Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cheltenham Town Centre	10.73%	42	4.78%	5	1.00%	1	0.00%	0	13.46%	3	0.00%	0	40.97%	9	48.82%	10	34.90%	2	1.10%	1	4.10%	1	0.00%	0	0.00%	1
Chippenham Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chipping Campden Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chipping Norton Town Centre	0.49%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.37%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cirencester Town Centre	18.20%	71	59.40%	57	3.51%	1	14.28%	6	15.55%	3	0.00%	0	16.95%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cricklade Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Evesham Town Centre	3.69%	14	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	29.58%	10	7.33%	2	19.22%	1	6.51%	2	0.00%	0
Fairford Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gloucester City Centre	1.99%	8	1.44%	1	0.00%	0	4.25%	2	0.00%	0	0.00%	0	0.00%	0	15.43%	3	3.07%	1	0.00%	0	4.19%	0	0.00%	0	0.00%	0
Guiting Power	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kemble	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lechlade On Thames Town Centre	0.21%	1	0.84%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lockleywood	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Malmesbury Town Centre	0.99%	4	0.00%	0	0.00%	0	9.06%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Mickleton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Moreton-in-Marsh Town Centre	3.00%	12	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.23%	1	3.25%	1	0.00%	0	4.87%	2	30.65%	7	20.33%	1	0.00%	0	0.00%	0
Nailsworth Town Centre	0.29%	1	0.00%	0	3.00%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Northleach Town Centre	0.17%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.04%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Oxford City Centre	4.57%	18	2.22%	2	0.00%	0	8.37%	4	0.00%	0	19.13%	11	6.40%</													

Seaway Garden Centre, Stow Road, Moreton-in-Marsh	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Four Pools Retail Park, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Freepoint Designer Outlet, Braintree	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Gillman's Appliance Specialists, 21 Oswalds Road, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Gleum Shopping Centre, Abbeydale	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Gloucester Road, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Gloucestershire Royal Hospital, Great Western Road, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Golden Valley Retail Park, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Great Western Way, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Gretna Green Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Guildford Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Hastings Retail Park, Chippenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Hathaway Airport, Hillingdon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Henbury District Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Hereford Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
High Wycombe Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Highfield Garden World, Bristol Road, Whitminster	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Highworth Town Centre	0.10%	0	0.00%	0	0.00%	0	0.00%	0	1.76%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Homebase, Cainscross Road, Stroud	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Homebase, Eastbrook Road, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Homebase, Fairacres, Marcham Road, Abingdon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Homebase, Seacourt Towers, West Way, Oxford	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Horton Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Ikea, Croft Road, Coventry	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Ikea, Goslington, Bletham Way, Milton Keynes	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Ikea, Park Lane, Wednesbury, Birmingham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
John Lewis, Holmers Farm Way, Cressle Centre, High Wycombe	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Junction 10 Retail Park, Walsall	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Kidlington Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Kingsditch Trading Estate, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Kingston upon Thames Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Lakeside Retail Park, West Thurrock	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Leamington Shopping Park, Leamington Spa	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Leamington Spa Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Lidl, Broadway Road, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Lidl, Love Lane, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Liverpool City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Long Marston Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Longborough Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Love Lane Industrial Estate, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Lower Quinton Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Macclesfield Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Malvern Shopping Park, Malvern	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Manchester City Centre	1.25%	5	5.10%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Mannington Retail Park, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Marks & Spencer, High Street, Worcester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Marks & Spencer, Tollbar Way, Hedge End	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Marley Way Industrial Estate, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Maybrook Industrial Estate, Stratford-upon-Avon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Melksham Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Metric Trade Park, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Milton Keynes Town Centre	0.13%	1	0.00%	0	0.00%	0	0.00%	0	2.33%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Milton-under-Wychwood Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Minchinhampton Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Montpellier, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Morrisons, Alcester Road, Stratford-upon-Avon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Morrisons, Caernarvon Road, Up Hatherley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Morrisons, Cepen Park North, Chippenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Morrisons, Davies Road, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Nailsea Electrical, Gloucester Road, Bishopston, Bristol	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Newbury Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Newport City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Northampton Town Centre	0.34%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	4.11%	1
Norwich City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Nottingham City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Oban Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Old Town, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Oldlands Lane Industrial Estate, Stonehouse	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Paignton Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Painswick Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Pershore Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Pincents Kiln Industrial Park, Calcot	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Pitlochry Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Quedgeley Local Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Reading Town Centre	0.33%	1	0.00%	0	0.00%	0	0.00%	0	5.92%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Redditch Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Rendcomb Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Ross-on-Wye Town Centre	0.00%	0	0																

[illegible]

Currham Village Centre	0.37%	1	0.00%	0	0.00%	0	0.00%	0	3.76%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
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Q29 Where did you or your household last make a purchase of other non-food items such as books, CDs, jewellery or china and glass items?
Excl. nulls & SFT

Castlepoint Shopping Park, Bournemouth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Central London	0.17%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	8.79%	1
Centrum Retail Park, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chalford Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cheney Manor Industrial Estate, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cheshire Oaks Designer Outlet Shopping Centre, Ellesmere	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chester City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chesterton Lane, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chesterton Village	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chippenham Retail Park, Chippenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Christchurch Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cirencester Carpet Centre, Chesterton Lane, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cirencester Retail Park, Bridge Road, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Coln St Aldwyns	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Albion Street, Chipping Norton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Corsham Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Costco, Torrington Avenue, Coventry	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cotswold Outdoor, Gateway Visitors Centre, Cerney Wick	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cotswold Carpets, Worcester Road, Chipping Norton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Coventry City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cranham Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Currys PC World, Bath Road, Chippenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Currys PC World, Lamarsh Road, Oxford	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Currys PC World, Springfield Drive, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
DFS, Wootton Bassett Road, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Dobbies Garden Centre, Cirencester Road, Siddington	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Droitwich Spa Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Durham City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Dursley Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Eastcombe Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Eastern Avenue, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Eastgate Shopping Centre, Bristol	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Egham Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Elmsfield Industrial Estate, Chipping Norton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Evesham Shopping Park, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Evesham Trade Centre, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Exeter City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Fairacres Retail Park, Abingdon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Faringdon Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Filton Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Four Pools Retail Park, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Freeport Designer Outlet, Braintree	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gillman's Appliance Specialists, St Oswalds Road, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Glevum Shopping Centre, Abbeydale	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gloucester Road, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gloucestershire Royal Hospital, Great Western Road, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Golden Valley Retail Park, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Great Western Way, Swindon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gretna Green Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Guildford Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Hastings Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Hathaway Retail Park, Chippenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Heathrow Airport, Hillingdon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Henbury District Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Hereford Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
High Wycombe Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Highfield Garden World, Bristol Road, Whitminster	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Highworth Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Homebase, Cainscross Road, Stroud	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Homebase, Eastbrook Road, Gloucester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Homebase, Fairacres, Marcham Road, Abingdon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Homebase, Seacourt Towers, West Way, Oxford	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Horton Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ikea, Croft Road, Coventry	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ikea, Goslington, Bletcham Way, Milton Keynes	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ikea, Park Lane, Wednesbury, Birmingham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Junction 10 Retail Park, Walsall	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kidlington Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kingsditch Trading Estate, Cheltenham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kingston upon Thames Town Centre	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.21%	1	0.00%	0
Lakeside Retail Park, West Thurrock	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Leamington Shopping Park, Leamington Spa	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Leamington Spa Town Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lidl, Broadway Road, Evesham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lidl, Love Lane, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Liverpool City Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Long Marston Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Longborough Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Love Lane Industrial Estate, Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lower Quinton Village Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0									

[illegible]

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	Mean:	52	59	39	53	59	47	48	33	52	50	76	59
	Weighted base:	173	37	17	27	8	20	11	11	10	8	3	20
	Sample:	137	24	10	12	11	14	13	10	7	14	10	12
	Meanscore: [%]												
Q32D	What proportion of your overall DIY and decorating goods spend is via the internet? Those who said 'DIY and Decorating Goods' at Q31												
	None	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	1 - 10%	26.29%	34	24.90%	6	47.13%	6	22.49%	6	70.31%	5	21.42%	3
	11 - 20%	9.45%	12	16.49%	4	7.20%	1	8.60%	2	6.91%	1	6.51%	1
	21 - 30%	6.63%	9	4.65%	1	7.20%	1	6.34%	2	17.57%	1	0.00%	0
	31 - 40%	4.41%	6	9.54%	2	9.31%	1	0.00%	0	0.00%	0	9.88%	1
	41 - 50%	18.44%	24	21.38%	5	14.40%	2	42.49%	12	0.00%	0	6.51%	1
	51 - 60%	3.81%	5	0.00%	0	5.45%	1	6.34%	2	0.00%	0	0.00%	0
	61 - 70%	2.35%	3	8.17%	2	0.00%	0	0.00%	0	0.00%	0	11.79%	1
	71 - 80%	2.90%	4	0.00%	0	0.00%	0	6.34%	2	0.00%	0	0.00%	0
	81 - 90%	2.41%	3	4.65%	1	0.00%	0	3.71%	1	0.00%	0	0.00%	0
	91 - 99%	0.21%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	(Don't know / varies)	5.61%	7	0.00%	0	0.00%	0	0.00%	0	0.00%	1	13.57%	1
	(Refused)	16.54%	22	10.21%	2	9.31%	1	3.71%	1	5.22%	0	59.06%	11
		0.96%	1	0.00%	0	0.00%	0	0.00%	0	6.51%	1	0.00%	0
	Mean:	37	34	22	41	12	19	35	44	40	42	62	86
	Weighted base:	131	23	12	29	7	19	11	9	6	5	2	9
	Sample:	112	17	12	13	6	11	15	9	8	7	9	5
	Meanscore: [%]												
Q32E	What proportion of your overall domestic appliances and electrical items spend is via the internet? Those who said 'Domestic Appliances and Electrical Items' at Q31												
	None	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	1 - 10%	11.23%	46	6.74%	5	0.00%	0	6.03%	4	5.36%	1	16.51%	10
	11 - 20%	4.83%	20	3.80%	3	8.00%	2	11.50%	8	0.00%	0	4.93%	3
	21 - 30%	3.02%	12	7.10%	5	0.00%	0	2.15%	1	2.68%	1	1.63%	1
	31 - 40%	2.63%	11	2.26%	2	0.00%	0	8.25%	5	0.00%	0	2.57%	1
	41 - 50%	13.79%	56	10.28%	7	21.74%	6	13.11%	9	0.00%	0	18.48%	11
	51 - 60%	3.04%	12	0.00%	0	0.00%	0	4.93%	3	6.82%	1	4.30%	3
	61 - 70%	4.31%	17	4.48%	3	0.00%	0	2.15%	1	2.68%	1	5.93%	3
	71 - 80%	13.47%	55	17.51%	12	11.31%	3	11.39%	7	30.50%	6	9.23%	5
	81 - 90%	8.25%	34	12.66%	9	6.44%	2	7.66%	5	20.57%	4	4.93%	3
	91 - 99%	3.12%	13	0.00%	0	18.00%	5	6.55%	4	0.00%	0	0.00%	0
	(Don't know / varies)	20.16%	82	22.33%	16	18.00%	5	12.02%	8	27.33%	5	11.49%	7
	(Refused)	12.14%	49	12.84%	9	16.52%	5	14.28%	9	4.05%	1	20.00%	12
		0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Mean:	64	68	75	60	80	53	76	52	60	64	66	62
	Weighted base:	406	71	27	66	19	58	31	17	23	31	10	53
	Sample:	356	52	24	35	27	37	37	17	19	43	36	29
	Meanscore: [%]												
Q32F	What proportion of your overall health, beauty and chemist items spend is via the internet? Those who said 'Health, Beauty and Chemist Items' at Q31												
	None	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	1 - 10%	13.41%	21	13.69%	4	37.17%	2	0.00%	0	25.82%	3	17.14%	3
	11 - 20%	12.54%	19	0.00%	0	20.22%	1	10.14%	3	0.00%	0	23.88%	4
	21 - 30%	15.03%	23	19.81%	5	0.00%	0	29.17%	9	23.45%	2	13.13%	2
	31 - 40%	4.83%	7	0.00%	0	0.00%	0	9.07%	3	11.71%	1	0.00%	0
	41 - 50%	16.88%	26	14.51%	4	12.83%	1	20.33%	6	0.00%	0	28.70%	5
	51 - 60%	2.28%	4	0.00%	0	16.95%	1	0.00%	0	9.67%	2	0.00%	0
	61 - 70%	6.85%	11	18.80%	5	0.00%	0	5.72%	2	6.60%	1	0.00%	0
	71 - 80%	5.75%	9	0.00%	0	0.00%	0	4.43%	1	5.11%	1	0.00%	0
	81 - 90%	2.29%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	91 - 99%	0.52%	1	3.10%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	(Don't know / varies)	11.33%	18	8.39%	2	0.00%	0	10.14%	3	23.45%	2	0.00%	0
	(Refused)	8.31%	13	21.70%	6	12.83%	1	11.00%	4	3.86%	0	7.48%	1
		0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Mean:	46	48	25	47	47	32	55	38	48	30	39	69
	Weighted base:	155	26	5	32	10	17	15	10	14	10	1	15
	Sample:	124	16	6	16	11	11	15	9	11	13	6	10
	Meanscore: [%]												
Q32G	What proportion of your overall recreational goods spend is via the internet? Those who said 'Recreational Goods, such as sports equipment, bicycles, musical instruments and toys' at Q31												
	None	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	1 - 10%	6.69%	21	10.82%	7	7.80%	2	1.93%	1	0.00%	0	16.04%	6
	11 - 20%	6.36%	20	4.00%	3	8.56%	2	5.11%	3	6.68%	1	4.04%	1
	21 - 30%	7.78%	24	8.71%	6	0.00%	0	2.55%	1	5.17%	1	12.00%	4
	31 - 40%	4.87%	15	1.57%	1	0.00%	0	15.03%	8	0.00%	0	3.39%	1
	41 - 50%	21.01%	65	28.86%	20	11.51%	3	11.09%	6	13.35%	1	29.10%	11
	51 - 60%	1.59%	5	4.00%	3	0.00%	0	0.00%	0	0.00%	0	1.77%	1
	61 - 70%	5.41%	17	1.57%	1	11.70%	3	9.05%	5	13.14%	1	0.00%	0
	71 - 80%	14.19%	44	18.75%	13	11.90%	3	24.64%	14	0.00%	0	0.00%	0
	81 - 90%	4.79%	15	5.48%	4	3.90%	1	0.00%	0	18.30%	2	0.00%	0
	91 - 99%	4.25%	13	0.00%	0	17.92%	4	15.03%	8	0.00%	0	0.00%	0
	(Don't know / varies)	13.84%	43	8.33%	6	13.83%	3	9.16%	5	35.55%	3	20.90%	8
	(Refused)	8.92%	28	7.91%	5	12.88%	3	6.42%	4	3.90%	0	14.53%	5
		0.30%	1	0.00%	0	0.00%	0	0.00%	0	3.90%	0	0.00%	0
	Mean:	60	55	68	67	77	49	69	44	48	55	70	68
	Weighted base:	309	68	23	55	10	37	31	16	17	18	4	31
	Sample:	237	40	19	25	12	23	37	15	10	23	16	17
	Meanscore: [%]												
Q32H	What proportion of your overall other non-food items spend is via the internet? Those who said 'Other Non-Food Items such as books, CDs, jewellery or china and glass items' at Q31												
	None	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	1 - 10%	7.66%	44	9.24%	9	15.98%	8	4.15%	4	11.03%	3	3.83%	3
	11 - 20%	4.66%	27	5.00%	5	4.12%	2	8.93%	8	0.00%	0	2.9	

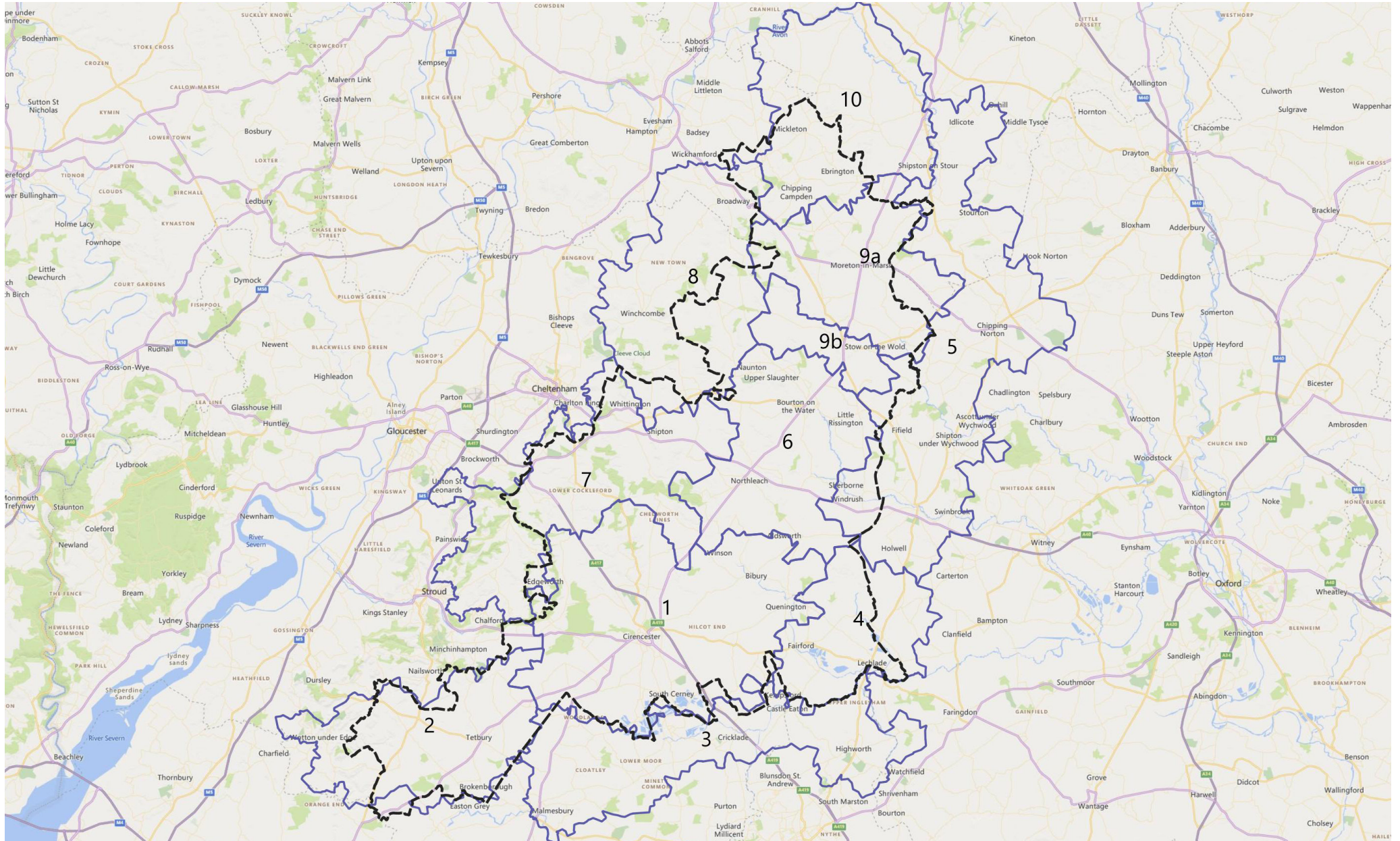
[illegible]

Not those who said 'Never' at Q34																								
Car / van (as driver)	62.72%	717	47.66%	112	39.87%	41	71.02%	114	66.14%	41	65.18%	91	83.28%	50	70.77%	64	72.51%	61	67.53%	39	55.10%	11	70.91%	94
Car / van (as passenger)	5.65%	65	6.36%	15	7.35%	7	1.72%	3	8.55%	5	10.04%	14	3.15%	2	3.47%	3	5.50%	5	5.13%	3	11.13%	2	3.94%	5
Motorcycle	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bus	5.82%	67	5.48%	13	6.95%	7	10.43%	17	2.30%	1	2.05%	3	4.15%	2	10.97%	10	4.18%	4	1.96%	1	2.33%	0	6.10%	8
Train	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%</									

	Difficult parking	17.29%	198	28.10%	66	21.28%	22	16.40%	26	10.16%	6	10.24%	14	9.49%	6	16.73%	15	10.12%	9	17.37%	10	19.69%	4	14.90%	20
	Expensive parking	8.65%	99	13.47%	32	3.45%	4	9.85%	16	10.60%	7	1.80%	3	9.75%	6	8.63%	8	10.42%	9	5.76%	3	2.10%	0	9.61%	13
	Lack of particular shop / shops (PLEASE WRITE IN RETAILER NAME OR TYPE)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Lack of safety / personal security / hooligans	0.26%	3	0.34%	1	0.00%	0	0.88%	1	0.00%	0	0.00%	0	1.18%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Lack of services (banks / building societies etc)	0.28%	3	0.00%	0	1.31%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.16%	1	0.00%	0	0.00%	0	0.00%	0	0.59%	1
	Poor pedestrian environment / pavements / roads in need	2.29%	26	5.54%	13	1.31%	1	0.67%	1	0.62%	0	2.27%	3	0.69%	0	1.26%	1	2.09%	2	0.00%	0	2.00%	0	2.60%	3
	Poor selection / choice of multiple shops	8.47%	97	7.35%	17	11.19%	11	6.99%	11	5.04%	3	9.80%	14	6.95%	4	3.71%	3	7.45%	6	4.36%	3	5.18%	1	17.19%	23
	Poor / limited evening entertainment (PLEASE WRITE IN RETAILER NAME OR TYPE)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Poor / limited leisure facilities (PLEASE WRITE IN TYPE)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Selection / choice of independent shops	5.67%	65	4.48%	11	7.50%	8	7.40%	12	2.92%	2	3.66%	5	0.69%	0	3.95%	4	2.98%	3	11.85%	7	9.63%	2	9.45%	13
	Too expensive	0.64%	7	1.04%	2	0.65%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.19%	1	1.79%	1	0.78%	0	1.55%	2
	Too far from home	0.41%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.08%	1	0.00%	0	0.00%	0	0.00%	0	5.56%	3	0.00%	0	0.00%	0
	Unattractive environment / dirty streets / litter	4.03%	46	5.63%	13	1.12%	1	8.99%	14	6.27%	4	0.90%	1	1.38%	1	2.45%	2	7.24%	6	0.00%	0	0.78%	0	2.18%	3
	Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Building work that's going on	0.56%	6	2.27%	5	0.00%	0	0.00%	0	0.62%	0	0.00%	0	1.18%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Charging for use of the toilets	0.07%	1	0.34%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-op is too small	0.18%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.58%	2	0.00%	0	0.00%	0
	Don't like the increased size of the Co-op	0.11%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.90%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Early closing times	0.35%	4	1.15%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.00%	1
	Empty shops	1.89%	22	1.49%	4	2.63%	3	2.24%	4	0.00%	0	0.90%	1	1.18%	1	4.45%	4	3.48%	3	0.00%	0	1.33%	0	1.95%	3
	Hard to access	0.35%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.48%	2	1.19%	1	0.00%	0	0.00%	0	0.59%	1
	Highway is very unsafe	0.09%	1	0.00%	0	1.03%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Lack of a cinema	0.39%	4	1.14%	3	0.00%	0	1.14%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Lack of a Debenhams store	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Lack of a House of Fraser store	0.04%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.78%	0	0.00%	0	0.00%	0
	Lack of a Jigsaw Clothing store	0.24%	3	1.15%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Lack of a John Lewis store	0.15%	2	0.45%	1	0.00%	0	0.00%	0	1.06%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Lack of a Marks & Spencer store	0.48%	5	0.45%	1	0.65%	1	0.00%	0	1.06%	1	0.00%	0	0.00%	0	2.52%	2	0.00%	0	0.00%	0	0.00%	0	0.59%	1
	Lack of a Morrisons store	0.06%	1	0.00%	0	0.65%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Lack of a Sainsbury's store	0.33%	4	0.00%	0	0.65%	1	1.14%	2	0.00%	0	0.00%	0	0.91%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.59%	1
	Lack of a supermarket	0.16%	2	0.00%	0	1.12%	1	0.00%	0	0.00%	0	0.00%	0	0.74%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Lack of a Zara store	0.08%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.98%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Lack of an all weather pitch	0.41%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.57%	5
	Lack of an Asda store	0.05%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.91%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Lack of an indoor child's play area	0.24%	3	1.15%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Lack of cafes	0.16%	2	0.00%	0	0.00%	0	1.14%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Lack of clothes shops	1.82%	21	2.74%	6	7.01%	7	0.00%	0	2.09%	1	1.85%	3	0.00%	0	1.26%	1	0.00%	0	3.77%	2	0.00%	0	0.00%	0
	Lack of concert venues	0.12%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.00%	1
	Lack of sports venues	0.41%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.57%	5
	Losing its character	0.32%	4	1.27%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.74%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Need to remove the parking spaces on Castle Street	0.07%	1	0.34%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Needs a bigger library	0.11%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.90%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Needs more spent on flowers and Christmas decorations	0.09%	1	0.00%	0	0.00%	0	0.67%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Needs more undercover shopping	0.16%	2	0.00%	0	0.00%	0	1.14%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	No toilets	0.08%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.68%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Not enough disabled parking spaces	0.13%	1	0.34%	1	0.65%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Not enough facilities for children	0.01%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.78%	0	0.00%	0	0.00%	0
	Nothing there	0.29%	3	1.04%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.98%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	One way system	0.31%	3	0.00%	0	2.20%	2	0.00%	0	0.00%	0	0.00%	0	0.74%	1	0.70%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Parking time slots are too short	0.17%	2	0.00%	0	1.89%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Poor / limited evening entertainment generally	0.12%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.00%	1
	Poor disabled access	0.15%	2	0.34%	1	0.00%	0	0.00%	0	0.00%	0	0.68%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Poor layout	0.53%	6	1.71%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.69%	0	0.98%	1	0.00%	0	0.00%	0	0.00%	0	0.59%	1
	Poor market	0.12%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.01%	1	0.00%	0	0.00%	0	0.59%	1
	Poor public transport access	0.61%	7	1.03%	2	0.65%	1	0.67%	1	0.00%	0	0.68%	1	0.91%	1	0.74%	1	0.00%	0	0.78%	0	1.03%	0	0.00%	0
	Poor road system	0.72%	8	1.95%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.16%	1	0.92%	1	0.00%	0	0.00%	0	1.36%	2
	Shop rates are too high	0.12%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.65%	1	0.59%	1	0.59%	1
	Shops are too far apart	0.07%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.70%	1	0.00%	0	0.78%	0	0.00%	0
	The bank might close soon	0.65%	7	0.00%	0	0.00%	0	0.00%	0	4.39%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.57%	5
	The Gypsy horse fair	0.02%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.33%	0	0.00%	0
	The improvements are not needed / have made it worse	0.44%	5	2.15%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	The main street has a large hill	0.06%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.74%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0

Q37	When you visit Cirencester town centre, where do you park? [MR]	Excl. nulls & SFT																							
	Abbey Grounds car park	3.98%	17	3.42%	5	0.00%	0	0.00%	0	6.51%	2	8.60%	2	2.19%	1	8.99%	4	13.26%	1	0.00%	0	3.69%	0	27.70%	2
	Beeches Road car park	1.01%	4	0.57%	1	2.99%	1	0.00%	0	1.35%	1	0.00%	0	1.39%	0	2.53%	1	0.00%	0	0.00%	0	6.29%	0	0.00%	0
	Brewery car park	39.08%	166	38.31%	54	48.39%	18	49.45%	43	43.19%	16	32.16%	6	39.38%	12	17.34%	8	28.77%	2	35.58%	2	23.58%	1	34.39%	3
	Forum car park	18.51%	78	16.17%	23	24.51%	9	13.36%	12	21.41%	8	16.92%	3	26.87%	8	25.55%	12	23.26%	2	9.93%	1	15.87%	1	10.23%	1
	Leisure centre car park	4.13%	18	7.04%	10	2.99%	1	3.29%	3	3.42%	1	0.00%	0	0.00%	0	4.98%	1	2.00%	0	0.00%	0	0.00%	0	0.00%	0
	Old Station car park	3.21%	14	3.45%	5	4.07%	2	5.69%	5	0.00%	0	0.00%	0	0.00%	0	4.49%	2	0.00%	0	0.00%	0	3.69%	0	0.00%	0
	Sheep Street car park	1.29%	5	2.70%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.00%	0	7.76%	1	0.00%	0	0.00%	0	0.00%	0
	The Waterloo car park	10.29%	44	13.34%	19	0.00%	0	6.43%	6	20.17%	8	13.63%	3	5.15%	2	12.41%	6	10.25%	1	7.67%	0	14.81%	1	0.00%	0
	Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Argos, Dyer Street, Cirencester	0.55%	2	0.00%	0	0.00%	0	0.00%	0	6.18%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Ashcroft Road, Cirencester	0.49%	2	0.97%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.39%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Behind the high street	0.46%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	5.03%	1	1.84%	1	0.00%	0	0.00%	0	7.67%	0	0.00%	0	0.00%	0
	Castle Street, Cirencester	0.16%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.48%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Cecily Hill, Cirencester	0.25%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.23%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Cirencester Hospital, Tetbury Road, Cirencester	0.04%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.69%	0	0.00%	0
	Cirencester Library, The Waterloo, Cirencester	0.27%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Cirencester Retail Park, Bridge Road, Cirencester	0.06%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.53%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Cricklade Street, Cirencester	0.29%	1	0.57%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	6.29%	0	0.00%	0
	Dollar Street, Cirencester	0.16%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.39%	0	0.00%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Dyer Street, Cirencester	0.96%	4	2.22%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.48%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Gardiner Haskins Homecentre, Dyer Street, Cirencester	0.04%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	12.24%	1	0.00%	0	0.00%	0	0.00%	0
	Gloucester Street, Cirencester	1.15%	5	3.45%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.69%	0	0.00%	0
	High Street, Cirencester	0.04%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Lewis Lane, Cirencester	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	9.93%	1	0.00%	0	0.00%	0
	Lidl, Love Lane, Cirencester	0.46%	2	0.00%	0	0.00%	0	1.61%	1	1.02%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.69%	0	0.00%	0
	Market Place car park	0.31%	1	0.00%	0	0.00%	0	0.00%	0	1.02%	0	5.03%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Marks & Spencer, Dyer Street, Cirencester	1.21%	5	0.75%	1	3.50%	1	0.00%	0	1.61%	1	0.00%	0	2.78%	1	2.53%	1	0.00%	0	0.00%	0	3.69%	0	0.00%	0
	Old hospital car park	0.19%	1	0.57%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Old Tetbury Road, Cirencester	0.54%	2	0.00%	0	0.00%	0	1.61%	1	0.00%	0	0.00%	0	0.00%	0	1.96%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Opposite the rugby club	0.11%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	7.67%	0	0.00%	0	0.00%	0
	Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	0.16%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.48%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Tesco Metro, Farrell Close, Cirencester	5.65%	24	4.02%	6	4.74%	2	8.99%	8	4.36%	2	0.00%	0	10.26%	3	6.87%	3	0.00%	0	9.93%	1	4.86%	0	0.00%	0
	The Castle, Cecily Hill, Cirencester	0.27%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.53%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Tower Street, Cirencester	0.19%	1	0.57%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Waitrose, Sheep Street, Cirencester	4.73%	20	3.05%	4	9.32%	4	6.17%	5	1.02%	0	5.03%	1	8.77%	3	2.53%	1	12.24%	1	5.81%	0	9.95%	0	0.00%	0
	Watermoor Road, Cirencester	0.33%	1	0.00%	0	0.00%	0	1.61%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	West Way, Cirencester	0.19%	1	0.57%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	White Way, Cirencester	0.16%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.48%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	On street parking - varies	2.37%	10	2.29%	3	0.00%	0	4.16%	4	1.02%	0	0.00%	0	0.00%	0	1.48%	1	0.00%	0	0.00%	0	0.00%	0	27.70%	2
	Public car park - varies	2.29%	10	2.88%	4	2.99%	1	0.00%	0	0.00%	0	13.63%	3	2.37%	1	1.96%	1	0.00%	0	5.81%	0	0.00%	0	0.00%	0
	Use a friends / family's house	0.68%	3	0.00%	0	0.00%	0	2.08%	2	1.02%	0	0.00%	0	0.00%	0	1.48%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Use works car park	1.15%	5	1.91%	3	0.00%	0	0.00%	0	0.00%	0	8.60%	2	1.84%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	(Don't know)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	(Never use a vehicle to visit Cirencester)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	(Never visit Cirencester)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Weighted base:		424		141		38		88		37		19		30		45		8		6		4		8
	Sample:		420		118		39		49		55		12		53		44		10		12		22		6
Q37B	Why do you choose to park there? [MR]																								
	Not those who said '(Don't know)' or '(Never use a vehicle to visit Cirencester)' or '(Never visit Cirencester)' at Q06																								
	Always used it / habit	2.80%	12	1.89%	3	0.00%	0	1.61%	1	3.38%	1	11.67%	2	1.84%	1	0.00%	0	19.99%	2	17.60%	1	9.95%	0	10.23%	1
	Attractive location	0.21%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.96%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Can't get into the town to park	0.17%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.37%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Car parking spaces are a good size	0.35%	1	0.75%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.39%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Central location	19.10%	81	21.05%	30	11.01%	4	25.71%	23	22.76%	9	10.05%	2	21.72%	6	9.98%	5	13.26%	1	19.85%	1	21.10%	1	0.00%	0
	Cheap	3.29%	14	2.03%	3	2.31%	1	4.00%	4	4.77%	2	8.60%	2	1.39%	0	5.06%	2	0.00%	0	9.93%	1	0.00%	0	0.00%	0
	Close to shops	11.92%	50	15.68%	22	21.07%	8	9.33%	8	8.14%	3	5.03%	1	9.67%	3	2.96%	1	7.76%	1	43.25%	3	18.49%	1	0.00%	0
	Easier to park at a family / friends house	0.09%	0	0.00%	0	0.00%	0	0.00%	0	1.02%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Easy to find a space	8.40%	36	9.56%	14	11.71%	4	6.51%	6	9.90%	4	5.03%	1	5.55%	2	12.03%	5	0.00%	0	0.00%	0	3.69%	0	0.00%	0
	Easy to get to / good access	8.97%	38	5.52%	8	4.74%	2	10.66%	9	19.81%	7	33.83%	6	10.26%	3	1.48%	1	13.26%	1	0.00%	0	12.21%	1	0.00%	0
	Free	11.80%	50	15.12%	21	7.06%	3	15.96%	14	7.52%	3	8.60%	2	3.22%	1	10.45%	5	0.00%	0	5.81%	0	3.69%	0	17.47%	1
	Good for meeting people there	0.27%	1	0.00%	0	0.00%	0	0.00%	0	1.02%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	10.23%	1
	Good location / convenient	17.25%	73	7.01%	10	32.85%	12	18.85%	17	13.92%	5	25.79%	5	22.17%	7	31.65%	14	12.24%	1	0.00%	0	20.98%	1	17.47%	1
	I have a disabled badge	0.51%	2	0.00%	0	0.00%	0	1.22%	1	0.00%	0	0.00%	0	1.39%	0	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	I have a permit / season ticket	1.78%	8	5.34%	8	0.00%	0	0.00%																	

Appendix 7: Study Area Plan



Map data © BingMaps

NEXUS
PLANNING

Client
Cotswold District Council
Project
Cirencester Town Centre Feasibility Study
Description
Study Area Plan

Key

 Cotswold boundary

Appendix 8: Quantitative Retail Assessment Tables

Table 1: Population and convenience goods expenditure per capita

Zone	Population						Per capita expenditure (£)							
	2021	2026	2031	2036	2041	2051	Convenience							
							2019 inc Sft	2019	2021	2026	2031	2036	2041	2051
1	36,489	37,421	38,322	39,085	39,807	41,217	2,532	2,426	2,437	2,423	2,406	2,408	2,413	2,413
2	16,130	16,687	17,121	17,401	17,695	18,355	2,481	2,376	2,388	2,373	2,357	2,359	2,364	2,364
3	25,382	26,085	26,683	27,178	27,695	28,635	2,502	2,397	2,408	2,394	2,377	2,380	2,384	2,384
4	10,570	10,849	11,072	11,269	11,405	11,605	2,627	2,516	2,528	2,513	2,496	2,498	2,503	2,503
5	22,416	22,697	22,915	22,990	23,125	23,375	2,701	2,587	2,600	2,584	2,566	2,569	2,574	2,574
6	11,024	11,367	11,661	11,887	12,066	12,436	2,632	2,522	2,534	2,519	2,501	2,503	2,508	2,508
7	14,185	14,577	14,889	15,080	15,198	15,458	2,875	2,754	2,767	2,751	2,731	2,734	2,740	2,740
8	14,284	14,774	15,125	15,380	15,535	15,785	2,691	2,578	2,590	2,575	2,557	2,559	2,565	2,565
9a	10,211	10,509	10,694	10,818	10,881	10,981	2,682	2,570	2,582	2,566	2,549	2,551	2,556	2,556
9b	2,982	3,032	3,072	3,080	3,073	3,063	2,736	2,621	2,634	2,618	2,600	2,602	2,608	2,608
10	21,304	21,655	21,974	22,169	22,349	22,709	2,619	2,509	2,521	2,506	2,488	2,491	2,496	2,496
Total	184,977	189,653	193,528	196,337	198,829	203,619								

- Notes:
- a. Zones based on the following post code sectors
 - 1. GL7 1, GL7 2, GL7 5, GL7 6, GL7 7
 - 2. GL8 8 , GL12 7
 - 3. SN6 6, SN6 7, SN16 9
 - 4. GL7 3, GL7 4
 - 5. CV36 5, OX7 5, OX7 6, OX18 4
 - 6. GL54 2, GL54 3
 - 7. GL4 8, GL6 7, GL53 9, GL54 4
 - 8. GL54 5, WR12 7
 - 9a. GL56 0, GL56 9
 - 9b. GL54 1
 - 10. CV36 4, CV37 8, GL55 6
 - b. Per capita expenditure derived from Experian MMG3 data (2021 report)
 - c. Population derived from Experian MMG3 data (2021 report)
 - d. Expenditure excludes Special Forms of Trading in line with recommendations at Figure 5 of Experian Retail Planner Briefing Note 18 (October 2020)
 - e. Per capita expenditure projected forward using 'adjusted SFT' forecast growth rates taken from Figure 6 of Experian Retail Planner Briefing Note 18 (October 2020)

2019 Prices

Table 2a: Total convenience goods expenditure available

Zone	Expenditure (£m)						Growth (£m)				
	Convenience						Convenience				
	2021	2026	2031	2036	2041	2051	2021-2026	2021-2031	2021-2036	2021-2041	2021-2051
1	88.9	90.7	92.2	94.1	96.1	99.5	1.7	3.3	5.2	7.1	10.5
2	38.5	39.6	40.4	41.1	41.8	43.4	1.1	1.8	2.5	3.3	4.9
3	61.1	62.4	63.4	64.7	66.0	68.3	1.3	2.3	3.5	4.9	7.1
4	26.7	27.3	27.6	28.1	28.5	29.0	0.5	0.9	1.4	1.8	2.3
5	58.3	58.6	58.8	59.1	59.5	60.2	0.4	0.5	0.8	1.2	1.9
6	27.9	28.6	29.2	29.8	30.3	31.2	0.7	1.2	1.8	2.3	3.3
7	39.3	40.1	40.7	41.2	41.6	42.3	0.8	1.4	2.0	2.4	3.1
8	37.0	38.0	38.7	39.4	39.8	40.5	1.0	1.7	2.4	2.8	3.5
9a	26.4	27.0	27.3	27.6	27.8	28.1	0.6	0.9	1.2	1.4	1.7
9b	7.9	7.9	8.0	8.0	8.0	8.0	0.1	0.1	0.2	0.2	0.1
10	53.7	54.3	54.7	55.2	55.8	56.7	0.6	1.0	1.5	2.1	3.0
Total	465.7	474.6	480.8	488.2	495.3	507.1	8.9	15.1	22.6	29.6	41.4

Table 2b: Convenience goods expenditure split between main food shopping and top-up food shopping spend

Zone	Expenditure (£m)		
	Convenience (2021)		
	Main	Top-up	

Table 4: Convenience goods expenditure

Destination	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9a		Zone 9b		Zone 10	
	Main food	Top-up	Main food	Top-up	Main food	Top-up	Main food	Top-up	Main food	Top-up	Main food	Top-up	Main food	Top-up	Main food	Top-up	Main food	Top-up	Main food	Top-up	Main food	Top-up	Main food	Top-up
Cirencester Area																								
Outside Cirencester Area																								
Marks & Spencer Simply Food, 42 Dyer Street, Cirencester	0.6	2.0	0.2	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Merry 4 Farm Close, Castle Street, Cirencester	8.3	3.3	6.4	3.1	0.0	0.1	0.4	0.0	1.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Town Centre	0.6	3.4	0.5	2.9	0.0	0.0	0.0	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	8.7	8.6	7.1	7.8	0.0	0.1	6.4	6.4	1.6	0.1	0.0	0.0	0.1	0.1	6.4	6.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Cirencester																								
ABP, Cricklade Road, Cirencester	6.0	1.5	2.6	1.1	0.7	0.0	0.8	0.2	0.7	0.0	0.0	0.0	0.7	0.0	0.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
BP Garage, Burford Road, Cirencester	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rudgwick, Chesterton Road, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Burford Road, Hambushes, Cirencester	0.0	0.6	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Cirencester Retail Park, Bridge Road, Cirencester	0.0	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Low Lane, Cirencester	8.2	2.2	5.7	1.6	0.2	0.1	0.6	0.6	8.6	0.1	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poundland, Cirencester Retail Park, Bridge Road, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, 16-20 Chesterton Lane, Chesterton, Cirencester	5.5	1.3	3.7	1.1	0.0	0.0	0.4	0.2	0.0	0.0	0.0	0.8	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	40.1	3.2	26.7	2.7	0.7	0.1	3.4	0.2	3.5	0.0	0.0	0.0	3.6	0.0	2.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Sheep Street, Cirencester	30.3	7.6	17.1	5.5	0.5	0.1	6.5	1.0	2.5	0.1	0.0	0.0	0.9	0.2	2.3	0.8	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.0
Sub Total	90.1	17.0	55.8	12.8	2.0	0.3	11.9	1.8	7.8	0.2	0.0	0.0	6.6	0.3	5.5	1.6	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.0
Total Cirencester Area	99.9	25.6	62.9	20.3	2.0	0.4	12.3	2.3	9.4	0.3	0.0	0.0	6.8	0.3	6.0	2.1	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.0
Outside Cirencester Area																								
Other, Outside Cirencester Area																								
Sub Total	249.4	90.8	3.8	2.0	26.9	9.3	33.6	13.0	10.6	6.4	43.7	14.6	14.2	6.7	23.4	7.8	27.8	9.3	19.8	6.6	5.8	2.0	39.9	13.4
Sub Total Outside Study Area	249.4	90.8	3.8	2.0	26.9	9.3	33.6	13.0	10.6	6.4	43.7	14.6	14.2	6.7	23.4	7.8	27.8	9.3	19.8	6.6	5.8	2.0	39.9	13.4
Total	349.3	116.4	66.7	22.2	28.9	9.6	45.8	15.3	20.0	6.7	43.7	14.6	28.9	7.0	29.4	9.6	27.8	9.3	19.8	6.6	5.8	2.0	40.3	13.4

Notes:
a. Zones based on post code sectors
b. Market share by year and top-up: shopping method directly from NEMS Household Survey (2018)
c. Excludes 'don't know/wastes', 'mature' and internet sales

2019 Prices

Table 5: Survey-derived and benchmark turnover of foodstores

Destination	Gross Floorspace	Net Sales Area	Net Convenience Sales Area (A)	Sales Density (B)	Benchmark Turnover (AxB)	Survey Turnover	Inflow Allowance (%)	Estimated Survey T/O with Inflow	Overtrading
Cirencester Area	(sq m)	(sq m)	(sq m)	(£ per sq m)	(£m)	(£m)		(£m)	(£m)
Cirencester Town Centre									
Marks & Spencer Simply Food, 42 Dyer Street, Cirencester	839	422	386	10,448	4.0	2.6	8.0	2.8	-1.2
Tesco Metro, 4 Farrell Close, Castle Street, Cirencester	3,068	2,148	1,718	14,447	24.8	11.6	8.0	12.6	-12.2
Cirencester Town Centre	-	-	-	-	4.2	4.2	8.0	4.6	0.4
Sub Total					33.0	18.4		20.0	-13.1
Other, Cirencester									
Aldi, Cricklade Road, Cirencester	1,409	916	800	11,143	8.9	7.4	8.0	8.1	-0.8
BP Garage, Burford Road, Cirencester	-	-	-	-	0.1	0.1	8.0	0.2	0.0
Budgens, Chesterton Road, Cirencester	-	-	-	-	0.0	0.0	8.0	0.0	0.0
Co-op, Burford Road, Harebushes, Cirencester	-	-	-	-	0.6	0.6	8.0	0.7	0.1
Home Bargains, Cirencester Retail Park, Bridge Road, Cirencester	917	688	241	3,500	0.8	0.4	8.0	0.5	-0.4
Lidl, Love Lane, Cirencester	1,790	1,163	908	11,386	10.3	10.4	8.0	11.4	1.0
Poundland, Cirencester Retail Park, Bridge Road, Cirencester	CLOSED	CLOSED	CLOSED	CLOSED	0.0	0.0	8.0	0.0	0.0
Tesco Express, 16-20 Chesterton Lane, Chesterton, Cirencester	255	204	183	14,447	2.7	6.8	8.0	7.4	4.8
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	8,779	5,268	3,161	14,447	45.7	43.3	8.0	47.1	1.4
Waitrose, Sheep Street, Cirencester	3,943	2,366	1,985	13,718	27.2	37.9	8.0	41.2	13.9
Sub Total					96.4	107.1		116.4	20.0
Total Cirencester Area					129.4	125.5		136.4	6.9

Notes:

a. Gross floorspace taken from VOA figures

b. Net floorspace taken from VOA figures where available; Nexus Planning judgement used to determine likely net sales area figure elsewhere

c. Proportion of net floorspace dedicated to convenience goods sales generally taken from company benchmark average (exceptions relate to: small convenience stores, which we have assumed will be 90% convenience goods; and, superstores providing more than 5,000 sq.m net sales, which we have assumed will be 60% convenience goods). Where a store differs from the company's typical trading format, we have estimated the likely split between convenience and comparison goods floorspace using professional judgement.

d. Sales densities derived from GlobalData Convenience and Comparison Goods Sales Densities of Major Grocers 2020 and Mintel Retail Rankings 2018)

e. It is assumed that unnamed convenience stores and independent stores are 'trading at equilibrium' (i.e. their benchmark turnover relates to that identified by the survey)

f. Survey-derived performance of stores calculated by adding together with 'main' and 'top up' turnover as set out in Table 4

2019 Prices

Table 6a: Estimated capacity for additional convenience goods floorspace in Cirencester

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	129.4	125.5	10.9	6.9
2026	130.5	127.8	11.1	8.5
2031	130.5	129.5	11.3	10.3
2036	130.5	131.5	11.4	12.5
2041	130.5	133.4	11.6	14.6
2051	130.5	136.6	11.9	18.0
Study Area Market Share (%)		26.9		

a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 (October 2020)

b. Assumes constant market share claimed by Cirencester facilities at 26.9% from Study Area

c. Inflow allowance derived from Table 5

2019 Prices

Table 6b: Gross quantitative capacity for additional convenience goods floorspace in Cirencester

Year	Surplus Expenditure (£m)	Net Floorspace Capacity (sq.m)	Gross Floorspace Capacity (sq.m)
2021	6.9	600	900
2026	8.5	800	1,100
2031	10.3	900	1,300
2036	12.5	1,100	1,600
2041	14.6	1,300	1,900
2051	18.0	1,600	2,300

a. Average sales density assumed to be £11,000 per sq.m which is considered typical of what leading grocery retailers may achieve within the town centre

b. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 (October 2020)

2019 Prices

Table 6c: Extant convenience goods commitments in Cirencester

Destination	Reference	Proposal	Gross Floorspace (sq.m)	Net Floorspace (sq.m)	Net Convenience Goods Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Turnover (£m)
Zone 1 Land At Chesterton Farm, Cirencester	16/00054/OUT	Outline application, including up to 2,000 sq.m of A1, A2, A3, A4 and A5 floorspace (provision of a new Neighbourhood Centre)	2,000	-	500	8,000	4.0
Total			2,000	-	500		4.0

a. Assumed convenience good sales area assumes that around one third of total floorspace will be occupied by convenience retailers

b. Assumed sales density relates to Nexus Planning judgement for typical convenience goods operation in this location

2019 Prices

Table 6d: Net quantitative capacity for additional convenience goods floorspace in Cirencester

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Net Floorspace Capacity (sq.m)	Gross Floorspace Capacity (sq.m)
2021	6.9	4.0	2.9	300	400
2026	8.5	4.0	4.4	400	600
2031	10.3	4.0	6.3	600	900
2036	12.5	4.0	8.4	800	1,100
2041	14.6	4.0	10.5	900	1,300
2051	18.0	4.0	14.0	1,300	1,900

a. Average sales density assumed to be £11,000 per sq.m which is considered typical of what leading grocery retailers may achieve within the town centre

b. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 (October 2020)

c. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

2019 Prices

Table 7a: Population

Zone	Population					
	2021	2022	2026	2027	2032	2037
1	36,469	37,421	38,322	39,085	39,807	41,217
2	16,130	16,667	17,121	17,401	17,695	18,355
3	25,382	26,085	26,683	27,178	27,695	28,635
4	10,570	10,849	11,072	11,269	11,405	11,605
5	22,416	22,697	22,915	22,990	23,125	23,375
6	11,024	11,367	11,661	11,867	12,066	12,436
7	14,165	14,577	14,869	15,080	15,198	15,458
8	14,284	14,774	15,125	15,380	15,535	15,785
9a	10,211	10,509	10,694	10,818	10,881	10,981
9b	2,982	3,032	3,072	3,080	3,073	3,063
10	21,304	21,655	21,974	22,169	22,349	22,709
Total	134,977	139,653	143,523	146,337	148,623	153,613

Table 7b: Comparison goods expenditure per capita

Zone	Comparison goods expenditure per capita (£) 2019 with SFT									Comparison goods expenditure per capita (£) 2019									Comparison goods expenditure per capita (£) 2021									Comparison goods expenditure per capita (£) 2026								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	1,023	701	185	808	682	405	375	537	4,716	844	579	153	667	563	334	309	443	3,891	780	535	141	616	520	309	286	409	3,596	874	599	158	691	583	346	320	459	4,029
2	953	684	192	852	662	404	374	503	4,624	787	564	159	703	546	333	309	415	3,815	727	521	147	650	505	308	285	384	3,526	814	584	164	728	566	345	319	430	3,951
3	986	704	197	843	666	378	386	525	4,685	813	581	162	696	550	312	318	433	3,865	752	537	150	643	508	288	294	400	3,872	842	602	168	721	569	323	330	448	4,002
4	1,008	766	232	869	704	406	432	546	4,968	832	634	191	733	581	335	356	453	4,115	769	586	177	678	537	310	329	418	3,804	861	656	198	759	602	347	369	469	4,262
5	1,159	776	183	769	634	426	373	568	4,889	956	640	151	634	523	352	308	469	4,034	864	592	140	586	484	325	284	433	3,728	990	663	157	657	542	364	319	465	4,177
6	994	756	212	854	676	398	404	520	4,815	820	624	175	704	558	328	333	429	3,972	758	576	161	651	516	304	308	397	3,671	850	646	181	729	578	340	345	445	4,113
7	1,209	858	234	973	817	455	508	692	5,745	997	708	193	803	674	376	419	570	4,740	922	655	178	742	623	347	387	527	4,381	1,033	733	200	831	698	389	434	591	4,908
8	1,061	733	224	840	697	371	384	527	4,837	875	605	185	693	575	306	317	435	3,991	809	559	171	640	531	283	293	402	3,689	906	626	191	717	595	317	328	450	4,132
9a	997	736	218	869	679	421	398	518	4,886	822	607	180	733	560	347	328	428	4,006	760	561	166	678	518	321	304	395	3,703	851	629	186	759	580	360	340	443	4,148
9b	1,012	743	263	940	703	455	421	576	5,121	834	613	217	783	680	375	347	475	4,225	771	566	201	724	536	347	321	439	3,906	864	634	225	811	600	389	359	492	4,375
10	1,008	696	247	825	690	317	357	502	4,650	832	574	203	680	576	281	295	414	3,836	769	531	188	620	533	242	272	383	3,546	861	595	211	704	597	271	305	429	3,973

Zone	Comparison goods expenditure per capita (£) 2031									Comparison goods expenditure per capita (£) 2036									Comparison goods expenditure per capita (£) 2041									Comparison goods expenditure per capita (£) 2051								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	982	673	178	776	655	389	360	515	4,527	1,117	766	202	883	745	442	409	587	5,152	1,277	876	232	1,010	852	506	468	671	5,892	1,667	1,144	302	1,318	1,113	660	611	878	7,691
2	915	656	185	816	636	388	359	483	4,439	1,042	747	210	931	723	441	409	550	5,052	1,191	854	240	1,064	827	504	467	628	5,778	1,555	1,115	314	1,389	1,060	658	610	820	7,541
3	946	676	189	810	640	362	371	504	4,497	1,077	770	215	921	728	412	422	573	5,118	1,231	880	246	1,054	833	472	482	665	5,853	1,607	1,149	321	1,375	1,087	616	630	855	7,640
4	968	738	223	853	676	390	415	527	4,789	1,101	839	253	971	769	444	472	599	5,450	1,260	960	290	1,111	880	508	540	685	6,232	1,644	1,253	378	1,450	1,148	663	705	894	8,135
5	1,113	745	176	738	609	409	358	546	4,694	1,266	848	200	840	693	466	407	621	5,341	1,448	970	229	961	792	533	466	710	6,108	1,890	1,266	299	1,254	1,034	695	608	927	7,973
6	955	726	203	819	649	382	388	500	4,622	1,086	826	231	933	739	435	442	569	5,260	1,242	944	264	1,067	845	497	505	650	6,015	1,622	1,232	345	1,392	1,103	649	659	849	7,851
7	1,160	824	224	934	784	437	488	664	5,515	1,321	938	255	1,063	892	497	555	755	6,277	1,510	1,073	292	1,215	1,021	569	635	864	7,178	1,971	1,400	381	1,586	1,332	742	829	1,128	9,369
8	1,018	704	215	806	669	357	369	506	4,644	1,159	801	245	917	761	406	420	576	5,265	1,325	916	280	1,049	871	464	480	658	6,044	1,730	1,196	365	1,369	1,136	606	627	859	7,889
9a	957	706	209	853	652	404	382	498	4,661	1,089	804	236	971	742	460	435	596	5,305	1,245	919	272	1,111	849	526	497	648	6,067	1,625	1,200	356	1,450	1,108	687	649	845	7,919
9b	971	713	253	911	675	437	404	553	4,916	1,105	811	288	1,037	768	497	460	629	5,594	1,264	928	329	1,186	878	569	526	719	6,398	1,650	1,211	430	1,547	1,146	742	686	939	8,351
10	968	668	237	792	671	304	343	482	4,464	1,101	761	269	901	763	346	390	548	5,080	1,259	870	308	1,030	873	396	446	627	5,810	1,644	1,136	402	1,345	1,139	517	582	819	7,583

Notes:

a. Zones based on the following post code sectors

1. GL7 1, GL7 2, GL7 5, GL7 6, GL7 7

2. GL7 8, GL7 17

3. SN6 6, SN6 7, SN16 9

4. GL7 3, GL7 4

5. CV36 5, OX7 5, OX7 6, OX18 4

6. GL54 2, GL54 3

7. GL4 8, GL6 7, GL53 9, GL54 4

8. GL54 5, WR12 7

9a. GL56 6, GL56 9

9b. GL54 1

10. CV36 4, CV37 8, GL55 6

b. Per capita expenditure derived from Experian MMQ3 data (2021 report)

c. Population derived from Experian MMQ3 data (2021 report)

d. Expenditure excludes Special Forms of Trading in line with recommendations at Figure 5 of Experian Retail Planner Briefing Note 18 (October 2020)

Table 8: Total comparison goods expenditure available

Zone	Comparison goods expenditure (£m)									Comparison goods expenditure (£m)									Comparison goods expenditure (£m)									Comparison goods expenditure (£m)								
	2021									2025									2031									2036								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	28.4	19.5	5.2	22.5	19.0	11.3	10.4	14.9	131.2	32.7	22.4	5.9	25.8	21.8	12.9	12.0	17.2	150.8	37.6	25.8	6.8	29.7	25.1	14.9	13.8	19.8	173.5	43.7	29.9	7.9	34.5	29.1	17.3	16.0	22.9	201.4
2	11.7	8.4	2.4	10.5	8.1	5.0	4.6	6.2	56.9	13.6	9.7	2.7	12.1	9.4	5.8	5.3	7.2	65.9	15.7	11.2	3.2	14.0	10.9	6.6	6.1	8.3	76.0	18.1	13.0	3.7	16.2	12.6	7.7	7.1	9.6	87.9
3	19.1	13.6	3.8	16.3	12.9	7.3	7.5	10.2	90.7	22.0	15.7	4.4	18.8	14.9	8.4	8.6	11.7	104.4	25.2	18.0	5.0	21.6	17.1	9.7	9.9	13.4	120.0	29.3	20.9	5.8	25.0	19.8	11.2	11.5	15.6	139.1
4	8.1	6.2	1.9	7.2	5.7	3.3	3.5	4.4	40.2	9.3	7.1	2.2	8.2	6.5	3.8	4.0	5.1	46.2	10.7	8.2	2.5	9.4	7.5	4.3	4.6	5.8	53.0	12.4	9.5	2.9	10.9	8.7	5.0	5.3	6.8	61.4
5	19.8	13.3	3.1	13.1	10.8	7.3	6.4	9.7	83.6	22.5	15.0	3.6	14.9	12.3	8.3	7.2	11.0	94.8	25.5	17.1	4.0	16.9	14.0	9.4	8.2	12.5	107.6	29.1	19.5	4.6	19.3	15.9	10.7	9.4	14.3	122.8
6	8.4	6.4	1.8	7.2	5.7	3.3	3.4	4.4	40.5	9.7	7.3	2.1	8.3	6.6	3.9	3.9	5.1	46.8	11.1	8.5	2.4	9.6	7.6	4.5	4.5	5.8	53.9	12.9	9.8	2.7	11.1	8.8	5.2	5.2	6.8	62.5
7	13.1	9.3	2.5	10.5	8.8	4.9	5.5	7.5	62.1	15.1	10.7	2.9	12.1	10.2	5.7	6.3	8.6	71.5	17.3	12.3	3.3	13.9	11.7	6.5	7.3	9.9	82.1	19.9	14.1	3.9	16.0	13.5	7.5	8.4	11.4	94.7
8	11.6	8.0	2.4	9.1	7.6	4.0	4.2	5.7	52.7	13.4	9.3	2.8	10.6	8.8	4.7	4.9	6.6	61.1	15.4	10.6	3.3	12.2	10.1	5.4	5.6	7.6	70.2	17.8	12.3	3.8	14.1	11.7	6.2	6.5	8.9	81.3
9a	7.8	5.7	1.7	6.9	5.3	3.3	3.1	4.0	37.8	8.9	6.6	2.0	8.0	6.1	3.8	3.6	4.7	43.6	10.2	7.6	2.2	9.1	7.0	4.3	4.1	5.3	49.8	11.8	8.7	2.6	10.5	8.0	5.0	4.7	6.1	57.4
9b	2.3	1.7	0.6	2.2	1.6	1.0	1.0	1.3	11.6	2.6	1.9	0.7	2.5	1.8	1.2	1.1	1.5	13.3	3.0	2.2	0.8	2.8	2.1	1.3	1.2	1.7	15.1	3.4	2.5	0.9	3.2	2.4	1.5	1.4	1.9	17.2
10	16.4	11.3	4.0	13.4	11.3	5.1	5.8	8.2	75.5	18.6	12.9	4.6	15.3	12.9	5.9	6.6	9.3	86.0	21.3	14.7	5.2	17.4	14.7	6.7	7.5	10.6	98.1	24.4	16.9	6.0	20.0	16.9	7.7	8.6	12.2	112.6
Total	146.6	103.4	29.4	118.9	96.9	55.9	55.3	76.5	682.8	168.4	118.7	33.8	136.6	111.3	64.2	63.5	87.9	784.4	193.0	136.1	38.7	156.7	127.6	73.6	72.8	100.8	899.4	222.8	157.1	44.7	180.9	147.4	85.0	84.1	116.3	1,038.3

Zone	Comparison goods expenditure (£m)									Comparison goods expenditure (£m)									Comparison goods growth (£m)				
	2041									2051									2021-2026				
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	2021-2026	2021-2031	2021-2036	2021-2041	2021-2051
1	50.9	34.9	9.2	40.2	33.9	20.1	18.6	26.7	234.5	68.7	47.1	12.5	54.3	45.9	27.2	25.2	36.1	317.0	19.5	42.3	70.2	103.3	185.8
2	21.1	15.1	4.3	18.8	14.6	8.9	8.3	11.1	102.2	28.5	20.5	5.8	25.5	19.8	12.1	11.2	15.1	138.4	9.0	19.1	31.0	45.4	81.5
3	34.1	24.4	6.8	29.2	23.1	13.1	13.4	18.2	162.1	46.0	32.9	9.2	39.4	31.1	17.6	18.0	24.5	218.8	13.7	29.3	48.4	71.4	128.1
4	14.4	10.9	3.3	12.7	10.0	5.8	6.2	7.8	71.1	19.1	14.5	4.4	16.8	13.3	7.7	8.2	10.4	94.4	6.0	12.8	21.2	30.9	54.2
5	33.5	22.4	5.3	22.2	18.3	12.3	10.8	16.4	141.3	44.2	29.6	7.0	29.3	24.2	16.3	14.2	21.7	186.4	11.2	24.0	39.2	57.7	102.8
6	15.0	11.4	3.2	12.9	10.2	6.0	6.1	7.8	72.6	20.2	15.3	4.3	17.3	13.7	8.1	8.2	10.6	97.6	6.3	13.4	22.1	32.1	57.2
7	23.0	16.3	4.4	18.5	15.5	8.6	9.6	13.1	109.1	30.5	21.6	5.9	24.5	20.6	11.5	12.8	17.4	144.8	9.4	20.0	32.5	46.9	82.7
8	20.6	14.2	4.3	16.3	13.5	7.2	7.5	10.2	93.9	27.3	18.9	5.8	21.6	17.9	9.6	9.9	13.6	124.5	8.4	17.5	28.6	41.2	71.8
9a	13.5	10.0	3.0	12.1	9.2	5.7	5.4	7.0	68.0	17.8	13.2	3.9	15.9	12.2	7.5	7.1	9.3	87.0	5.8	12.0	19.6	28.2	49.1
9b	3.9	2.9	1.0	3.6	2.7	1.7	1.6	2.2	19.7	5.1	3.7	1.3	4.7	3.5	2.3	2.1	2.9	25.6	1.6	3.5	5.6	8.0	13.9
10	28.1	19.4	6.9	23.0	19.5	8.8	10.0	14.0	129.8	37.3	25.8	9.1	30.5	25.9	11.7	13.2	18.6	172.2	10.5	22.6	37.1	54.3	96.7
Total	258.0	182.0	51.7	209.5	170.7	98.4	97.4	134.7	1,202.3	344.7	243.1	69.1	280.0	228.1	131.5	130.1	180.0	1,606.7	101.6	216.5	355.5	519.5	923.9

Notes:

a. Zones based on the following post code sectors

1. GL7 1, GL7 2, GL7 5, GL7 6, GL7 7

2. GL8 8, GL12 7

3. SN6 6, SN6 7, SN16 9

4. GL7 3, GL7 4

5. CV36 5, OX7 5, OX7 6, OX18 4

6. GL54 2, GL54 3

7. GL4 6, GL6 7, GL53 9, GL54 4

8. GL54 5, WR12 7

9a. GL56 9, GL56 9

9b. GL54 1

10. CV36 4, CV37 8, GL55 6

b. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 7

2019 Prices

Table 9: Clothing & footwear shopping patterns

Destination	Total Clothing (%)	Zone 1 Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)	Zone 7 Clothing (%)	Zone 8 Clothing (%)	Zone 9a Clothing (%)	Zone 9b Clothing (%)	Zone 10 Clothing (%)
Cirencester Area												
Cirencester Town Centre												
Cirencester Town Centre	11.9	32.6	10.9	12.5	16.9	0.0	6.4	17.2	0.9	1.2	0.0	0.0
Sub Total	11.9	32.6	10.9	12.5	16.9	0.0	6.4	17.2	0.9	1.2	0.0	0.0
Other, Cirencester												
Aldi, Cricklade Road, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Carpet Centre, Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Retail Park, Bridge Road, Cirencester	0.1	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Love Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Love Lane Industrial Estate, Cirencester	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metric Trade Park, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mercian Close, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	0.3	0.4	0.0	0.0	2.5	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Topps Tiles, Mercian Close, Watermoor, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Sheep Street, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.5	1.6	0.0	0.0	2.5	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Total Cirencester Area	12.4	34.2	10.9	12.5	19.4	0.0	7.2	17.2	0.9	1.2	0.0	0.0
Destination	Total Clothing (%)	Total Clothing (%)	Total Clothing (%)	Total Clothing (%)	Total Clothing (%)	Total Clothing (%)	Total Clothing (%)	Total Clothing (%)	Total Clothing (%)	Total Clothing (%)	Total Clothing (%)	Total Clothing (%)
Outside Cirencester Area												
Outside Cirencester Area, Cheltenham												
Cheltenham Town Centre	21.1	30.7	4.9	3.2	4.8	2.3	45.2	58.4	51.5	22.6	50.2	6.3
Gallagher Retail Park, Cheltenham (Next, Pets at Home, Comet, Boots, Paul Simon)	0.3	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0	4.2	0.0
Kingsditch Retail Park, Cheltenham (Currys, PC World, Argos Extra, M&S)	0.1	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.9	0.0	0.0	0.0
Asda, Hatherley Lane, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Centrum Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gloucester Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingsditch Trading Estate, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Montpellier, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Priors Road, Oakley, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Colletts Drive, Cheltenham	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
The Carpet Hut, Haven Works, Tewksbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vale Kitchens, Cheltenham Road, Evesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	21.7	30.7	4.9	3.2	4.8	2.3	47.4	61.0	53.5	22.6	54.4	6.3
Outside Cirencester Area, Swindon												
Swindon City Centre	11.7	19.2	0.0	43.5	35.3	2.8	4.6	0.0	0.0	0.0	0.0	0.0
Greenbridge Retail Park, Swindon (Argos, Boots, Currys, Next, PC World)	0.9	0.6	0.0	4.9	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Shopping Park, Swindon (Boots, New Look, Next)	1.9	2.7	0.0	8.9	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swindon Designer Outlet	1.1	1.6	0.0	1.9	7.9	0.0	0.0	0.0	0.0	0.0	0.0	1.2
West Swindon Shopping Centre, Swindon (Asda, Priceless Shoes)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgemead Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burdens, Hobley Drive, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheney Manor Industrial Estate, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DFS, Wootton Bassett Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mannington Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Town, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Margarets Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Ocotal Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toys R Us, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Gipsy Lane, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	15.6	24.0	0.0	59.2	51.6	2.8	4.6	0.0	0.0	0.0	0.0	1.2
Outside Cirencester Area, Other												
Other, Outside of Cirencester	50.3	11.1	84.2	25.1	24.2	94.9	40.9	21.8	45.6	76.3	45.6	92.5
Sub Total	50.3	11.1	84.2	25.1	24.2	94.9	40.9	21.8	45.6	76.3	45.6	92.5
Sub Total outside Cirencester Area	87.6	65.8	89.1	87.5	80.6	100.0	92.8	82.8	99.1	98.8	100.0	100.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (2016)

c. Excludes 'don't know/varies', markets and internet sales

Table 10: Clothing & footwear expenditure

Destination	Total Clothing (£m)	Zone 1 Clothing (£m)	Zone 2 Clothing (£m)	Zone 3 Clothing (£m)	Zone 4 Clothing (£m)	Zone 5 Clothing (£m)	Zone 6 Clothing (£m)	Zone 7 Clothing (£m)	Zone 8 Clothing (£m)	Zone 9a Clothing (£m)	Zone 9b Clothing (£m)	Zone 10 Clothing (£m)
Cirencester Area												
Cirencester Town Centre												
Cirencester Town Centre	17.3	9.3	1.3	2.4	1.4	0.0	0.5	2.2	0.1	0.1	0.0	0.0
Sub Total	17.3	9.3	1.3	2.4	1.4	0.0	0.5	2.2	0.1	0.1	0.0	0.0
Other, Cirencester												
Aldi, Cricklade Road, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Carpet Centre, Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Retail Park, Bridge Road, Cirencester	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Love Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Love Lane Industrial Estate, Cirencester	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metric Trade Park, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mercian Close, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	0.4	0.1	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Topps Tiles, Mercian Close, Watermoor, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Sheep Street, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.7	0.5	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Total Cirencester Area	18.0	9.7	1.3	2.4	1.6	0.0	0.6	2.2	0.1	0.1	0.0	0.0
Destination	Total Clothing (£m)	Total Clothing (£m)	Total Clothing (£m)	Total Clothing (£m)	Total Clothing (£m)	Total Clothing (£m)	Total Clothing (£m)	Total Clothing (£m)	Total Clothing (£m)	Total Clothing (£m)	Total Clothing (£m)	Total Clothing (£m)
Outside Cirencester Area												
Outside Cirencester Area, Cheltenham												
Cheltenham Town Centre	32.1	8.7	0.6	0.6	0.4	0.4	3.8	7.6	6.0	1.8	1.2	1.0
Gallagher Retail Park, Cheltenham (Next, Pets at Home, Comet, Boots, Paul Simon)	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.0
Kingsditch Retail Park, Cheltenham (Currys, PC World, Argos Extra, M&S)	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0
Asda, Hatherley Lane, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Centrum Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gloucester Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingsditch Trading Estate, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Montpellier, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Priors Road, Oakley, Cheltenham	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Colletts Drive, Cheltenham	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
The Carpet Hut, Haven Works, Tewksbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vale Kitchens, Cheltenham Road, Evesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	32.9	8.7	0.6	0.6	0.4	0.4	4.0	8.0	6.2	1.8	1.3	1.0
Outside Cirencester Area, Swindon												
Swindon City Centre	17.6	5.5	0.0	8.3	2.9	0.6	0.4	0.0	0.0	0.0	0.0	0.0
Greenbridge Retail Park, Swindon (Argos, Boots, Currys, Next, PC World)	1.4	0.2	0.0	0.9	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Shopping Park, Swindon (Boots, New Look, Next)	2.8	0.8	0.0	1.7	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swindon Designer Outlet	1.6	0.4	0.0	0.4	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.2
West Swindon Shopping Centre, Swindon (Asda, Priceless Shoes)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgemead Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burdens, Hobley Drive, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheney Manor Industrial Estate, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DFS, Wootton Bassett Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mannington Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Town, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Margarets Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Ocotal Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toys R Us, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Gipsy Lane, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	23.5	6.8	0.0	11.3	4.2	0.6	0.4	0.0	0.0	0.0	0.0	0.2
Outside Cirencester Area, Other												
Other, Outside of Cirencester	72.3	3.2	9.9	4.8	2.0	18.8	3.4	2.9	5.3	5.9	1.0	15.1
Sub Total	72.3	3.2	9.9	4.8	2.0	18.8	3.4	2.9	5.3	5.9	1.0	15.1
Sub Total outside Cirencester Area	128.6	18.7	10.4	16.7	6.5	19.8	7.8	10.8	11.5	7.7	2.3	16.4
Total	146.6	28.4	11.7	19.1	8.1	19.8	8.4	13.1	11.6	7.8	2.3	16.4

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (2016)

c. Excludes 'don't know/varies', markets and internet sales

Table 11: Books, CDs, DVDs, Jewellery shopping patterns

Destination	Total Books etc (%)	Zone 1 Books etc (%)	Zone 2 Books etc (%)	Zone 3 Books etc (%)	Zone 4 Books etc (%)	Zone 5 Books etc (%)	Zone 6 Books etc (%)	Zone 7 Books etc (%)	Zone 8 Books etc (%)	Zone 9a Books etc (%)	Zone 9b Books etc (%)	Zone 10 Books etc (%)
Cirencester Area												
Cirencester Town Centre												
Cirencester Town Centre	31.2	86.6	5.0	27.2	53.6	0.0	13.3	26.8	1.9	0.0	2.7	0.0
Sub Total	31.2	86.6	5.0	27.2	53.6	0.0	13.3	26.8	1.9	0.0	2.7	0.0
Other, Cirencester												
Aldi, Cricklade Road, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Carpet Centre, Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Retail Park, Bridge Road, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Love Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Love Lane Industrial Estate, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metric Trade Park, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mercian Close, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	1.7	3.6	0.0	3.8	3.5	0.0	0.0	3.5	0.0	0.0	0.0	0.0
Topps Tiles, Mercian Close, Watermoor, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Sheep Street, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.7	3.6	0.0	3.8	3.5	0.0	0.0	3.5	0.0	0.0	0.0	0.0
Total Cirencester Area	32.9	90.2	5.0	31.0	57.1	0.0	13.3	30.3	1.9	0.0	2.7	0.0
Destination	Total Books etc (%)	Total Books etc (%)	Total Books etc (%)	Total Books etc (%)	Total Books etc (%)	Total Books etc (%)	Total Books etc (%)	Total Books etc (%)	Total Books etc (%)	Total Books etc (%)	Total Books etc (%)	Total Books etc (%)
Outside Cirencester Area												
Outside Cirencester Area, Cheltenham												
Cheltenham Town Centre	10.1	2.4	2.9	0.0	9.0	0.0	32.9	42.8	47.3	14.6	14.2	2.1
Gallagher Retail Park, Cheltenham (Next, Pets at Home, Comet, Boots,	0.2	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0
Kingsditch Retail Park, Cheltenham (Currys, PC World, Argos Extra, M&	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0
Asda, Hatherley Lane, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Centrum Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gloucester Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingsditch Trading Estate, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Montpellier, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Priors Road, Oakley, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Colletts Drive, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Carpet Hut, Haven Works, Tewksbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vale Kitchens, Cheltenham Road, Evesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	10.4	2.4	2.9	0.0	9.0	0.0	32.9	45.5	49.2	14.6	14.2	2.1
Outside Cirencester Area, Swindon												
Swindon City Centre	2.6	2.2	0.0	20.1	5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greenbridge Retail Park, Swindon (Argos, Boots, Currys, Next, PC Wor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Shopping Park, Swindon (Boots, New Look, Next)	0.7	0.0	0.0	4.9	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swindon Designer Outlet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Swindon Shopping Centre, Swindon (Asda, Priceless Shoes)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgemead Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burdens, Hobbey Drive, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheney Manor Industrial Estate, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DFS, Wootton Bassett Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mannington Retail Park, Swindon	0.6	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Town, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Margarets Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Ocotal Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toys R Us, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Gipsy Lane, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.0	4.6	0.0	24.9	12.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Cirencester Area, Other												
Other, Outside of Cirencester	52.6	2.9	92.0	44.0	21.6	100.0	53.8	24.2	49.0	85.4	83.2	97.9
Sub Total	52.6	2.9	92.0	44.0	21.6	100.0	53.8	24.2	49.0	85.4	83.2	97.9
Sub Total outside Cirencester Area	67.1	9.8	95.0	69.0	42.9	100.0	86.8	69.7	98.1	100.0	97.4	100.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
a. Zones based on post code sectors
b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (2016)
c. Excludes 'don't know/varies', markets and internet sales

Table 12: Books, CDs, DVDs, Jewellery expenditure

Destination	Total Books etc (£m)	Zone 1 Books etc (£m)	Zone 2 Books etc (£m)	Zone 3 Books etc (£m)	Zone 4 Books etc (£m)	Zone 5 Books etc (£m)	Zone 6 Books etc (£m)	Zone 7 Books etc (£m)	Zone 8 Books etc (£m)	Zone 9a Books etc (£m)	Zone 9b Books etc (£m)	Zone 10 Books etc (£m)
Cirencester Area												
Cirencester Town Centre												
Cirencester Town Centre	12.2	6.4	0.9	1.7	1.0	0.0	0.4	1.6	0.1	0.1	0.0	0.0
Sub Total	12.2	6.4	0.9	1.7	1.0	0.0	0.4	1.6	0.1	0.1	0.0	0.0
Other, Cirencester												
Aldi, Cricklade Road, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Carpet Centre, Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Retail Park, Bridge Road, Cirencester	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Love Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Love Lane Industrial Estate, Cirencester	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metric Trade Park, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mercian Close, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	0.3	0.1	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Topps Tiles, Mercian Close, Watermoor, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Sheep Street, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.5	0.3	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Total Cirencester Area												
Total Cirencester Area	12.7	6.7	0.9	1.7	1.2	0.0	0.5	1.6	0.1	0.1	0.0	0.0
Destination	Total Books etc (£m)	Total Books etc (£m)	Total Books etc (£m)	Total Books etc (£m)	Total Books etc (£m)	Total Books etc (£m)	Total Books etc (£m)	Total Books etc (£m)	Total Books etc (£m)	Total Books etc (£m)	Total Books etc (£m)	Total Books etc (£m)
Outside Cirencester Area												
Outside Cirencester Area, Cheltenham												
Cheltenham Town Centre	22.7	6.0	0.4	0.4	0.3	0.3	2.9	5.4	4.1	1.3	0.8	0.7
Gallagher Retail Park, Cheltenham (Next, Pets at Home, Comet, Boots,	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0
Kingsditch Retail Park, Cheltenham (Currys, PC World, Argos Extra, M&	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0
Asda, Hatherley Lane, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Centrum Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gloucester Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingsditch Trading Estate, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Montpellier, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Priors Road, Oakley, Cheltenham	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Colletts Drive, Cheltenham	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
The Carpet Hut, Haven Works, Tewksbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vale Kitchens, Cheltenham Road, Evesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	23.3	6.0	0.4	0.4	0.3	0.3	3.0	5.7	4.3	1.3	0.9	0.7
Outside Cirencester Area, Swindon												
Swindon City Centre	12.5	3.7	0.0	5.9	2.2	0.4	0.3	0.0	0.0	0.0	0.0	0.0
Greenbridge Retail Park, Swindon (Argos, Boots, Currys, Next, PC Wor	1.0	0.1	0.0	0.7	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Shopping Park, Swindon (Boots, New Look, Next)	2.0	0.5	0.0	1.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swindon Designer Outlet	1.2	0.3	0.0	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.1
West Swindon Shopping Centre, Swindon (Asda, Priceless Shoes)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgemead Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burdens, Hobley Drive, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheney Manor Industrial Estate, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DFS, Wootton Bassett Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mannington Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Town, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Margarets Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Ocotal Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toys R Us, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Gipsy Lane, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	16.8	4.7	0.0	8.1	3.2	0.4	0.3	0.0	0.0	0.0	0.0	0.1
Outside Cirencester Area, Other												
Other, Outside of Cirencester	50.6	2.2	7.1	3.4	1.5	12.6	2.6	2.0	3.6	4.4	0.8	10.5
Sub Total	50.6	2.2	7.1	3.4	1.5	12.6	2.6	2.0	3.6	4.4	0.8	10.5
Sub Total outside Cirencester Area												
Sub Total outside Cirencester Area	90.7	12.8	7.5	11.9	5.0	13.3	5.9	7.7	7.9	5.7	1.7	11.3
Total	103.4	19.5	8.4	13.6	6.2	13.3	6.4	9.3	8.0	5.7	1.7	11.3

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (2016)

c. Excludes 'don't know/varies', markets and internet sales

Table 13: Household appliances shopping patterns

Destination	Total Household (%)	Zone 1 Household (%)	Zone 2 Household (%)	Zone 3 Household (%)	Zone 4 Household (%)	Zone 5 Household (%)	Zone 6 Household (%)	Zone 7 Household (%)	Zone 8 Household (%)	Zone 9a Household (%)	Zone 9b Household (%)	Zone 10 Household (%)
Cirencester Area												
Cirencester Town Centre												
Cirencester Town Centre	14.6	55.1	8.3	1.4	11.3	0.0	7.7	10.6	0.0	4.6	0.0	0.0
Sub Total	14.6	55.1	8.3	1.4	11.3	0.0	7.7	10.6	0.0	4.6	0.0	0.0
Other, Cirencester												
Aldi, Cricklade Road, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Carpet Centre, Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Retail Park, Bridge Road, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Love Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Love Lane Industrial Estate, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metric Trade Park, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mercian Close, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	1.7	2.4	8.9	0.0	0.0	0.0	7.0	0.0	0.0	0.0	0.0	0.0
Topps Tiles, Mercian Close, Watermoor, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Sheep Street, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.7	2.4	8.9	0.0	0.0	0.0	7.0	0.0	0.0	0.0	0.0	0.0
Total Cirencester Area	16.3	57.5	17.2	1.4	11.3	0.0	14.7	10.6	0.0	4.6	0.0	0.0
Destination	Total Household (%)	Total Household (%)	Total Household (%)	Total Household (%)	Total Household (%)	Total Household (%)	Total Household (%)	Total Household (%)	Total Household (%)	Total Household (%)	Total Household (%)	Total Household (%)
Outside Cirencester Area												
Outside Cirencester Area, Cheltenham												
Cheltenham Town Centre	8.4	4.6	0.0	0.0	3.3	2.2	29.4	19.6	27.0	9.5	18.9	10.9
Gallagher Retail Park, Cheltenham (Next, Pets at Home, Comet, Boots,	1.1	0.0	0.0	0.0	0.0	0.0	0.0	15.5	0.0	0.0	7.9	0.0
Kingsditch Retail Park, Cheltenham (Currys, PC World, Argos Extra, M&	5.0	0.9	0.0	0.0	0.0	0.0	27.9	12.4	22.0	12.3	13.7	0.0
Asda, Hatherley Lane, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Centrum Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gloucester Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingsditch Trading Estate, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Montpellier, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Priors Road, Oakley, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Colletts Drive, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Carpet Hut, Haven Works, Tewksbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vale Kitchens, Cheltenham Road, Evesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	14.5	5.5	0.0	0.0	3.3	2.2	57.3	47.6	49.0	21.9	40.6	10.9
Outside Cirencester Area, Swindon												
Swindon City Centre	9.1	15.3	0.0	32.7	29.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0
Greenbridge Retail Park, Swindon (Argos, Boots, Currys, Next, PC Wor	8.1	7.7	0.0	35.1	36.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Shopping Park, Swindon (Boots, New Look, Next)	1.1	0.7	0.0	2.5	11.1	0.0	1.7	0.0	0.0	0.0	0.0	0.0
Swindon Designer Outlet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Swindon Shopping Centre, Swindon (Asda, Priceless Shoes)	0.2	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgemead Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burdens, Hobley Drive, Swindon	0.2	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheney Manor Industrial Estate, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DFS, Wootton Bassett Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mannington Retail Park, Swindon	1.3	4.6	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Town, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Margarets Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Ocotal Way, Swindon	0.2	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toys R Us, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Gipsy Lane, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	20.2	28.3	0.0	77.0	76.5	0.0	3.0	0.0	0.0	0.0	0.0	0.0
Outside Cirencester Area, Other												
Other, Outside of Cirencester	49.1	8.8	82.8	21.6	8.9	97.8	24.9	41.8	51.0	73.5	59.4	89.1
Sub Total	49.1	8.8	82.8	21.6	8.9	97.8	24.9	41.8	51.0	73.5	59.4	89.1
Sub Total outside Cirencester Area	83.7	42.5	82.8	98.6	88.7	100.0	85.3	89.4	100.0	95.4	100.0	100.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (2016)

c. Excludes 'don't know/varies', markets and internet sales

Table 14: Household appliances shopping expenditure

Destination	Total Household (£m)	Zone 1 Household (£m)	Zone 2 Household (£m)	Zone 3 Household (£m)	Zone 4 Household (£m)	Zone 5 Household (£m)	Zone 6 Household (£m)	Zone 7 Household (£m)	Zone 8 Household (£m)	Zone 9a Household (£m)	Zone 9b Household (£m)	Zone 10 Household (£m)
Cirencester Area												
Cirencester Town Centre												
Cirencester Town Centre	3.3	1.7	0.3	0.5	0.3	0.0	0.1	0.4	0.0	0.0	0.0	0.0
Sub Total	3.3	1.7	0.3	0.5	0.3	0.0	0.1	0.4	0.0	0.0	0.0	0.0
Other, Cirencester												
Aldi, Cricklade Road, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Carpet Centre, Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Retail Park, Bridge Road, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Love Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Love Lane Industrial Estate, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metric Trade Park, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mercian Close, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Topps Tiles, Mercian Close, Watermoor, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Sheep Street, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Cirencester Area												
3.51.80.30.50.40.00.10.40.00.00.0												
Destination	Total Household (£m)	Total Household (£m)	Total Household (£m)	Total Household (£m)	Total Household (£m)	Total Household (£m)	Total Household (£m)	Total Household (£m)	Total Household (£m)	Total Household (£m)	Total Household (£m)	Total Household (£m)
Outside Cirencester Area												
Outside Cirencester Area, Cheltenham												
Cheltenham Town Centre	6.5	1.6	0.1	0.1	0.1	0.1	0.8	1.5	1.3	0.4	0.3	0.3
Gallagher Retail Park, Cheltenham (Next, Pets at Home, Comet, Boots)	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Kingsditch Retail Park, Cheltenham (Currys, PC World, Argos Extra, M	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Hatherley Lane, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Centrum Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gloucester Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingsditch Trading Estate, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Montpellier, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Priors Road, Oakley, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Colletts Drive, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Carpet Hut, Haven Works, Tewksbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vale Kitchens, Cheltenham Road, Evesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	6.6	1.6	0.1	0.1	0.1	0.1	0.8	1.5	1.3	0.4	0.3	0.3
Outside Cirencester Area, Swindon												
Swindon City Centre	3.5	1.0	0.0	1.7	0.7	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Greenbridge Retail Park, Swindon (Argos, Boots, Currys, Next, PC Wo	0.3	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Shopping Park, Swindon (Boots, New Look, Next)	0.6	0.1	0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swindon Designer Outlet	0.3	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Swindon Shopping Centre, Swindon (Asda, Priceless Shoes)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgemead Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burdens, Hobley Drive, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheney Manor Industrial Estate, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DPS, Wootton Bassett Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mannington Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Town, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Margarets Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Ocotal Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toys R Us, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Gipsy Lane, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.7	1.2	0.0	2.3	1.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Outside Cirencester Area, Other												
Other, Outside of Cirencester	14.6	0.6	2.0	1.0	0.5	3.0	0.7	0.6	1.1	1.3	0.3	3.7
Sub Total	14.6	0.6	2.0	1.0	0.5	3.0	0.7	0.6	1.1	1.3	0.3	3.7
Sub Total outside Cirencester Area												
25.93.42.13.31.53.11.72.12.41.70.64.0												
Total												
29.45.22.43.81.93.11.82.52.41.70.64.0												

Notes:
a. Zones based on post code sectors
b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (2016)
c. Excludes 'don't know/varies', markets and internet sales

Table 15: Toys and recreation goods shopping patterns

Destination	Total Toys (%)	Zone 1 Toys (%)	Zone 2 Toys (%)	Zone 3 Toys (%)	Zone 4 Toys (%)	Zone 5 Toys (%)	Zone 6 Toys (%)	Zone 7 Toys (%)	Zone 8 Toys (%)	Zone 9a Toys (%)	Zone 9b Toys (%)	Zone 10 Toys (%)
Cirencester Area												
Cirencester Town Centre												
Cirencester Town Centre	18.2	59.4	3.5	14.3	15.5	0.0	16.9	0.0	0.0	0.0	0.0	0.0
Sub Total	18.2	59.4	3.5	14.3	15.5	0.0	16.9	0.0	0.0	0.0	0.0	0.0
Other, Cirencester												
Aldi, Cricklade Road, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Carpet Centre, Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Retail Park, Bridge Road, Cirencester	1.3	4.3	0.0	0.0	3.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0
Lidl, Love Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Love Lane Industrial Estate, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metric Trade Park, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mercian Close, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	0.5	1.1	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Topps Tiles, Mercian Close, Watermoor, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Sheep Street, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.8	5.4	2.3	0.0	3.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0
Total Cirencester Area												
Total Cirencester Area												
Destination	Total Toys (%)	Total Toys (%)	Total Toys (%)	Total Toys (%)	Total Toys (%)	Total Toys (%)	Total Toys (%)	Total Toys (%)	Total Toys (%)	Total Toys (%)	Total Toys (%)	Total Toys (%)
Outside Cirencester Area												
Outside Cirencester Area, Cheltenham												
Cheltenham Town Centre	10.7	4.8	1.8	0.0	13.5	0.0	41.0	45.8	34.9	7.3	10.5	4.1
Gallagher Retail Park, Cheltenham (Next, Pets at Home, Comet, Boots)	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9	3.2	0.0
Kingsditch Retail Park, Cheltenham (Currys, PC World, Argos Extra, M	1.2	2.5	0.0	0.0	0.0	0.0	0.0	4.0	3.1	0.0	9.6	0.0
Asda, Hatherley Lane, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Centrum Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gloucester Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingsditch Trading Estate, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Montpellier, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Priors Road, Oakley, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Colletts Drive, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Carpet Hut, Haven Works, Tewksbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vale Kitchens, Cheltenham Road, Evesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	12.3	7.3	1.8	0.0	13.5	0.0	41.0	49.8	38.0	12.2	23.3	4.1
Outside Cirencester Area, Swindon												
Swindon City Centre	5.4	7.3	1.8	17.2	27.4	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Greenbridge Retail Park, Swindon (Argos, Boots, Currys, Next, PC Wo	0.5	0.0	0.0	3.3	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Shopping Park, Swindon (Boots, New Look, Next)	5.0	2.2	0.0	33.5	14.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swindon Designer Outlet	0.5	0.8	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Swindon Shopping Centre, Swindon (Asda, Priceless Shoes)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgemead Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burdens, Hobley Drive, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheney Manor Industrial Estate, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DFS, Wootton Bassett Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mannington Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Town, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Margarets Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Ocotal Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toys R Us, Oxford Road, Swindon	0.7	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Gipsy Lane, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	12.1	13.2	1.8	56.5	44.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Outside Cirencester Area, Other												
Other, Outside of Cirencester	55.6	14.7	90.7	29.2	24.0	100.0	39.6	50.2	62.0	86.4	76.8	95.9
Sub Total	55.6	14.7	90.7	29.2	24.0	100.0	39.6	50.2	62.0	86.4	76.8	95.9
Sub Total outside Cirencester Area												
Sub Total outside Cirencester Area												
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.1	100.0

Notes:
a. Zones based on post code sectors
b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (2016)
c. Excludes 'don't know/varies', markets and internet sales

Table 16: Toys and recreation goods shopping expenditure

Destination	Total Toys (£m)	Zone 1 Toys (£m)	Zone 2 Toys (£m)	Zone 3 Toys (£m)	Zone 4 Toys (£m)	Zone 5 Toys (£m)	Zone 6 Toys (£m)	Zone 7 Toys (£m)	Zone 8 Toys (£m)	Zone 9a Toys (£m)	Zone 9b Toys (£m)	Zone 10 Toys (£m)
Cirencester Area												
Cirencester Town Centre												
Cirencester Town Centre	14.2	7.3	1.1	2.0	1.2	0.0	0.5	1.8	0.1	0.1	0.0	0.0
Sub Total	14.2	7.3	1.1	2.0	1.2	0.0	0.5	1.8	0.1	0.1	0.0	0.0
Other, Cirencester												
Aldi, Cricklade Road, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Carpet Centre, Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Retail Park, Bridge Road, Cirencester	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Love Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Love Lane Industrial Estate, Cirencester	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metric Trade Park, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mercian Close, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	0.3	0.1	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Topps Tiles, Mercian Close, Watermoor, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Sheep Street, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.6	0.4	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Total Cirencester Area												
14.77.71.12.01.40.00.51.80.10.10.00.0												
Destination	Total Toys (£m)	Total Toys (£m)	Total Toys (£m)	Total Toys (£m)	Total Toys (£m)	Total Toys (£m)	Total Toys (£m)	Total Toys (£m)	Total Toys (£m)	Total Toys (£m)	Total Toys (£m)	Total Toys (£m)
Outside Cirencester Area												
Outside Cirencester Area, Cheltenham												
Cheltenham Town Centre	26.2	6.9	0.5	0.5	0.3	0.3	3.2	6.1	4.7	1.6	1.1	0.8
Gallagher Retail Park, Cheltenham (Next, Pets at Home, Comet, Boots)	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.0
Kingsditch Retail Park, Cheltenham (Currys, PC World, Argos Extra, Matala)	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0
Asda, Hatherley Lane, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Centrum Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gloucester Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingsditch Trading Estate, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Montpellier, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Priors Road, Oakley, Cheltenham	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Colletts Drive, Cheltenham	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
The Carpet Hut, Haven Works, Tewksbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vale Kitchens, Cheltenham Road, Evesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	26.9	6.9	0.5	0.5	0.3	0.3	3.4	6.4	4.9	1.6	1.2	0.8
Outside Cirencester Area, Swindon												
Swindon City Centre	14.6	4.3	0.0	7.1	2.5	0.4	0.3	0.0	0.0	0.0	0.0	0.0
Greenbridge Retail Park, Swindon (Argos, Boots, Currys, Next, PC World)	1.2	0.1	0.0	0.8	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Shopping Park, Swindon (Boots, New Look, Next)	2.4	0.6	0.0	1.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swindon Designer Outlet	1.4	0.3	0.0	0.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.2
West Swindon Shopping Centre, Swindon (Asda, Priceless Shoes)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgemead Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burdens, Hobley Drive, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheney Manor Industrial Estate, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DPS, Wootton Bassett Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mannington Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Town, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Margarets Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Ocotal Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toys R Us, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Gipsy Lane, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	19.6	5.4	0.0	9.7	3.7	0.4	0.3	0.0	0.0	0.0	0.0	0.2
Outside Cirencester Area, Other												
Other, Outside of Cirencester	57.7	2.5	8.8	4.1	1.7	12.5	2.9	2.3	4.2	5.3	1.0	12.4
Sub Total	57.7	2.5	8.8	4.1	1.7	12.5	2.9	2.3	4.2	5.3	1.0	12.4
Sub Total outside Cirencester Area												
104.214.89.314.35.813.16.78.79.16.82.213.4												
Total												
118.922.510.516.37.213.17.210.59.16.92.213.4												

Notes:
a. Zones based on post code sectors
b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (2016)
c. Excludes 'don't know/varies', markets and internet sales

Table 17: Chemist goods shopping patterns

Destination	Total Chemist (%)	Zone 1 Chemist (%)	Zone 2 Chemist (%)	Zone 3 Chemist (%)	Zone 4 Chemist (%)	Zone 5 Chemist (%)	Zone 6 Chemist (%)	Zone 7 Chemist (%)	Zone 8 Chemist (%)	Zone 9a Chemist (%)	Zone 9b Chemist (%)	Zone 10 Chemist (%)
Cirencester Area												
Cirencester Town Centre												
Cirencester Town Centre	22.5	83.8	4.2	15.6	16.9	0.0	7.7	14.8	0.0	0.0	1.1	0.0
Sub Total	22.5	83.8	4.2	15.6	16.9	0.0	7.7	14.8	0.0	0.0	1.1	0.0
Other, Cirencester												
Aldi, Cricklade Road, Cirencester	0.1	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chesterton Lane, Cirencester	0.2	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Carpet Centre, Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Retail Park, Bridge Road, Cirencester	0.1	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Love Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Love Lane Industrial Estate, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metric Trade Park, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mercian Close, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	1.8	4.4	0.0	0.9	0.0	0.0	11.9	2.1	0.0	0.0	0.0	0.0
Topps Tiles, Mercian Close, Watermoor, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Sheep Street, Cirencester	0.2	0.7	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0
Sub Total	2.4	6.5	0.0	0.9	1.2	0.0	11.9	3.3	0.0	0.0	0.0	0.0
Total Cirencester Area												
Total Cirencester Area												
Destination	Total Chemist (%)	Total Chemist (%)	Total Chemist (%)	Total Chemist (%)	Total Chemist (%)	Total Chemist (%)	Total Chemist (%)	Total Chemist (%)	Total Chemist (%)	Total Chemist (%)	Total Chemist (%)	Total Chemist (%)
Outside Cirencester Area												
Outside Cirencester Area, Cheltenham												
Cheltenham Town Centre	6.2	0.5	0.7	0.0	0.0	0.0	14.9	33.8	33.7	4.2	7.7	0.0
Gallagher Retail Park, Cheltenham (Next, Pets at Home, Comet, Boots)	0.2	0.0	0.0	0.0	1.2	0.0	0.0	0.0	1.1	0.0	1.4	0.0
Kingsditch Retail Park, Cheltenham (Currys, PC World, Argos Extra, Matala)	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.9	2.3	0.0	0.8	0.0
Asda, Hatherley Lane, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Centrum Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gloucester Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingsditch Trading Estate, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Montpellier, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Priors Road, Oakley, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0
Tesco Superstore, Colletts Drive, Cheltenham	0.2	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0
The Carpet Hut, Haven Works, Tewksbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vale Kitchens, Cheltenham Road, Evesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	6.9	0.5	0.7	0.0	1.2	0.0	14.9	37.7	37.1	4.2	11.4	0.0
Outside Cirencester Area, Swindon												
Swindon City Centre	1.6	1.2	0.0	9.9	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greenbridge Retail Park, Swindon (Argos, Boots, Currys, Next, PC World)	0.5	0.0	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Shopping Park, Swindon (Boots, New Look, Next)	0.7	0.0	0.0	2.1	8.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swindon Designer Outlet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Swindon Shopping Centre, Swindon (Asda, Priceless Shoes)	0.1	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgemead Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burdens, Hobley Drive, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheney Manor Industrial Estate, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DFS, Wootton Bassett Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mannington Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Town, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Oxford Road, Swindon	0.2	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Margarets Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Ocotal Way, Swindon	0.5	0.0	0.0	3.1	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toys R Us, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Gipsy Lane, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.6	1.2	0.0	21.9	14.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Cirencester Area, Other												
Other, Outside of Cirencester	64.6	8.1	95.2	61.6	65.9	100.0	65.5	44.2	62.9	95.8	87.5	100.0
Sub Total	64.6	8.1	95.2	61.6	65.9	100.0	65.5	44.2	62.9	95.8	87.5	100.0
Sub Total outside Cirencester Area												
Sub Total outside Cirencester Area												
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
a. Zones based on post code sectors
b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (2016)
c. Excludes 'don't know/varies', markets and internet sales

Table 18: Chemist goods shopping expenditure

Destination	Total Chemist (£m)	Zone 1 Chemist (£m)	Zone 2 Chemist (£m)	Zone 3 Chemist (£m)	Zone 4 Chemist (£m)	Zone 5 Chemist (£m)	Zone 6 Chemist (£m)	Zone 7 Chemist (£m)	Zone 8 Chemist (£m)	Zone 9a Chemist (£m)	Zone 9b Chemist (£m)	Zone 10 Chemist (£m)
Cirencester Area												
Cirencester Town Centre												
Cirencester Town Centre	11.7	6.2	0.9	1.6	1.0	0.0	0.4	1.5	0.1	0.1	0.0	0.0
Sub Total	11.7	6.2	0.9	1.6	1.0	0.0	0.4	1.5	0.1	0.1	0.0	0.0
Other, Cirencester												
Aldi, Cricklade Road, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Carpet Centre, Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Retail Park, Bridge Road, Cirencester	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Love Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Love Lane Industrial Estate, Cirencester	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metric Trade Park, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mercian Close, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	0.3	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Topps Tiles, Mercian Close, Watermoor, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Sheep Street, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.5	0.3	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Cirencester Area												
Total Cirencester Area												
Destination	Total Chemist (£m)	Total Chemist (£m)	Total Chemist (£m)	Total Chemist (£m)	Total Chemist (£m)	Total Chemist (£m)	Total Chemist (£m)	Total Chemist (£m)	Total Chemist (£m)	Total Chemist (£m)	Total Chemist (£m)	Total Chemist (£m)
Outside Cirencester Area												
Outside Cirencester Area, Cheltenham												
Cheltenham Town Centre	21.5	5.8	0.4	0.4	0.3	0.2	2.6	5.2	3.9	1.2	0.8	0.7
Gallagher Retail Park, Cheltenham (Next, Pets at Home, Comet, Boots)	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0
Kingsditch Retail Park, Cheltenham (Currys, PC World, Argos Extra, M	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0
Asda, Hatherley Lane, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Centrum Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gloucester Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingsditch Trading Estate, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Montpellier, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Priors Road, Oakley, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Colletts Drive, Cheltenham	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
The Carpet Hut, Haven Works, Tewksbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vale Kitchens, Cheltenham Road, Evesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	22.1	5.8	0.4	0.4	0.3	0.2	2.7	5.4	4.1	1.2	0.9	0.7
Outside Cirencester Area, Swindon												
Swindon City Centre	11.8	3.6	0.0	5.6	2.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0
Greenbridge Retail Park, Swindon (Argos, Boots, Currys, Next, PC Wo	1.0	0.1	0.0	0.6	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Shopping Park, Swindon (Boots, New Look, Next)	1.9	0.5	0.0	1.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swindon Designer Outlet	1.1	0.3	0.0	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.1
West Swindon Shopping Centre, Swindon (Asda, Priceless Shoes)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgemead Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burdens, Hobley Drive, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheney Manor Industrial Estate, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DPS, Wootton Bassett Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mannington Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Town, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Margarets Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Ocotal Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toys R Us, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Gipsy Lane, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	15.8	4.6	0.0	7.6	2.9	0.3	0.3	0.0	0.0	0.0	0.0	0.1
Outside Cirencester Area, Other												
Other, Outside of Cirencester	46.8	2.1	6.9	3.2	1.4	10.3	2.3	1.9	3.5	4.0	0.7	10.5
Sub Total	46.8	2.1	6.9	3.2	1.4	10.3	2.3	1.9	3.5	4.0	0.7	10.5
Sub Total outside Cirencester Area												
Sub Total outside Cirencester Area												
Total	96.9	19.0	8.1	12.9	5.7	10.8	5.7	8.8	7.6	5.3	1.6	11.3

Notes:
a. Zones based on post code sectors
b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (2016)
c. Excludes 'don't know/varies', markets and internet sales

Table 19: Electrical goods shopping patterns

Destination	Total Electrical (%)	Zone 1 Electrical (%)	Zone 2 Electrical (%)	Zone 3 Electrical (%)	Zone 4 Electrical (%)	Zone 5 Electrical (%)	Zone 6 Electrical (%)	Zone 7 Electrical (%)	Zone 8 Electrical (%)	Zone 9a Electrical (%)	Zone 9b Electrical (%)	Zone 10 Electrical (%)
Cirencester Area												
Cirencester Town Centre												
Cirencester Town Centre	16.9	59.7	11.1	0.0	20.1	0.0	8.3	10.6	0.0	0.0	1.7	0.0
Sub Total	16.9	59.7	11.1	0.0	20.1	0.0	8.3	10.6	0.0	0.0	1.7	0.0
Other, Cirencester												
Aldi, Cricklade Road, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Carpet Centre, Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Retail Park, Bridge Road, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Love Lane, Cirencester	0.3	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Love Lane Industrial Estate, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metric Trade Park, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mercian Close, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	0.2	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Topps Tiles, Mercian Close, Watermoor, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Sheep Street, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.5	0.9	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Cirencester Area												
Total Cirencester Area												
Destination	Total Electrical (%)	Total Electrical (%)	Total Electrical (%)	Total Electrical (%)	Total Electrical (%)	Total Electrical (%)	Total Electrical (%)	Total Electrical (%)	Total Electrical (%)	Total Electrical (%)	Total Electrical (%)	Total Electrical (%)
Outside Cirencester Area												
Outside Cirencester Area, Cheltenham												
Cheltenham Town Centre	4.1	4.4	0.0	0.0	0.0	0.0	11.6	0.0	17.1	8.3	9.0	3.4
Gallagher Retail Park, Cheltenham (Next, Pets at Home, Comet, Boots)	1.7	0.0	0.0	0.0	0.0	0.0	13.9	12.6	3.1	0.0	3.9	0.0
Kingsditch Retail Park, Cheltenham (Currys, PC World, Argos Extra, Matala)	5.1	1.1	0.0	0.0	0.0	1.9	31.0	15.9	19.8	4.6	9.0	0.0
Asda, Hatherley Lane, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Centrum Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gloucester Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingsditch Trading Estate, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Montpellier, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Priors Road, Oakley, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Colletts Drive, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Carpet Hut, Haven Works, Tewksbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vale Kitchens, Cheltenham Road, Evesham	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Waitrose, Honeybourne Way, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	11.1	5.5	0.0	0.0	0.0	1.9	56.5	28.5	40.0	12.9	21.8	4.9
Outside Cirencester Area, Swindon												
Swindon City Centre	9.1	14.1	0.0	31.4	26.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0
Greenbridge Retail Park, Swindon (Argos, Boots, Currys, Next, PC World)	7.0	5.6	0.0	25.3	40.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Shopping Park, Swindon (Boots, New Look, Next)	0.8	0.7	1.4	2.9	1.8	0.0	0.0	0.0	0.0	0.0	2.2	0.0
Swindon Designer Outlet	0.7	0.0	0.0	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Swindon Shopping Centre, Swindon (Asda, Priceless Shoes)	0.1	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgemead Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burdens, Hobley Drive, Swindon	0.4	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheney Manor Industrial Estate, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DFS, Wootton Bassett Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mannington Retail Park, Swindon	0.6	0.7	1.4	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Town, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Margarets Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Ocotal Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toys R Us, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Gipsy Lane, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	18.7	21.0	2.8	69.7	70.1	0.0	1.6	0.0	0.0	0.0	2.2	0.0
Outside Cirencester Area, Other												
Other, Outside of Cirencester	52.9	12.9	86.1	28.4	9.8	98.1	33.6	60.9	60.0	87.1	74.3	95.1
Sub Total	52.9	12.9	86.1	28.4	9.8	98.1	33.6	60.9	60.0	87.1	74.3	95.1
Sub Total outside Cirencester Area												
Sub Total outside Cirencester Area												
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
a. Zones based on post code sectors
b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (2016)
c. Excludes 'don't know/varies', markets and internet sales

Table 20: Electrical goods shopping expenditure

Destination	Total Electrical (£m)	Zone 1 Electrical (£m)	Zone 2 Electrical (£m)	Zone 3 Electrical (£m)	Zone 4 Electrical (£m)	Zone 5 Electrical (£m)	Zone 6 Electrical (£m)	Zone 7 Electrical (£m)	Zone 8 Electrical (£m)	Zone 9a Electrical (£m)	Zone 9b Electrical (£m)	Zone 10 Electrical (£m)
Cirencester Area												
Cirencester Town Centre												
Cirencester Town Centre	6.8	3.7	0.5	0.9	0.6	0.0	0.2	0.8	0.0	0.0	0.0	0.0
Sub Total	6.8	3.7	0.5	0.9	0.6	0.0	0.2	0.8	0.0	0.0	0.0	0.0
Other, Cirencester												
Aldi, Cricklade Road, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Carpet Centre, Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Retail Park, Bridge Road, Cirencester	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Love Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Love Lane Industrial Estate, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metric Trade Park, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mercian Close, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Topps Tiles, Mercian Close, Watermoor, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Sheep Street, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Cirencester Area												
	7.1	3.9	0.5	0.9	0.6	0.0	0.2	0.8	0.0	0.0	0.0	0.0
Outside Cirencester Area												
Outside Cirencester Area, Cheltenham												
Cheltenham Town Centre	12.3	3.5	0.2	0.2	0.2	0.2	1.5	2.9	2.1	0.7	0.5	0.3
Gallagher Retail Park, Cheltenham (Next, Pets at Home, Comet, Boots)	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Kingsditch Retail Park, Cheltenham (Currys, PC World, Argos Extra, Matala)	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Hatherley Lane, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Centrum Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gloucester Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingsditch Trading Estate, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Montpellier, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Priors Road, Oakley, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Colletts Drive, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Carpet Hut, Haven Works, Tewksbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vale Kitchens, Cheltenham Road, Evesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	12.6	3.5	0.2	0.2	0.2	0.2	1.6	3.0	2.2	0.7	0.6	0.3
Outside Cirencester Area, Swindon												
Swindon City Centre	6.9	2.2	0.0	3.2	1.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0
Greenbridge Retail Park, Swindon (Argos, Boots, Currys, Next, PC World)	0.6	0.1	0.0	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Shopping Park, Swindon (Boots, New Look, Next)	1.1	0.3	0.0	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swindon Designer Outlet	0.6	0.2	0.0	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.1
West Swindon Shopping Centre, Swindon (Asda, Priceless Shoes)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgemead Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burdens, Hobley Drive, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheney Manor Industrial Estate, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DPS, Wootton Bassett Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mannington Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Town, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Margarets Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Ocotal Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toys R Us, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Gipsy Lane, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	9.1	2.7	0.0	4.3	1.7	0.2	0.2	0.0	0.0	0.0	0.0	0.1
Outside Cirencester Area, Other												
Other, Outside of Cirencester	27.0	1.3	4.2	1.8	0.8	6.9	1.4	1.1	1.8	2.5	0.5	4.8
Sub Total	27.0	1.3	4.2	1.8	0.8	6.9	1.4	1.1	1.8	2.5	0.5	4.8
Sub Total outside Cirencester Area												
	48.8	7.4	4.4	6.4	2.6	7.3	3.1	4.1	4.0	3.2	1.0	5.1
Total	55.9	11.3	5.0	7.3	3.3	7.3	3.3	4.9	4.0	3.3	1.0	5.1

Notes:
a. Zones based on post code sectors
b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (2016)
c. Excludes 'don't know/varies', markets and internet sales

Table 21: DIY and gardening goods shopping patterns

Destination	Total DIY (%)	Zone 1 DIY (%)	Zone 2 DIY (%)	Zone 3 DIY (%)	Zone 4 DIY (%)	Zone 5 DIY (%)	Zone 6 DIY (%)	Zone 7 DIY (%)	Zone 8 DIY (%)	Zone 9a DIY (%)	Zone 9b DIY (%)	Zone 10 DIY (%)
Cirencester Area												
Cirencester Town Centre												
Cirencester Town Centre	18.7	67.5	1.6	8.7	30.9	0.9	4.7	17.0	0.0	0.0	0.0	0.0
Sub Total	18.7	67.5	1.6	8.7	30.9	0.9	4.7	17.0	0.0	0.0	0.0	0.0
Other, Cirencester												
Aldi, Cricklade Road, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chesterton Lane, Cirencester	0.2	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Carpet Centre, Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Retail Park, Bridge Road, Cirencester	0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Love Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Love Lane Industrial Estate, Cirencester	0.8	0.9	0.0	1.9	6.1	0.0	0.9	0.0	0.0	0.0	0.0	0.0
Metric Trade Park, Cirencester	3.5	11.5	1.0	3.9	1.7	0.0	5.6	1.7	0.0	0.0	0.0	0.0
Screwfix, Mercian Close, Cirencester	0.2	0.5	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Topps Tiles, Mercian Close, Watermoor, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Sheep Street, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.8	14.2	1.0	5.8	8.9	0.0	6.5	1.7	0.0	0.0	0.0	0.0
Total Cirencester Area												
	23.4	81.7	2.6	14.5	39.8	0.9	11.1	18.6	0.0	0.0	0.0	0.0
Destination												
	Total DIY (%)	Total DIY (%)	Total DIY (%)	Total DIY (%)	Total DIY (%)	Total DIY (%)	Total DIY (%)	Total DIY (%)	Total DIY (%)	Total DIY (%)	Total DIY (%)	Total DIY (%)
Outside Cirencester Area												
Outside Cirencester Area, Cheltenham												
Cheltenham Town Centre	3.7	2.0	0.0	0.0	0.0	0.0	5.9	18.5	14.7	1.0	3.1	5.0
Gallagher Retail Park, Cheltenham (Next, Pets at Home, Comet, Boots)	0.8	0.0	0.0	0.0	1.4	0.0	5.3	1.3	0.0	2.6	10.5	0.0
Kingsditch Retail Park, Cheltenham (Currys, PC World, Argos Extra, M	1.5	0.0	0.0	0.0	0.0	0.0	13.2	6.2	2.9	1.5	3.8	0.0
Asda, Hatherley Lane, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Golden Valley Retail Park, Cheltenham	1.0	0.0	0.0	0.0	0.0	0.0	2.0	10.2	2.9	0.0	0.0	0.0
Centrum Retail Park, Cheltenham	0.5	0.0	0.0	0.0	0.0	0.0	4.5	0.0	2.6	1.2	0.0	0.0
Gloucester Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Golden Valley Retail Park, Cheltenham	1.2	0.0	0.0	0.0	0.0	0.0	5.0	10.9	0.0	4.6	0.0	0.0
Kingsditch Trading Estate, Cheltenham	0.2	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0
Montpellier, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Priors Road, Oakley, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Colletts Drive, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Carpet Hut, Haven Works, Tewksbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vale Kitchens, Cheltenham Road, Evesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Tewkesbury Road, Cheltenham	0.1	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0
Sub Total	9.0	2.0	0.0	0.0	1.4	0.0	40.4	47.1	23.1	11.0	17.4	5.0
Outside Cirencester Area, Swindon												
Swindon City Centre	3.3	6.6	0.0	6.1	20.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greenbridge Retail Park, Swindon (Argos, Boots, Currys, Next, PC Wo	1.5	0.5	0.0	7.6	9.8	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Orbital Shopping Park, Swindon (Boots, New Look, Next)	2.1	0.8	0.0	11.7	10.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swindon Designer Outlet	0.2	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Swindon Shopping Centre, Swindon (Asda, Priceless Shoes)	2.2	2.1	0.0	14.4	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Great Western Way, Swindon	1.9	3.6	0.8	8.4	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgemead Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burdens, Hobley Drive, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheney Manor Industrial Estate, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DFS, Wootton Bassett Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mannington Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Town, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Oxford Road, Swindon	0.1	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Margarets Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Ocotal Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toys R Us, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Gipsy Lane, Swindon	0.2	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	11.7	13.5	0.8	53.2	47.4	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Outside Cirencester Area, Other												
Other, Outside of Cirencester	55.9	2.8	96.6	32.2	11.4	99.1	48.5	34.3	76.9	89.0	81.2	95.1
Sub Total	55.9	2.8	96.6	32.2	11.4	99.1	48.5	34.3	76.9	89.0	81.2	95.1
Sub Total outside Cirencester Area												
	76.6	18.3	97.4	85.5	60.2	99.1	88.9	81.4	100.0	100.0	100.0	100.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
a. Zones based on post code sectors
b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (2016)
c. Excludes 'don't know/varies', markets and internet sales

Table 22: DIY and gardening goods shopping expenditure

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 2 DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)	Zone 6 DIY (£m)	Zone 7 DIY (£m)	Zone 8 DIY (£m)	Zone 9a DIY (£m)	Zone 9b DIY (£m)	Zone 10 DIY (£m)
Cirencester Area												
Cirencester Town Centre												
Cirencester Town Centre	6.7	3.4	0.5	0.9	0.6	0.0	0.2	0.9	0.0	0.0	0.0	0.0
Sub Total	6.7	3.4	0.5	0.9	0.6	0.0	0.2	0.9	0.0	0.0	0.0	0.0
Other, Cirencester												
Aldi, Cricklade Road, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Carpet Centre, Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Retail Park, Bridge Road, Cirencester	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Love Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Love Lane Industrial Estate, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metric Trade Park, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mercian Close, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Topps Tiles, Mercian Close, Watermoor, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Sheep Street, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Cirencester Area												
	6.9	3.6	0.5	0.9	0.7	0.0	0.2	0.9	0.0	0.0	0.0	0.0
Destination	Total DIY (£m)	Total DIY (£m)	Total DIY (£m)	Total DIY (£m)	Total DIY (£m)	Total DIY (£m)	Total DIY (£m)	Total DIY (£m)	Total DIY (£m)	Total DIY (£m)	Total DIY (£m)	Total DIY (£m)
Outside Cirencester Area												
Outside Cirencester Area, Cheltenham												
Cheltenham Town Centre	12.4	3.2	0.2	0.2	0.2	0.1	1.5	3.2	2.2	0.7	0.5	0.4
Gallagher Retail Park, Cheltenham (Next, Pets at Home, Comet, Boots)	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Kingsditch Retail Park, Cheltenham (Currys, PC World, Argos Extra, M	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Hatherley Lane, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Centrum Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gloucester Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingsditch Trading Estate, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Montpellier, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Priors Road, Oakley, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Colletts Drive, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Carpet Hut, Haven Works, Tewksbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vale Kitchens, Cheltenham Road, Evesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	12.8	3.2	0.2	0.2	0.2	0.1	1.6	3.4	2.2	0.7	0.5	0.4
Outside Cirencester Area, Swindon												
Swindon City Centre	6.8	2.0	0.0	3.3	1.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0
Greenbridge Retail Park, Swindon (Argos, Boots, Currys, Next, PC Wo	0.6	0.1	0.0	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Shopping Park, Swindon (Boots, New Look, Next)	1.1	0.3	0.0	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swindon Designer Outlet	0.6	0.2	0.0	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.1
West Swindon Shopping Centre, Swindon (Asda, Priceless Shoes)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgemead Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burdens, Hobley Drive, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheney Manor Industrial Estate, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DPS, Wootton Bassett Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mannington Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Town, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Margarets Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Ocotal Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toys R Us, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Gipsy Lane, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	9.1	2.5	0.0	4.4	1.8	0.2	0.2	0.0	0.0	0.0	0.0	0.1
Outside Cirencester Area, Other												
Other, Outside of Cirencester	26.5	1.2	3.9	1.9	0.8	6.1	1.4	1.2	1.9	2.4	0.4	5.4
Sub Total	26.5	1.2	3.9	1.9	0.8	6.1	1.4	1.2	1.9	2.4	0.4	5.4
Sub Total outside Cirencester Area												
	48.4	6.9	4.1	6.5	2.8	6.4	3.2	4.6	4.2	3.1	1.0	5.8
Total	55.3	10.4	4.6	7.5	3.5	6.4	3.4	5.5	4.2	3.1	1.0	5.8

Notes:
a. Zones based on post code sectors
b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (2016)
c. Excludes 'don't know/varies', markets and internet sales

Table 23: Furniture goods shopping patterns

Destination	Total Furniture (%)	Zone 1 Furniture (%)	Zone 2 Furniture (%)	Zone 3 Furniture (%)	Zone 4 Furniture (%)	Zone 5 Furniture (%)	Zone 6 Furniture (%)	Zone 7 Furniture (%)	Zone 8 Furniture (%)	Zone 9a Furniture (%)	Zone 9b Furniture (%)	Zone 10 Furniture (%)
Cirencester Area												
Cirencester Town Centre												
Cirencester Town Centre	12.7	49.2	0.0	14.0	14.2	1.1	0.0	7.7	0.0	0.0	0.0	0.0
Sub Total	12.7	49.2	0.0	14.0	14.2	1.1	0.0	7.7	0.0	0.0	0.0	0.0
Other, Cirencester												
Aldi, Cricklade Road, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Carpet Centre, Chesterton Lane, Cirencester	0.2	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Retail Park, Bridge Road, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Love Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Love Lane Industrial Estate, Cirencester	0.4	1.3	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metric Trade Park, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mercian Close, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Topps Tiles, Mercian Close, Watermoor, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Sheep Street, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.5	2.1	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Cirencester Area												
	13.2	51.3	0.0	14.0	16.4	1.1	0.0	7.7	0.0	0.0	0.0	0.0
Outside Cirencester Area												
Outside Cirencester Area, Cheltenham												
Cheltenham Town Centre	13.0	16.4	1.4	0.0	3.5	1.1	31.0	38.4	42.5	5.0	32.2	4.9
Gallagher Retail Park, Cheltenham (Next, Pets at Home, Comet, Boots)	4.0	0.0	0.0	0.0	0.0	3.6	25.9	13.1	3.1	4.3	10.6	1.8
Kingsditch Retail Park, Cheltenham (Currys, PC World, Argos Extra, M	3.5	1.6	0.0	0.0	0.0	0.0	7.5	10.9	4.2	7.8	7.6	9.6
Asda, Hatherley Lane, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Centrum Retail Park, Cheltenham	0.5	0.0	0.0	0.0	0.0	0.0	4.5	0.0	3.6	0.0	0.0	0.0
Gloucester Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingsditch Trading Estate, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Montpellier, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Priors Road, Oakley, Cheltenham	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0
Tesco Superstore, Colletts Drive, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Carpet Hut, Haven Works, Tewksbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Tewkesbury Road, Cheltenham	0.2	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0
Vale Kitchens, Cheltenham Road, Evesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	21.4	18.0	1.4	0.0	3.5	4.6	68.9	65.1	55.5	17.1	50.5	16.3
Outside Cirencester Area, Swindon												
Swindon City Centre	7.0	10.3	4.2	32.1	21.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greenbridge Retail Park, Swindon (Argos, Boots, Currys, Next, PC Wo	1.6	2.8	0.0	5.2	9.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Shopping Park, Swindon (Boots, New Look, Next)	0.9	1.3	0.0	0.0	12.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swindon Designer Outlet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Swindon Shopping Centre, Swindon (Asda, Priceless Shoes)	1.2	2.6	0.0	2.5	4.7	0.0	0.0	0.0	0.0	0.0	0.0	1.8
B&Q, Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgemead Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burdens, Hobley Drive, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheney Manor Industrial Estate, Swindon	0.5	0.0	0.0	3.8	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DFS, Wootton Bassett Road, Swindon	0.4	0.0	0.0	0.0	7.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mannington Retail Park, Swindon	0.4	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Town, Swindon	0.7	0.0	0.0	6.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Margarets Retail Park, Swindon	0.2	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Ocotal Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toys R Us, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Gipsy Lane, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	13.0	20.0	4.2	50.2	57.5	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Outside Cirencester Area, Other												
Other, Outside of Cirencester	52.5	10.7	94.4	35.8	22.6	94.3	31.1	27.2	44.5	82.9	49.6	81.9
Sub Total	52.5	10.7	94.4	35.8	22.6	94.3	31.1	27.2	44.5	82.9	49.6	81.9
Sub Total outside Cirencester Area												
	86.8	48.7	100.0	86.0	83.6	98.9	100.0	92.3	100.0	100.0	100.1	100.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.1	100.0

Notes:
a. Zones based on post code sectors
b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (2016)
c. Excludes 'don't know/varies', markets and internet sales

Table 24: Furniture goods shopping expenditure

Destination	Total Furniture (£m)	Zone 1 Furniture (£m)	Zone 2 Furniture (£m)	Zone 3 Furniture (£m)	Zone 4 Furniture (£m)	Zone 5 Furniture (£m)	Zone 6 Furniture (£m)	Zone 7 Furniture (£m)	Zone 8 Furniture (£m)	Zone 9a Furniture (£m)	Zone 9b Furniture (£m)	Zone 10 Furniture (£m)
Cirencester Area												
Cirencester Town Centre												
Cirencester Town Centre	9.2	4.9	0.7	1.3	0.7	0.0	0.3	1.3	0.0	0.0	0.0	0.0
Sub Total	9.2	4.9	0.7	1.3	0.7	0.0	0.3	1.3	0.0	0.0	0.0	0.0
Other, Cirencester												
Aldi, Cricklade Road, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Carpet Centre, Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Retail Park, Bridge Road, Cirencester	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Love Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Love Lane Industrial Estate, Cirencester	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metric Trade Park, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mercian Close, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Topps Tiles, Mercian Close, Watermoor, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Sheep Street, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Cirencester Area												
9.65.10.71.30.90.00.31.30.00.00.0.0												
Destination	Total Furniture (£m)	Total Furniture (£m)	Total Furniture (£m)	Total Furniture (£m)	Total Furniture (£m)	Total Furniture (£m)	Total Furniture (£m)	Total Furniture (£m)	Total Furniture (£m)	Total Furniture (£m)	Total Furniture (£m)	Total Furniture (£m)
Outside Cirencester Area												
Outside Cirencester Area, Cheltenham												
Cheltenham Town Centre	17.0	4.6	0.3	0.3	0.2	0.2	2.0	4.4	3.0	0.9	0.7	0.5
Gallagher Retail Park, Cheltenham (Next, Pets at Home, Comet, Boots)	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0
Kingsditch Retail Park, Cheltenham (Currys, PC World, Argos Extra, M	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Asda, Hatherley Lane, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Centrum Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gloucester Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingsditch Trading Estate, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Montpellier, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Priors Road, Oakley, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Colletts Drive, Cheltenham	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
The Carpet Hut, Haven Works, Tewksbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vale Kitchens, Cheltenham Road, Evesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	17.5	4.6	0.3	0.3	0.2	0.2	2.1	4.6	3.1	0.9	0.7	0.5
Outside Cirencester Area, Swindon												
Swindon City Centre	9.3	2.9	0.0	4.4	1.6	0.3	0.2	0.0	0.0	0.0	0.0	0.0
Greenbridge Retail Park, Swindon (Argos, Boots, Currys, Next, PC Wo	0.8	0.1	0.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Shopping Park, Swindon (Boots, New Look, Next)	1.5	0.4	0.0	0.9	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swindon Designer Outlet	0.9	0.2	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.1
West Swindon Shopping Centre, Swindon (Asda, Priceless Shoes)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgemead Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burdens, Hobley Drive, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheney Manor Industrial Estate, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DPS, Wootton Bassett Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mannington Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Town, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Margarets Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Ocotal Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toys R Us, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Gipsy Lane, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	12.5	3.6	0.0	6.0	2.3	0.3	0.2	0.0	0.0	0.0	0.0	0.1
Outside Cirencester Area, Other												
Other, Outside of Cirencester	37.0	1.7	5.2	2.6	1.1	9.2	1.8	1.6	2.6	3.1	0.6	7.5
Sub Total	37.0	1.7	5.2	2.6	1.1	9.2	1.8	1.6	2.6	3.1	0.6	7.5
Sub Total outside Cirencester Area												
66.99.85.58.93.69.74.16.25.74.01.38.2												
Total76.514.96.210.24.49.74.47.55.74.01.38.2												

Notes:
a. Zones based on post code sectors
b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (2016)
c. Excludes 'don't know/varies', markets and internet sales

Table 25: Total comparison goods shopping expenditure

Destination	Total Comparison (£m)	Zone 1 Comparison (£m)	Zone 2 Comparison (£m)	Zone 3 Comparison (£m)	Zone 4 Comparison (£m)	Zone 5 Comparison (£m)	Zone 6 Comparison (£m)	Zone 7 Comparison (£m)	Zone 8 Comparison (£m)	Zone 9a Comparison (£m)	Zone 9b Comparison (£m)	Zone 10 Comparison (£m)
Cirencester Area												
Cirencester Town Centre												
Cirencester Town Centre	81.3	42.8	6.2	11.3	6.8	0.0	2.6	10.7	0.5	0.4	0.0	0.0
Sub Total	81.3	42.8	6.2	11.3	6.8	0.0	2.6	10.7	0.5	0.4	0.0	0.0
Other, Cirencester												
Aldi, Cricklade Road, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Carpet Centre, Chesterton Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cirencester Retail Park, Bridge Road, Cirencester	1.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Love Lane, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Love Lane Industrial Estate, Cirencester	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metric Trade Park, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mercian Close, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	1.9	0.6	0.0	0.0	1.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Topps Tiles, Mercian Close, Watermoor, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Sheep Street, Cirencester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.4	2.1	0.0	0.0	1.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Total Cirencester Area	84.7	44.9	6.2	11.3	7.8	0.0	2.9	10.7	0.5	0.4	0.0	0.0
Destination	Total Comparison (£m)	Total Comparison (£m)	Total Comparison (£m)	Total Comparison (£m)	Total Comparison (£m)	Total Comparison (£m)	Total Comparison (£m)	Total Comparison (£m)	Total Comparison (£m)	Total Comparison (£m)	Total Comparison (£m)	Total Comparison (£m)
Outside Cirencester Area												
Outside Cirencester Area, Cheltenham												
Cheltenham Town Centre	150.6	40.2	2.8	2.9	1.9	1.9	18.3	36.3	27.1	8.5	5.8	4.8
Gallagher Retail Park, Cheltenham (Next, Pets at Home, Comet, Boots)	2.1	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.5	0.0
Kingsditch Retail Park, Cheltenham (Currys, PC World, Argos Extra, M	1.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.5	0.0	0.0	0.0
Asda, Hatherley Lane, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Centrum Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gloucester Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Golden Valley Retail Park, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingsditch Trading Estate, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Montpellier, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Priors Road, Oakley, Cheltenham	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Colletts Drive, Cheltenham	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
The Carpet Hut, Haven Works, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vale Kitchens, Cheltenham Road, Evesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Tewkesbury Road, Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	154.6	40.2	2.8	2.9	1.9	1.9	19.2	37.9	28.2	8.5	6.3	4.8
Outside Cirencester Area, Swindon												
Swindon City Centre	83.0	25.1	0.0	39.4	14.2	2.4	1.9	0.0	0.0	0.0	0.0	0.0
Greenbridge Retail Park, Swindon (Argos, Boots, Currys, Next, PC Wo	6.8	0.8	0.0	4.4	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Shopping Park, Swindon (Boots, New Look, Next)	13.4	3.6	0.0	8.1	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swindon Designer Outlet	7.8	2.0	0.0	1.7	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.9
West Swindon Shopping Centre, Swindon (Asda, Priceless Shoes)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgemead Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burdens, Hobley Drive, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheney Manor Industrial Estate, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DfS, Wootton Bassett Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Western Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mannington Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Town, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Margarets Retail Park, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Ocotal Way, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toys R Us, Oxford Road, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Gipsy Lane, Swindon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	111.0	31.5	0.0	53.7	20.7	2.4	1.9	0.0	0.0	0.0	0.0	0.9
Outside Cirencester Area, Other												
Other, Outside of Cirencester	332.4	14.6	47.9	22.8	9.7	79.3	16.6	13.6	24.0	28.8	5.3	69.9
Sub Total	332.4	14.6	47.9	22.8	9.7	79.3	16.6	13.6	24.0	28.8	5.3	69.9
Sub Total outside Cirencester Area	598.1	86.3	50.7	79.3	32.4	83.6	37.6	51.5	52.2	37.4	11.6	75.5
Total	682.8	131.2	56.9	90.7	40.2	83.6	40.5	62.1	52.7	37.8	11.6	75.5

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (2016)

c. Excludes 'don't know/varies', markets and internet sales

d. Inflow allowance derived from In-street surveys and professional judgement

2019 Prices

Inflow Allowance (%)	Total Turnover (£m)
14.0	94.5
	94.5
14.0	0.0
14.0	0.0
14.0	0.0
14.0	1.1
14.0	0.0
14.0	0.7
14.0	0.0
14.0	0.0
14.0	2.2
14.0	0.0
14.0	0.0
	4.0
0.0	98.5

Table 26a: Estimated capacity for additional comparison goods floorspace in Cirencester

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	98.5	84.7	13.8	0.0
2026	115.8	97.3	15.8	-2.7
2031	132.2	111.6	18.2	-2.5
2036	150.3	128.8	21.0	-0.6
2041	170.9	149.1	24.3	2.5
2051	220.9	199.3	32.4	10.8
Study Area Market Share (%)		12.4		

a. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)
b. Assumes constant market share claimed by Cirencester facilities at 12.4% from Study Area
c. Inflow allowance derived from Table 25

2019 Prices

Table 26b: Quantitative capacity for additional net comparison goods floorspace in Cirencester

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq.m net)	Gross Floorspace Capacity (sq.m)
2021	0.0	0	0
2026	-2.7	-400	-500
2031	-2.5	-300	-400
2036	-0.6	-100	-100
2041	2.5	300	400
2051	10.8	900	1,100

a. Average sales density assumed to be £5,500 per sq.m which is considered typical of what new floorspace may expect to achieve within the town centre
b. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)

2019 Prices

Table 26c: Extant comparison goods commitments in Cirencester

Destination	Reference	Proposal	Gross Floorspace (sq.m)	Net Floorspace (sq.m)	Net Comparison Goods Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated (£m)
Zone 1							
Land At Chesterton Farm, Cirencester	16/00054/OUT	Outline application, including up to 2,000 sq.m of A1, A2, A3, A4 and A5 floorspace (provision of a new Neighbourhood Centre)	2,000	-	500	4,000	2.0
Total			2,000	-	500		2.0

a. Commitments confirmed by Council, with floorspace details taken from relevant planning permission where possible
b. Assumed sales densities reflect professional judgement

2019 Prices

Table 26d: Net quantitative capacity for additional comparison goods floorspace in Cirencester

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Net Floorspace Capacity (sq.m net)	Gross Floorspace Capacity (sq.m)
2021	0.0	2.0	-2.0	-400	-500
2026	-2.7	2.1	-4.8	-700	-900
2031	-2.5	2.4	-4.8	-700	-900
2036	-0.6	2.4	-3.0	-400	-500
2041	2.5	2.8	-0.2	0	0
2051	10.8	3.1	7.7	600	800

a. Average sales density assumed to be £5,500 per sq.m which is considered typical of what new floorspace may expect to achieve within the town centre
b. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)
c. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)

2019 Prices

Appendix 9: Quantitative Services Assessment Tables

Table 1a: Population

Zone	Population					
	2021	2026	2031	2036	2041	2051
1	36,489	37,421	38,322	39,085	39,807	41,217
2	16,130	16,687	17,121	17,401	17,695	18,355
3	25,382	26,085	26,683	27,178	27,695	28,635
4	10,570	10,849	11,072	11,269	11,405	11,605
5	22,416	22,697	22,915	22,990	23,125	23,375
6	11,024	11,367	11,661	11,887	12,066	12,436
7	14,185	14,577	14,889	15,080	15,198	15,458
8	14,284	14,774	15,125	15,380	15,535	15,785
9a	10,211	10,509	10,694	10,818	10,881	10,981
9b	2,982	3,032	3,072	3,080	3,073	3,063
10	21,304	21,655	21,974	22,169	22,349	22,709
Total	184,977	189,653	193,528	196,337	198,829	203,619

Table 1b: Leisure and Retail Service Sector Expenditure Per Capita

Zone	2019 Expenditure Per Capita							2021 Expenditure Per Capita							2026 Expenditure Per Capita							2031 Expenditure Per Capita						
	Leisure Service (£)						Retail Service (£)	Leisure Service (£)						Retail Service (£)	Leisure Service (£)						Retail Service (£)	Leisure Service (£)						Retail Service (£)
	Recreation	Cultural Services	Games of Chance	Cafes, bars etc	Hotels etc	Salons and grooming	Total	Recreation	Cultural Services	Games of Chance	Cafes, bars etc	Hotels etc	Salons and grooming	Total	Recreation	Cultural Services	Games of Chance	Cafes, bars etc	Hotels etc	Salons and grooming	Total	Recreation	Cultural Services	Games of Chance	Cafes, bars etc	Hotels etc	Salons and grooming	Total
1	225	226	172	1,475	148	162	2,408	171	172	131	1,122	113	123	1,832	221	221	169	1,444	145	158	2,358	235	236	180	1,540	155	169	2,515
2	193	210	157	1,428	142	153	2,282	147	160	119	1,087	108	117	1,736	189	206	153	1,399	139	150	2,235	201	219	164	1,492	148	160	2,384
3	225	230	159	1,460	151	169	2,393	171	175	121	1,111	115	128	1,821	221	225	155	1,430	148	165	2,344	235	240	166	1,525	158	176	2,500
4	203	219	152	1,482	150	161	2,366	154	167	115	1,128	114	122	1,801	199	214	148	1,452	147	157	2,317	212	229	158	1,548	157	168	2,472
5	275	244	210	1,565	138	176	2,607	209	185	160	1,191	105	134	1,984	269	239	206	1,532	135	172	2,553	287	254	220	1,634	144	184	2,723
6	198	215	154	1,442	148	155	2,313	151	164	117	1,097	113	118	1,760	194	211	151	1,413	145	151	2,265	207	225	161	1,506	154	162	2,416
7	342	317	147	1,752	189	232	2,980	260	241	112	1,333	144	177	2,268	335	310	144	1,716	185	228	2,919	358	331	154	1,830	198	243	3,113
8	218	247	174	1,522	154	164	2,479	166	188	132	1,158	117	125	1,887	213	242	170	1,491	151	161	2,428	228	258	182	1,590	161	172	2,590
9a	197	214	158	1,454	147	154	2,323	150	163	120	1,106	112	117	1,767	193	209	154	1,424	144	151	2,275	205	223	165	1,518	153	161	2,426
9b	225	239	165	1,564	155	165	2,513	171	182	126	1,190	118	125	1,912	220	234	162	1,532	152	161	2,461	235	250	173	1,634	162	172	2,625
10	196	278	171	1,455	139	150	2,389	149	212	130	1,107	106	114	1,818	192	272	167	1,425	137	147	2,340	205	291	178	1,520	146	157	2,496

Zone	2036 Expenditure Per Capita							2041 Expenditure Per Capita							2051 Expenditure Per Capita						
	Leisure Service (£)						Retail Service (£)	Leisure Service (£)						Retail Service (£)	Leisure Service (£)						Retail service (£)
	Recreation	Cultural Services	Games of Chance	Cafes, bars etc	Hotels etc	Salons and grooming	Total	Recreation	Cultural Services	Games of Chance	Cafes, bars etc	Hotels etc	Salons and grooming	Total	Recreation	Cultural Services	Games of Chance	Cafes, bars etc	Hotels etc	Salons and grooming	Total
1	246	247	188	1,611	162	177	2,631	257	258	197	1,685	169	185	2,751	281	282	215	1,842	185	202	3,009
2	210	229	171	1,560	155	167	2,493	220	240	179	1,631	162	175	2,607	241	262	196	1,784	177	191	2,851
3	246	251	173	1,595	165	184	2,615	257	263	181	1,668	173	193	2,734	281	287	198	1,824	189	211	2,991
4	222	239	166	1,619	164	176	2,585	232	250	173	1,693	171	184	2,703	254	273	189	1,852	187	201	2,957
5	300	266	230	1,709	151	192	2,848	314	278	240	1,788	158	201	2,978	343	304	263	1,955	172	220	3,258
6	217	235	169	1,576	162	169	2,527	227	246	176	1,648	169	177	2,642	248	269	193	1,802	185	193	2,890
7	374	346	161	1,914	207	254	3,255	391	362	168	2,002	216	266	3,405	428	396	184	2,189	236	290	3,724
8	238	270	190	1,663	168	179	2,708	249	282	199	1,739	176	188	2,833	272	308	217	1,902	193	205	3,098
9a	215	233	172	1,588	160	168	2,537	225	244	180	1,661	168	176	2,653	246	267	197	1,816	184	192	2,902
9b	246	261	181	1,709	169	180	2,746	257	273	189	1,787	177	188	2,871	281	299	207	1,955	193	206	3,140
10	214	304	186	1,589	152	164	2,610	224	318	195	1,662	159	171	2,730	245	348	213	1,818	174	187	2,985

Notes:

a. Zones based on the following post code sectors

1. GL7 1, GL7 2, GL7 5, GL7 6, GL7 7

2. GL8 8 , GL12 7

3. SN6 6, SN6 7, SN16 9

4. GL7 3, GL7 4

5. CV36 5, OX7 5, OX7 6, OX18 4

6. GL54 2, GL54 3

7. GL4 8, GL6 7, GL53 9, GL54 4

8. GL54 5, WR12 7

9a. GL56 0, GL56 9

9b. GL54 1

10. CV36 4, CV37 8, GL55 6

b. Per capita expenditure derived from Experian MMG3 data (2021 report)

c. Population derived from Experian MMG3 data (2021 report)

d. Expenditure growth derived from Figure 1a of Experian Retail Planner Briefing Note 18

Table 2: Total Available Leisure and Retail Service Sector Expenditure

Zone	2021 Expenditure								2026 Expenditure								2031 Expenditure							
	Leisure Service (£m)						Retail Service (£m)		Leisure Service (£m)						Retail Service (£m)		Leisure Service (£m)						Retail Service (£m)	
	Recreation	Cultural Services	Games of Chance	Cafes, bars etc	Hotels etc	Total Leisure Service	Salons and grooming	Total Retail Service	Recreation	Cultural Services	Games of Chance	Cafes, bars etc	Hotels etc	Total Leisure Service	Salons and grooming	Total Retail Service	Recreation	Cultural Services	Games of Chance	Cafes, bars etc	Hotels etc	Total Leisure Service	Salons and grooming	Total Retail Service
1	6.3	6.3	4.8	40.9	4.1	62.4	4.5	4.5	8.3	8.3	6.3	54.0	5.4	82.3	5.9	5.9	9.0	9.0	6.9	59.0	5.9	89.9	6.5	6.5
2	2.4	2.6	1.9	17.5	1.7	26.1	1.9	1.9	3.1	3.4	2.6	23.3	2.3	34.8	2.5	2.5	3.4	3.8	2.8	25.5	2.5	38.1	2.7	2.7
3	4.3	4.4	3.1	28.2	2.9	43.0	3.3	3.3	5.8	5.9	4.1	37.3	3.9	56.8	4.3	4.3	6.3	6.4	4.4	40.7	4.2	62.0	4.7	4.7
4	1.6	1.8	1.2	11.9	1.2	17.7	1.3	1.3	2.2	2.3	1.6	15.7	1.6	23.4	1.7	1.7	2.3	2.5	1.8	17.1	1.7	25.5	1.9	1.9
5	4.7	4.2	3.6	26.7	2.4	41.5	3.0	3.0	6.1	5.4	4.7	34.8	3.1	54.0	3.9	3.9	6.6	5.8	5.0	37.5	3.3	58.2	4.2	4.2
6	1.7	1.8	1.3	12.1	1.2	18.1	1.3	1.3	2.2	2.4	1.7	16.1	1.6	24.0	1.7	1.7	2.4	2.6	1.9	17.6	1.8	26.3	1.9	1.9
7	3.7	3.4	1.6	18.9	2.0	29.7	2.5	2.5	4.9	4.5	2.1	25.0	2.7	39.2	3.3	3.3	5.3	4.9	2.3	27.2	2.9	42.7	3.6	3.6
8	2.4	2.7	1.9	16.5	1.7	25.2	1.8	1.8	3.2	3.6	2.5	22.0	2.2	33.5	2.4	2.4	3.4	3.9	2.7	24.1	2.4	36.6	2.6	2.6
9a	1.5	1.7	1.2	11.3	1.1	16.8	1.2	1.2	2.0	2.2	1.6	15.0	1.5	22.3	1.6	1.6	2.2	2.4	1.8	16.2	1.6	24.2	1.7	1.7
9b	0.5	0.5	0.4	3.5	0.4	5.3	0.4	0.4	0.7	0.7	0.5	4.6	0.5	7.0	0.5	0.5	0.7	0.8	0.5	5.0	0.5	7.5	0.5	0.5
10	3.2	4.5	2.8	23.6	2.3	36.3	2.4	2.4	4.2	5.9	3.6	30.9	3.0	47.5	3.2	3.2	4.5	6.4	3.9	33.4	3.2	51.4	3.4	3.4
Total	32.2	33.8	23.7	211.3	21.1	322.1	23.5	23.5	42.5	44.6	31.3	278.8	27.8	425.0	31.0	31.0	46.3	48.5	34.0	303.4	30.2	462.4	33.8	33.8

Zone	2036 Expenditure								2041 Expenditure								2051 Expenditure							
	Leisure Service (£m)						Retail Service (£m)		Leisure Service (£m)						Retail Service (£m)		Leisure Service (£m)						Retail Service (£m)	
	Recreation	Cultural Services	Games of Chance	Cafes, bars etc	Hotels etc	Total Leisure Service	Salons and grooming	Total Retail Service	Recreation	Cultural Services	Games of Chance	Cafes, bars etc	Hotels etc	Total Leisure Service	Salons and grooming	Total Retail Service	Recreation	Cultural Services	Games of Chance	Cafes, bars etc	Hotels etc	Total Leisure Service	Salons and grooming	Total Retail Service
1	9.6	9.6	7.4	63.0	6.3	95.9	6.9	6.9	10.2	10.3	7.8	67.1	6.7	102.2	7.4	7.4	11.6	11.6	8.9	75.9	7.6	115.7	8.3	8.3
2	3.7	4.0	3.0	27.1	2.7	40.5	2.9	2.9	3.9	4.2	3.2	28.9	2.9	43.0	3.1	3.1	4.4	4.8	3.6	32.8	3.2	48.8	3.5	3.5
3	6.7	6.8	4.7	43.3	4.5	66.1	5.0	5.0	7.1	7.3	5.0	46.2	4.8	70.4	5.3	5.3	8.1	8.2	5.7	52.2	5.4	79.6	6.0	6.0
4	2.5	2.7	1.9	18.2	1.8	27.2	2.0	2.0	2.6	2.9	2.0	19.3	2.0	28.7	2.1	2.1	2.9	3.2	2.2	21.5	2.2	32.0	2.3	2.3
5	8.9	6.1	5.3	39.3	3.5	61.1	4.4	4.4	7.3	6.4	5.6	41.3	3.6	64.2	4.6	4.6	8.0	7.1	6.1	45.7	4.0	71.0	5.1	5.1
6	2.6	2.8	2.0	18.7	1.9	28.0	2.0	2.0	2.7	3.0	2.1	19.9	2.0	29.8	2.1	2.1	3.1	3.3	2.4	22.4	2.3	33.5	2.4	2.4
7	5.6	5.2	2.4	28.9	3.1	45.3	3.8	3.8	5.9	5.5	2.6	30.4	3.3	47.7	4.0	4.0	6.6	6.1	2.8	33.8	3.7	53.1	4.5	4.5
8	3.7	4.1	2.9	25.6	2.6	38.9	2.8	2.8	3.9	4.4	3.1	27.0	2.7	41.1	2.9	2.9	4.3	4.9	3.4	30.0	3.0	45.7	3.2	3.2
9a	2.3	2.5	1.9	17.2	1.7	25.6	1.8	1.8	2.4	2.7	2.0	18.1	1.8	27.0	1.9	1.9	2.7	2.9	2.2	19.9	2.0	29.8	2.1	2.1
9b	0.8	0.8	0.6	5.3	0.5	7.9	0.6	0.6	0.8	0.8	0.6	5.5	0.5	8.2	0.6	0.6	0.9	0.9	0.6	6.0	0.6	9.0	0.6	0.6
10	4.7	6.7	4.1	35.2	3.4	54.2	3.6	3.6	5.0	7.1	4.4	37.1	3.6	57.2	3.8	3.8	5.6	7.9	4.8	41.3	4.0	63.5	4.3	4.3
Total	49.1	51.5	36.1	321.8	32.1	490.6	35.8	35.8	51.9	54.5	38.2	340.8	34.0	519.5	37.9	37.9	58.1	61.0	42.8	381.6	38.1	581.7	42.5	42.5

Notes:

a. Zones based on the following post code sectors

1. GL7 1, GL7 2, GL7 5, GL7 6, GL7 7

2. GL8 8 , GL12 7

3. SN6 6, SN6 7, SN16 9

4. GL7 3, GL7 4

5. CV36 5, OX7 5, OX7 6, OX18 4

6. GL54 2, GL54 3

7. GL4 8, GL6 7, GL53 9, GL54 4

8. GL54 5, WR12 7

9a. GL56 0, GL56 9

9b. GL54 1

10. CV36 4, CV37 8, GL55 6

b. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1

Table 3: Leisure and Retail Service Sector Expenditure Growth (£m)

Zone	2021-2026 Expenditure Growth										2026-2031 Expenditure Growth										2026-2036 Expenditure Growth																																																																																																																																																																																																																																																																																						
	Leisure Service (£m)					Leisure Service (£m)					Leisure Service (£m)					Leisure Service (£m)					Leisure Service (£m)																																																																																																																																																																																																																																																																																						
	Recreation	Cultural Services	Games of Chance	Cafes, bars etc	Hotels etc	Total Leisure Service	Salons and grooming	Total Retail Service	Recreation	Cultural Services	Games of Chance	Cafes, bars etc	Hotels etc	Total Leisure Service	Salons and grooming	Total Retail Service	Recreation	Cultural Services	Games of Chance	Cafes, bars etc	Hotels etc	Total Leisure Service	Salons and grooming	Total Retail Service	Recreation	Cultural Services	Games of Chance	Cafes, bars etc	Hotels etc	Total Leisure Service	Salons and grooming	Total Retail Service																																																																																																																																																																																																																																																																											
1	2.0	2.0	1.5	13.1	1.3	20.0	1.4	1.4	0.8	0.8	0.6	5.0	0.5	7.6	0.5	0.5	1.4	1.4	1.0	8.9	0.9	13.6	1.0	1.0	2	0.6	0.9	0.6	5.6	0.6	8.7	0.6	0.6	0.3	0.3	0.2	2.2	0.2	3.3	0.2	0.2	0.5	0.6	0.4	3.8	0.4	5.7	0.4	0.4	3	1.4	1.4	1.0	9.1	0.9	13.9	1.1	1.1	0.5	0.5	0.4	3.4	0.4	8.2	0.4	0.4	0.9	1.0	0.7	6.0	0.6	9.2	0.7	0.7	4	0.5	0.6	0.4	3.8	0.4	8.7	0.4	0.4	0.2	0.2	0.1	1.4	0.1	2.1	0.2	0.2	0.3	0.4	0.3	2.5	0.3	3.7	0.3	0.3	5	1.4	1.3	1.1	8.1	0.7	12.6	0.9	0.9	0.5	0.4	0.4	2.7	0.2	4.2	0.3	0.3	0.8	0.7	0.6	4.5	0.4	7.0	0.5	0.5	6	0.5	0.6	0.4	4.0	0.4	8.9	0.4	0.4	0.2	0.2	0.2	1.5	0.2	2.3	0.2	0.2	0.4	0.4	0.3	2.7	0.3	4.0	0.3	0.3	7	1.2	1.1	0.5	6.1	0.7	9.4	0.8	0.8	0.4	0.4	0.2	3.3	0.2	3.9	0.3	0.3	0.8	0.7	0.3	3.8	0.4	6.0	0.5	0.5	8	0.8	0.9	0.6	5.5	0.6	8.3	0.6	0.6	0.3	0.3	0.2	2.0	0.2	3.1	0.2	0.2	0.5	0.6	0.4	3.5	0.4	5.4	0.4	0.4	9a	0.5	0.5	0.4	3.7	0.4	8.8	0.4	0.4	0.2	0.2	0.1	1.3	0.1	1.9	0.1	0.1	0.3	0.3	0.2	2.2	0.2	3.3	0.2	0.2	9b	0.2	0.2	0.1	1.1	0.1	1.4	0.1	0.1	0.1	0.1	0.0	0.4	0.0	0.6	0.0	0.0	0.1	0.1	0.1	0.6	0.1	0.9	0.1	0.1	10	1.0	1.4	0.9	7.3	0.7	11.2	0.7	0.7	0.3	0.5	0.3	2.5	0.2	3.9	0.3	0.3	0.6	0.8	0.5	4.4	0.4	6.7	0.5	0.5	Total	10.3	10.5	7.5	67.5	6.7	102.5	7.5	7.5	3.7	3.9	2.5	24.6	2.5	37.5	2.7	2.7	6.8	6.9	4.8	43.1	4.3	65.6	4.6	4.6

Zone	2026-2041 Expenditure Growth												2026-2051 Expenditure Growth																																																																																																																																																																					
	Leisure Service (£m)						Retail Service (£m)						Leisure Service (£m)						Retail Service (£m)																																																																																																																																																															
	Recreation	Cultural Services	Games of Chance	Cafes, bars etc	Hotels etc	Total Leisure Service	Salons and grooming	Total Retail Service	Recreation	Cultural Services	Games of Chance	Cafes, bars etc	Hotels etc	Total Leisure Service	Salons and grooming	Total Retail Service	Recreation	Cultural Services	Games of Chance	Cafes, bars etc	Hotels etc	Total Leisure Service	Salons and grooming	Total Retail Service																																																																																																																																																										
1	2.0	2.0	1.5	13.0	1.3	19.8	1.4	1.4	3.3	3.4	2.6	21.9	2.2	33.4	2.4	2.4	2	0.7	0.8	0.6	5.5	0.5	8.2	0.6	0.6	4	0.5	0.5	0.4	3.6	0.4	8.3	0.4	0.4	0.8	0.8	0.6	5.7	0.6	8.5	0.6	0.6	5	1.2	1.0	0.9	6.6	0.6	10.2	0.7	0.7	1.9	1.7	1.2	16.9	1.6	17.8	1.2	1.2	6	0.5	0.6	0.4	3.8	0.4	8.7	0.4	0.4	0.9	0.7	0.5	6.4	0.5	9.8	0.7	0.7	7	1.1	1.0	0.5	5.4	0.6	8.5	0.7	0.7	1.7	1.6	0.7	8.8	1.0	13.8	1.2	1.2	8	0.7	0.8	0.6	5.0	0.5	7.4	0.6	0.6	1.3	1.3	0.5	8.0	0.8	12.2	0.8	0.8	9a	0.4	0.5	0.3	3.1	0.3	4.6	0.3	0.3	0.7	0.7	0.5	6.0	0.5	7.4	0.5	0.5	9b	0.1	0.1	0.1	0.8	0.1	1.3	0.1	0.1	0.2	0.2	0.1	1.3	0.1	2.0	0.1	0.1	10	0.8	1.2	0.7	6.3	0.6	9.7	0.6	0.6	1.4	2.0	1.2	16.4	1.6	16.0	1.1	1.1	Total	9.4	9.9	6.8	62.0	6.2	94.5	6.9	6.9	15.6	16.4	11.5	102.9	10.3	156.7	11.4	11.4

Notes:
a. Zones based on the following post code sectors
1. GL7 1, GL7 2, GL7 5, GL7 6, GL7 7
2. GL4 8, GL12 7
3. SN4 6, SN4 7, SN18 9
4. GL7 3, GL7 4
5. CV36 5, CV7 5, CV7 6, CV18 4
6. GL4 2, GL4 3
7. GL4 8, GL4 7, GL3 9, GL54 4
8. GL54 5, WH12 7
9a. GL56 6, GL56 9
9b. GL54 1
10. CV36 4, CV37 8, GL55 6
b. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1

2019 Prices

Table 4: Leisure and Retail Service Sector Expenditure Growth (%)

Zone	2021-2026 Expenditure Growth									2026-2031 Expenditure Growth									2026-2036 Expenditure Growth								
	Leisure Service (%)						Retail Service (%)			Leisure Service (%)						Retail Service (%)			Leisure Service (%)						Retail Service (%)		
	Recreation	Cultural Services	Games of Chance	Cafes, bars etc	Hotels etc	Total Leisure Service	Salons and grooming	Total Retail Service	Recreation	Cultural Services	Games of Chance	Cafes, bars etc	Hotels etc	Total Leisure Service	Salons and grooming	Total Retail Service	Recreation	Cultural Services	Games of Chance	Cafes, bars etc	Hotels etc	Total Leisure Service	Salons and grooming	Total Retail Service			
1	32.0%	32.0%	32.0%	32.0%	32.0%	32.0%	32.0%	32.0%	9.2%	9.2%	9.2%	9.2%	9.2%	9.2%	9.2%	9.2%	16.5%	16.5%	16.5%	16.5%	16.5%	16.5%	16.5%	16.5%			
2	33.2%	33.2%	33.2%	33.2%	33.2%	33.2%	33.2%	33.2%	9.4%	9.4%	9.4%	9.4%	9.4%	9.4%	9.4%	9.4%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%			
3	32.3%	32.3%	32.3%	32.3%	32.3%	32.3%	32.3%	32.3%	9.1%	9.1%	9.1%	9.1%	9.1%	9.1%	9.1%	9.1%	16.2%	16.2%	16.2%	16.2%	16.2%	16.2%	16.2%	16.2%			
4	32.1%	32.1%	32.1%	32.1%	32.1%	32.1%	32.1%	32.1%	8.8%	8.8%	8.8%	8.8%	8.8%	8.8%	8.8%	8.8%	15.9%	15.9%	15.9%	15.9%	15.9%	15.9%	15.9%	15.9%			
5	30.3%	30.3%	30.3%	30.3%	30.3%	30.3%	30.3%	30.3%	7.7%	7.7%	7.7%	7.7%	7.7%	7.7%	7.7%	7.7%	13.0%	13.0%	13.0%	13.0%	13.0%	13.0%	13.0%	13.0%			
6	32.7%	32.7%	32.7%	32.7%	32.7%	32.7%	32.7%	32.7%	9.4%	9.4%	9.4%	9.4%	9.4%	9.4%	9.4%	9.4%	16.6%	16.6%	16.6%	16.6%	16.6%	16.6%	16.6%	16.6%			
7	32.3%	32.3%	32.3%	32.3%	32.3%	32.3%	32.3%	32.3%	8.9%	8.9%	8.9%	8.9%	8.9%	8.9%	8.9%	8.9%	15.4%	15.4%	15.4%	15.4%	15.4%	15.4%	15.4%	15.4%			
8	33.1%	33.1%	33.1%	33.1%	33.1%	33.1%	33.1%	33.1%	9.2%	9.2%	9.2%	9.2%	9.2%	9.2%	9.2%	9.2%	16.1%	16.1%	16.1%	16.1%	16.1%	16.1%	16.1%	16.1%			
9a	32.5%	32.5%	32.5%	32.5%	32.5%	32.5%	32.5%	32.5%	8.5%	8.5%	8.5%	8.5%	8.5%	8.5%	8.5%	8.5%	14.8%	14.8%	14.8%	14.8%	14.8%	14.8%	14.8%	14.8%			
9b	30.9%	30.9%	30.9%	30.9%	30.9%	30.9%	30.9%	30.9%	8.1%	8.1%	8.1%	8.1%	8.1%	8.1%	8.1%	8.1%	13.3%	13.3%	13.3%	13.3%	13.3%	13.3%	13.3%	13.3%			
10	30.8%	30.8%	30.8%	30.8%	30.8%	30.8%	30.8%	30.8%	8.2%	8.2%	8.2%	8.2%	8.2%	8.2%	8.2%	8.2%	14.2%	14.2%	14.2%	14.2%	14.2%	14.2%	14.2%	14.2%			
Total	31.9%	31.9%	31.9%	32.0%	32.0%	31.9%	32.0%	32.0%	8.8%	8.8%	8.8%	8.8%	8.8%	8.8%	8.8%	8.8%	15.4%	15.4%	15.4%	15.4%	15.4%	15.4%	15.4%	15.5%			

Zone	2026-2041 Expenditure Growth									2026-2051 Expenditure Growth														
	Leisure Service (%)						Retail Service (%)			Leisure Service (%)						Retail Service (%)								
	Recreation	Cultural Services	Games of Chance	Cafes, bars etc	Hotels etc	Total Leisure Service	Salons and grooming	Total Retail Service	Recreation	Cultural Services	Games of Chance	Cafes, bars etc	Hotels etc	Total Leisure Service	Salons and grooming	Total Retail Service	Recreation	Cultural Services	Games of Chance	Cafes, bars etc	Hotels etc	Total Leisure Service	Salons and grooming	Total Retail Service
1	24.1%	24.1%	24.1%	24.1%	24.1%	24.1%	24.1%	24.1%	40.5%	40.5%	40.5%	40.5%	40.5%	40.5%	40.5%	40.5%	40.5%	40.5%	40.5%	40.5%	40.5%	40.5%	40.5%	40.5%
2	23.7%	23.7%	23.7%	23.7%	23.7%	23.7%	23.7%	23.7%	40.3%	40.3%	40.3%	40.3%	40.3%	40.3%	40.3%	40.3%	40.3%	40.3%	40.3%	40.3%	40.3%	40.3%	40.3%	40.3%
3	23.9%	23.9%	23.9%	23.9%	23.9%	23.9%	23.9%	23.9%	40.1%	40.1%	40.1%	40.1%	40.1%	40.1%	40.1%	40.1%	40.1%	40.1%	40.1%	40.1%	40.1%	40.1%	40.1%	40.1%
4	22.6%	22.6%	22.6%	22.6%	22.6%	22.6%	22.6%	22.6%	36.5%	36.5%	36.5%	36.5%	36.5%	36.5%	36.5%	36.5%	36.5%	36.5%	36.5%	36.5%	36.5%	36.5%	36.5%	36.5%
5	18.9%	18.9%	18.9%	18.9%	18.9%	18.9%	18.9%	18.9%	31.4%	31.4%	31.4%	31.4%	31.4%	31.4%	31.4%	31.4%	31.4%	31.4%	31.4%	31.4%	31.4%	31.4%	31.4%	31.4%
6	23.8%	23.8%	23.8%	23.8%	23.8%	23.8%	23.8%	23.8%	39.6%	39.6%	39.6%	39.6%	39.6%	39.6%	39.6%	39.6%	39.6%	39.6%	39.6%	39.6%	39.6%	39.6%	39.6%	39.6%
7	21.6%	21.6%	21.6%	21.6%	21.6%	21.6%	21.6%	21.6%	35.3%	35.3%	35.3%	35.3%	35.3%	35.3%	35.3%	35.3%	35.3%	35.3%	35.3%	35.3%	35.3%	35.3%	35.3%	35.3%
8	22.7%	22.7%	22.7%	22.7%	22.7%	22.7%	22.7%	22.7%	36.3%	36.3%	36.3%	36.3%	36.3%	36.3%	36.3%	36.3%	36.3%	36.3%	36.3%	36.3%	36.3%	36.3%	36.3%	36.3%
9a	20.8%	20.8%	20.8%	20.8%	20.8%	20.8%	20.8%	20.8%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%
9b	18.2%	18.2%	18.2%	18.2%	18.2%	18.2%	18.2%	18.2%	28.9%	28.9%	28.9%	28.9%	28.9%	28.9%	28.9%	28.9%	28.9%	28.9%	28.9%	28.9%	28.9%	28.9%	28.9%	28.9%
10	20.4%	20.4%	20.4%	20.4%	20.4%	20.4%	20.4%	20.4%	33.8%	33.8%	33.8%	33.8%	33.8%	33.8%	33.8%	33.8%	33.8%	33.8%	33.8%	33.8%	33.8%	33.8%	33.8%	33.8%
Total	22.2%	22.2%	22.2%	22.3%	22.3%	22.2%	22.3%	22.3%	36.8%	36.8%	36.8%	36.8%	36.9%	37.0%	36.9%	36.9%	36.8%	36.8%	36.8%	36.9%	37.0%	36.9%	36.9%	36.9%

Notes:

a. Zones based on the following post code sectors

1. GL7 1, GL7 2, GL7 5, GL7 6, GL7 7

2. GL8 9, GL12 7

3. SN6 8, SN6 7, SN16 9

4. GL7 3, GL7 4

5. CV36 5, OX7 5, OX7 6, OX18 4

6. GL54 2, GL54 3

7. GL4 8, GL5 7, GL53 9, GL54 4

8. GL54 5, WR12 7

9a. GL58 0, GL58 9

9b. GL54 1

10. CV36 4, CV37 8, GL55 6

b. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1

2019 Prices