



Appendix 6 – Household Survey Questionnaire and Results



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Charnwood Household Survey for WYG

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Table of Contents

Introduction:

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

Appendices:

Data Tabulations -	
By Zone	10-86
By Zone (Weighted)	88-165
By Zone – Filtered Nulls	167-243
By Zone – Filtered Nulls (Weighted)	245-322
By Zone – Filtered Nulls & SFT	324-400
By Zone – Filtered Nulls & SFT (Weighted)	402-479
By Centre Mentioned at Q31	481-557
By Centre Mentioned at Q31 (Weighted)	559-636
Sample Questionnaire	
Maps	

Introduction

1.1 Research Background & Objectives

To conduct a survey amongst residents in the Charnwood area to assess shopping habits for main food and grocery, top-up food, non-food shopping and leisure activities.

1.2 Research Methodology

A total of 803 telephone interviews were conducted between Friday 20th July 2018 and Monday 6th August 2018. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

1.3 Sampling

1.3.1 Survey Area

The survey area was segmented into 8 zones, defined using postcode sectors. The zone details were:

Zone	Postcode Sectors	Number of Interviews
1	LE11 1*, LE11 2, LE11 3*	100
2	LE11 1*, LE11 3*, LE11 4, LE11 5	100
3	LE11 3*, LE12 5*, LE12 9*	101
4	LE12 5*, LE12 6*, LE12 7, LE12 8*	100
5	LE4 8, LE7 1, LE7 2, LE7 3, LE7 4, LE7 9	100
6	LE4 3, LE4 4, LE6 0, LE7 7, LE12 8*, LE67 9	101
7	LE12 5*, LE12 6*, NG11 6, NG12 5	100
8	DE74 2, LE12 9*, LE67 5	101
Total		803

* Denotes partial postcode sector

1.3.2 Telephone Numbers

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

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

1.3.3 Sample Profile

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

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

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

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

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

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

1.3.4 Time of Interviewing

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

1.3.5 Monitoring of Calls

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

1.4 Weightings

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

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-34	21.8%	53	3.3091
35-44	17.8%	72	1.9841
45-54	18.3%	196	0.7486
55-64	18.2%	124	1.1788
65+	23.9%	358	0.5358
(Refused)	n/a	0	1.0000
Total		803	

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

Zone	Population *	Interviews Achieved	Interviews Achieved (Weighted by Age)	Zone Weightings
1	29,532	100	102	1.0565
2	23,833	100	88	0.9897
3	14,761	101	104	0.5159
4	25,887	100	97	0.9796
5	31,188	100	109	1.0438
6	36,119	101	118	1.1152
7	27,421	100	88	1.1379
8	31,149	101	97	1.1776
Total	219,889	803		

* Source: Census 2011

1.5 Statistical Accuracy

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

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

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

For example, if 50% of a sample of 803 answers “Yes” to a question, we can be 95% sure that between 46.5% and 53.5% of the population holds the same opinion (i.e. +/- 3.5%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

%ge Response	95% confidence interval
10%	±2.1%
20%	±2.8%
30%	±3.2%
40%	±3.4%
50%	±3.5%

1.6 Data Tables

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

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

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

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

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

Appendix 1:

Data Tabulations

By Zone

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q01 Where did you last undertake your main food and grocery shopping?																		
Zone 1																		
Co-operative, Market Street, Loughborough LE11 3EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.4%	3	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Markets, Loughborough Town Centre LE11 3EA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	1.1%	9	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2	3.0%	3	0.0%	0
One Stop, Ling Road, Loughborough LE11 2LW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Loughborough Town Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sainsbury's, Ashby Road, Loughborough	6.1%	49	13.0%	13	7.0%	7	10.9%	11	5.0%	5	0.0%	0	2.0%	2	9.0%	9	2.0%	2
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.0%	0	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, Park Road, Shelthorpe, Loughborough	15.7%	126	57.0%	57	17.0%	17	8.9%	9	27.0%	27	0.0%	0	9.9%	10	4.0%	4	2.0%	2
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	2.1%	17	1.0%	1	1.0%	1	3.0%	3	5.0%	5	1.0%	1	0.0%	0	5.0%	5	1.0%	1
Zone 2																		
Aldi, 51 Belton Road, Loughborough	9.0%	72	12.0%	12	20.0%	20	8.9%	9	10.0%	10	1.0%	1	6.9%	7	9.0%	9	4.0%	4
B&M, Willowbrook Park, Loughborough	0.0%	0	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-operative, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road West Extension, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Avenue, Loughborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Local shops, Long Whatton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	9.7%	78	6.0%	6	44.0%	44	7.9%	8	6.0%	6	0.0%	0	1.0%	1	7.0%	7	5.9%	6
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.0%	0	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, 25 Charnwood Street, Shepshed	3.7%	30	0.0%	0	0.0%	0	22.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	7
Zone 3																		
Co-operative Extra Foodstore, The Hallcroft, Shepshed	0.4%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-operative, Anson Road, Shepshed	0.5%	4	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.0%	0	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, Chamwood Road, Shepshed LE12 9QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Barrow Upon Soar District Centre	0.0%	0	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-operative, 21 High Street, Barrow on Soar	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Leicester Road / Market Place, Mountsorrel Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sileby District Centre	0.0%	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, High Street, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Aldi, 1169 Melton Road, Syston	3.1%	25	0.0%	0	0.0%	0	0.0%	0	6.0%	6	17.0%	17	2.0%	2	0.0%	0	0.0%
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	5.4%	43	0.0%	0	1.0%	1	0.0%	0	10.0%	10	30.0%	30	2.0%	2	0.0%	0	0.0%
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%
Local shops, East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.5%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%
Melton Road, Thurmaston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Syston District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, 1197 Melton Road, Syston	3.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	24	0.0%	0	0.0%	0	0.0%
Zone 6																	
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birstall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bradley & Son, Station Road, Quorn,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough LE12 8BS																	
Co-operative Supermarket, 17-25 Cropston Road, Anstey	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%
Co-operative, 132 Rothley Road, Mountsorrel	0.6%	5	0.0%	0	0.0%	0	1.0%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative, 19 Loughborough Road, Quorn	0.0%	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-operative, 19 Wanlip Lane, Birstall	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%
Co-operative, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Woodhouse Eaves Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Tesco Express, 139 Sibson Road, Birstall	0.0%	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	2.1%	17	2.0%	2	0.0%	0	2.0%	2	4.0%	4	2.0%	2	6.9%	7	0.0%	0	0.0%
Zone 7																	
Co-operative Food, 87 Main Street, East Leake	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	1.0%
Co-operative, Church Street, Ruddington NG11 6HD	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%
Local shops, Normanton on Soar Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Local shops, Ruddington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham NG12 5GT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Wilford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Road, Ruddington NG11 6EN																	
Zone 8																	
Castle Donington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Co-operative, Market Place Whitwick LE67 5DT	0.0%	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-operative, Station Road, Castle Donington DE74 2NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Co-operative, The Green, Thringstone LE67 8NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Whitwick Road, Coalville	4.6%	37	0.0%	0	0.0%	0	8.9%	9	1.0%	1	0.0%	0	3.0%	3	0.0%	0	23.8%
Other, Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area																	
Aldi, Abbey Lane, Leicester	1.0%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	6.9%	7	0.0%	0	0.0%
Aldi, Adcock Road, Coalville	2.4%	19	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	13.9%
Aldi, Dents Road, Ashby-de-la-Zouch	0.5%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
Asda, 184 Loughborough Road, West Bridgford, Nottingham	2.6%	21	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	16.0%	16	1.0%
Asda, Exploration Drive, Leicester LE4 5NU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%
Asda, Midland Street, Long Eaton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
Asda, Narborough Road South, Leicester LE3 2LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Coalville Town Centre	0.0%	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-operative, Main Street, Markfield	0.0%	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-operative, Market Place, Kegworth DE74 2EE	0.4%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%
Co-operative, Station Road, Castle Donington DE74 2NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Leicester City Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Loughborough Road, Abbey LE4 5PN	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%
Lidl, Thornborough Road, Coalville LE67 3TH	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Long Eaton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Market Harborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	12.0%	12	0.0%
Morrisons, Green Lane, Clifton NG11 9LQ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%
North East	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Blaby	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Other, East Midlands	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%
Other, Gedling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Other, Hinkley and Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Leicester	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%
Other, North West Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%
Other, Rushcliffe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Sainsbury's, Grove Farm	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	5.0%	5	0.0%	0	0.0%

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Triangle, Fosse Park, Leicester																		
Sainsbury's, Melton Road, Leicester LE4 7SJ	1.9%	15	0.0%	0	0.0%	0	0.0%	0	5.0%	5	6.0%	6	3.0%	3	1.0%	1	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.0%	6	0.0%	0
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	2.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	16.8%	17	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco, Resolution Road, Ashby-de-la-Zouch	1.1%	9	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.9%	6
West Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Others																		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	6.4%	51	2.0%	2	5.0%	5	9.9%	10	7.0%	7	3.0%	3	6.9%	7	8.0%	8	8.9%	9
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Base:		803		100		100		101		100		100		101		100		101

Q02 Which retailer did you purchase your last main food internet / home delivery shopping from?

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

Asda	7.8%	4	0.0%	0	0.0%	0	10.0%	1	0.0%	0	33.3%	1	14.3%	1	0.0%	0	11.1%	1
Morrisons	15.7%	8	0.0%	0	20.0%	1	20.0%	2	14.3%	1	0.0%	0	14.3%	1	12.5%	1	22.2%	2
Iceland	2.0%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	11.8%	6	0.0%	0	0.0%	0	10.0%	1	14.3%	1	0.0%	0	14.3%	1	12.5%	1	22.2%	2
Tesco	43.1%	22	100.0%	2	80.0%	4	40.0%	4	57.1%	4	33.3%	1	42.9%	3	25.0%	2	22.2%	2
Ocado	15.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	14.3%	1	50.0%	4	22.2%	2
Waitrose	3.9%	2	0.0%	0	0.0%	0	10.0%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		51		2		5		10		7		3		7		8		9

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q03 What is the main reason you choose (STORE / LOCATION MENTIONED AT Q01) to do your main food and grocery shopping?																		
Accessibility by public transport	0.6%	5	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	2.6%	21	1.0%	1	3.0%	3	2.0%	2	4.0%	4	2.0%	2	4.0%	4	5.0%	5	0.0%	0
Choice of food goods available	7.2%	58	8.0%	8	5.0%	5	10.9%	11	5.0%	5	6.0%	6	4.0%	4	7.0%	7	11.9%	12
Choice of shops nearby selling non-food goods	0.7%	6	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Choice of shops selling food goods	0.5%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Cleanliness	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Delivery service	1.7%	14	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	2.0%	2	2.0%	2	6.9%	7
Click & Collect service	0.4%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Easy to get to by car	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Good internal layout	0.9%	7	3.0%	3	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Good service / friendly staff	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Habit / always use it / preference for retailer / familiarity	3.7%	30	6.0%	6	4.0%	4	2.0%	2	2.0%	2	3.0%	3	1.0%	1	4.0%	4	7.9%	8
Internet shopping is convenient	2.0%	16	1.0%	1	3.0%	3	3.0%	3	2.0%	2	0.0%	0	4.0%	4	2.0%	2	1.0%	1
Lower prices	15.7%	126	8.0%	8	15.0%	15	24.8%	25	12.0%	12	18.0%	18	20.8%	21	15.0%	15	11.9%	12
Loyalty card / points scheme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Near to home	33.1%	266	47.0%	47	41.0%	41	25.7%	26	25.0%	25	38.0%	38	29.7%	30	31.0%	31	27.7%	28
Near to work	2.5%	20	3.0%	3	2.0%	2	2.0%	2	3.0%	3	1.0%	1	4.0%	4	2.0%	2	3.0%	3
Nice shopping environment	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Only one in the area / no other choice	0.5%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0
Preference for retailer	2.0%	16	3.0%	3	1.0%	1	0.0%	0	3.0%	3	2.0%	2	2.0%	2	5.0%	5	0.0%	0
Provision of leisure facilities nearby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	6.7%	54	5.0%	5	3.0%	3	5.0%	5	8.0%	8	9.0%	9	8.9%	9	7.0%	7	7.9%	8
Quality of shops selling food goods	0.5%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the evening / night time)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	1.4%	11	1.0%	1	1.0%	1	4.0%	4	2.0%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Value for money	3.0%	24	4.0%	4	3.0%	3	1.0%	1	0.0%	0	4.0%	4	2.0%	2	5.0%	5	5.0%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient generally	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0
Easy checkout	0.6%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1
For a change	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Free car parking	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Good disabled access	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good in-store café	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has an in-store opticians	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has everything I need	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Has 'Scan & Shop' facility	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I get a lift to the store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
In the area at the time	0.7%	6	0.0%	0	2.0%	2	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Large store	1.7%	14	1.0%	1	1.0%	1	3.0%	3	4.0%	4	2.0%	2	1.0%	1	0.0%	0	2.0%	2
Near to family / friends	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Offers 'cashback' service	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Quiet / not too busy	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Small store / not too big	0.4%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Wide aisles	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no reason in particular)	5.6%	45	6.0%	6	8.0%	8	5.0%	5	11.0%	11	3.0%	3	5.0%	5	2.0%	2	5.0%	5
Base:		803		100		100		101		100		100		101		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q04 What if anything is the one thing you most dislike about your main food shopping destination (STORE / LOCATION MENTIONED AT Q01)?																		
Change layout too often	1.7%	14	2.0%	2	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	6.9%	7
Difficult / expensive parking	1.1%	9	2.0%	2	1.0%	1	2.0%	2	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Difficult to get to	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Expensive	2.9%	23	1.0%	1	2.0%	2	5.0%	5	4.0%	4	2.0%	2	1.0%	1	4.0%	4	4.0%	4
Lack of cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of parking	1.0%	8	0.0%	0	1.0%	1	2.0%	2	1.0%	1	3.0%	3	0.0%	0	0.0%	0	1.0%	1
Lack of public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	3.5%	28	2.0%	2	4.0%	4	5.0%	5	6.0%	6	1.0%	1	3.0%	3	6.0%	6	1.0%	1
No petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor internal layout	0.7%	6	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Poor quality	1.1%	9	3.0%	3	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	2.0%	2
Preference for retailer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff rude / unhelpful	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Too busy / crowded	1.4%	11	2.0%	2	3.0%	3	1.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0	2.0%	2
Too far away	0.6%	5	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2
Too small	2.1%	17	4.0%	4	0.0%	0	6.9%	7	1.0%	1	3.0%	3	0.0%	0	1.0%	1	1.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discontinue items	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discounts / special offers too focussed on families	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Empty shelves / lack of stock	1.1%	9	1.0%	1	0.0%	0	2.0%	2	1.0%	1	2.0%	2	2.0%	2	1.0%	1	0.0%	0
Feeling rushed at the checkout	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Incorrect / misleading pricing	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Internet - can't choose / see the fresh goods myself	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Internet - not able to compare prices	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No phone signal	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Not enough branded goods	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Not enough staff / queues at the checkout	0.9%	7	0.0%	0	2.0%	2	0.0%	0	0.0%	0	3.0%	3	1.0%	1	1.0%	1	0.0%	0
Opening hours not long enough	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plants for sale are not watered / looked after	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor packaging	0.6%	5	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Self-service checkouts	0.4%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Short sell-by dates	0.4%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Tesco has the monopoly	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too cold in store	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too large	0.4%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Undesirable clientele	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	75.7%	608	76.0%	76	76.0%	76	71.3%	72	75.0%	75	77.0%	77	82.2%	83	81.0%	81	67.3%	68
(Don't know)	2.0%	16	1.0%	1	2.0%	2	0.0%	0	5.0%	5	2.0%	2	2.0%	2	0.0%	0	4.0%	4
Base:		803		100		100		101		100		100		101		100		101

Q05 How do you normally travel to (STORE / LOCATION MENTIONED AT Q01)?

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

Car / van (as driver)	76.2%	573	64.3%	63	68.4%	65	82.4%	75	73.1%	68	77.3%	75	80.9%	76	80.4%	74	83.7%	77
Car / van (as passenger)	11.2%	84	19.4%	19	9.5%	9	8.8%	8	11.8%	11	9.3%	9	11.7%	11	7.6%	7	10.9%	10
Bus, minibus or coach	2.7%	20	0.0%	0	3.2%	3	3.3%	3	4.3%	4	2.1%	2	2.1%	2	4.3%	4	2.2%	2
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	9.0%	68	14.3%	14	15.8%	15	4.4%	4	9.7%	9	11.3%	11	5.3%	5	7.6%	7	3.3%	3
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.5%	4	2.0%	2	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.3%	2	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		752		98		95		91		93		97		94		92		92

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
MeanScore: minutes																		
Q06 How long did your last journey to (STORE / LOCATION MENTIONED AT Q01) take?																		
Excluding those who do their main food shopping via the Internet at Q01:																		
1 - 5 minutes	34.3%	258	52.0%	51	53.7%	51	28.6%	26	11.8%	11	42.3%	41	23.4%	22	13.0%	12	47.8%	44
6 - 10 minutes	31.9%	240	27.6%	27	36.8%	35	27.5%	25	37.6%	35	40.2%	39	39.4%	37	28.3%	26	17.4%	16
11 - 15 minutes	19.7%	148	10.2%	10	5.3%	5	25.3%	23	33.3%	31	9.3%	9	23.4%	22	35.9%	33	16.3%	15
16 - 20 minutes	9.4%	71	5.1%	5	1.1%	1	12.1%	11	10.8%	10	5.2%	5	7.4%	7	19.6%	18	15.2%	14
21 - 25 minutes	0.7%	5	0.0%	0	0.0%	0	1.1%	1	2.2%	2	1.0%	1	0.0%	0	0.0%	0	1.1%	1
26 - 30 minutes	2.0%	15	1.0%	1	0.0%	0	4.4%	4	1.1%	1	1.0%	1	4.3%	4	3.3%	3	1.1%	1
31 - 35 minutes	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
36 - 40 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
41 - 45 minutes	0.4%	3	1.0%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
46 - 50 minutes	0.3%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
51 - 55 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
56 - 60 minutes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
61 - 65 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
66 - 70 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
71 - 75 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
76 - 80 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
81 - 85 minutes	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
86 - 90 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
91 - 95 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
96 - 100 minutes	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.7%	5	2.0%	2	1.1%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
(Refused)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	10.89		8.99		8.22		12.70		12.82		9.26		11.71		13.38		10.29	
Base:	752		98		95		91		93		97		94		92		92	

Q07 When you undertook the main food shop at (STORE / LOCATION MENTIONED AT Q01), did you link your trip with any other activity?																		
Excluding those who do their main food shopping via the Internet at Q01:																		
Yes – non-food shopping	8.2%	62	4.1%	4	9.5%	9	3.3%	3	15.1%	14	2.1%	2	6.4%	6	10.9%	10	15.2%	14
Yes – other-food shopping	3.1%	23	1.0%	1	2.1%	2	4.4%	4	3.2%	3	6.2%	6	3.2%	3	1.1%	1	3.3%	3
Yes – visiting services such as banks and other financial institutions	1.6%	12	1.0%	1	2.1%	2	1.1%	1	1.1%	1	1.0%	1	1.1%	1	2.2%	2	3.3%	3
Yes – leisure activity	1.9%	14	2.0%	2	3.2%	3	1.1%	1	0.0%	0	1.0%	1	3.2%	3	3.3%	3	1.1%	1
Yes – travelling to / from work	2.0%	15	2.0%	2	1.1%	1	1.1%	1	0.0%	0	0.0%	0	3.2%	3	5.4%	5	3.3%	3
Yes – travelling to / from school / college / university	0.3%	2	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	1.6%	12	2.0%	2	6.3%	6	0.0%	0	0.0%	0	1.0%	1	2.1%	2	0.0%	0	1.1%	1
Yes – visiting café / pub / restaurant	2.5%	19	4.1%	4	3.2%	3	1.1%	1	2.2%	2	3.1%	3	4.3%	4	2.2%	2	0.0%	0
Yes – visiting family / friends	0.9%	7	1.0%	1	0.0%	0	0.0%	0	2.2%	2	2.1%	2	1.1%	1	1.1%	1	0.0%	0
Yes – visiting health service such as doctor, dentist, hospital	0.8%	6	0.0%	0	2.1%	2	3.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	1.1%	8	1.0%	1	1.1%	1	0.0%	0	0.0%	0	2.1%	2	3.2%	3	0.0%	0	1.1%	1
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - attended a funeral	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - returning from holiday	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Yes - visited amenity tip	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Yes - window shopping / browsing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
(No activity)	73.9%	556	79.6%	78	67.4%	64	83.5%	76	75.3%	70	79.4%	77	69.1%	65	67.4%	62	69.6%	64
(Don't know / varies)	1.5%	11	1.0%	1	1.1%	1	0.0%	0	0.0%	0	1.0%	1	3.2%	3	3.3%	3	2.2%	2
Base:		752		98		95		91		93		97		94		92		92

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q08 Where do you do this linked trip?																		
<i>Those who link their main food shopping trip with other shopping, visiting other services and / or leisure activities at Q07:</i>																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.9%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	38.7%	43	50.0%	4	75.0%	12	55.6%	5	50.0%	9	10.0%	1	15.4%	2	37.5%	6	19.0%	4
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelthorpe District Centre	0.0%	0	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, Park Road, Shelthorpe, Loughborough	0.0%	0	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, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Aldi, 51 Belton Road, Loughborough	0.9%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Willowbrook Park, Loughborough	0.0%	0	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, Jubilee Drive, Loughborough	3.6%	4	0.0%	0	12.5%	2	0.0%	0	11.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.9%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	1.8%	2	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	0.0%	0	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 Extra, The Hallcroft, Shepshed	0.9%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	1.8%	2	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Zone 4																		
Barrow Upon Star District Centre	0.0%	0	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sileby District Centre	1.8%	2	0.0%	0	0.0%	0	0.0%	0	11.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.0%	0	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, Inglenook Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Barkby Thorpe Lane, Thurmaston																	
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 5	0.9%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Syston District Centre	6.3%	7	0.0%	0	0.0%	0	0.0%	0	5.6%	1	50.0%	5	7.7%	1	0.0%	0	0.0%
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	4.5%	5	0.0%	0	0.0%	0	0.0%	0	11.1%	2	30.0%	3	0.0%	0	0.0%	0	0.0%
Thurmaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6																	
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birstall Village Centre	0.0%	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, 132 Rothley Road, Mountsorrel	0.0%	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, 17-25 Cropston Road, Anstey	0.0%	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, 19 Loughborough Road, Quorn	0.0%	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, 19 Wanlip Lane, Birstall	0.0%	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester Road / Market Place, Mountsorrel Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothley Local Centre	0.0%	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, 139 Sibson Road, Birstall	0.0%	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.9%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7																	
Bradmore Village Centre	0.0%	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Leake Village Centre	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8																	
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area																	
Aldi, Thornborough Road, Coalville	0.0%	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, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	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, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashby-de-la-Zouch — all locations	2.7%	3	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Leys District	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.1%	3	0.0%	0	0.0%

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																	
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville Town Centre	9.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	42.9%
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	3	0.0%
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	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, Grove Farm Triangle, Fosse Park, Leicester	0.0%	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, Melton Road, Leicester LE4 7SJ	0.0%	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, Stoney Road, Beeston, Nottingham	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	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, Waverley Street, Long Eaton	0.0%	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, Resolution Road, Ashby-de-la-Zouch	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%
West Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others																	
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't	13.5%	15	12.5%	1	6.3%	1	11.1%	1	0.0%	0	10.0%	1	23.1%	3	31.3%	5	14.3%

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
remember)									
Base:	111	8	16	9	18	10	13	16	21

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q09 Where did you undertake your main food and grocery shopping the time before your last visit to (STORE / LOCATION MENTIONED AT Q01) was it the same place, or different, and if so, please specify?																	
Zone 1																	
Co-operative, Market Street, Loughborough LE11 3EP	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Iceland, Market Street, Loughborough	0.6%	5	2.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Markets, Loughborough Town Centre LE11 3EA	0.7%	6	0.0%	0	2.0%	2	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	1.0%	8	2.0%	2	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%
One Stop, Ling Road, Loughborough LE11 2LW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Loughborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sainsbury's, Ashby Road, Loughborough	7.8%	63	16.0%	16	12.0%	12	10.9%	11	6.0%	6	0.0%	0	4.0%	4	8.0%	8	5.9%
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.0%	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, Park Road, Shelthorpe, Loughborough	14.3%	115	46.0%	46	12.0%	12	8.9%	9	36.0%	36	1.0%	1	5.9%	6	2.0%	2	3.0%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	2.5%	20	2.0%	2	5.0%	5	1.0%	1	4.0%	4	0.0%	0	2.0%	2	4.0%	4	2.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	8.3%	67	11.0%	11	15.0%	15	8.9%	9	10.0%	10	1.0%	1	7.9%	8	9.0%	9	4.0%
B&M, Willowbrook Park, Loughborough	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative, Knightthorpe Road, Loughborough	0.4%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Home Bargains, Belton Road West Extension, Loughborough	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Station Avenue, Loughborough	0.7%	6	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%
Local shops, Long Whatton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	8.6%	69	9.0%	9	38.0%	38	8.9%	9	2.0%	2	1.0%	1	1.0%	1	6.0%	6	3.0%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.0%	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, 25 Charnwood Street, Shepshed	1.5%	12	0.0%	0	0.0%	0	10.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Zone 3																	
Co-operative Extra Foodstore, The Hallcroft, Shepshed	1.1%	9	1.0%	1	0.0%	0	5.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Co-operative, Anson Road, Shepshed	0.9%	7	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Local shops, Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.0%	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, Charnwood Road, Shepshed LE12 9QF	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Barrow Upon Soar District Centre	0.0%	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-operative, 21 High Street, Barrow on Soar	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sileby																		
Leicester Road / Market Place, Mountsorrel Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	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, High Street, Sileby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	3.1%	25	0.0%	0	0.0%	0	0.0%	0	4.0%	4	19.0%	19	2.0%	2	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	4.9%	39	1.0%	1	1.0%	1	1.0%	1	4.0%	4	26.0%	26	5.9%	6	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.5%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2
Local shops, East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.9%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	2.0%	2	1.0%	1	0.0%	0
Melton Road, Thurmaston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	2.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	20	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	0.0%	0	0.0%	0
Co-operative, 132 Rothley Road, Mountsorrel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-operative, 19 Wanlip Lane, Birstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-operative, 931 Loughborough Road, Rothley	0.5%	4	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodhouse Eaves Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	2.4%	19	3.0%	3	0.0%	0	2.0%	2	5.0%	5	2.0%	2	5.9%	6	1.0%	1	0.0%	0
Zone 7																		
Co-operative Food, 87 Main Street, East Leake	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	1.0%	1
Co-operative, Church Street, Ruddington NG11 6HD	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Local shops, Normanton on Soar Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ruddington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham NG12 5GT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Zone 8																		
Castle Donington Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Co-operative, Market Place Whitwick LE67 5DT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-operative, Station Road, Castle Donington DE74 2NJ	0.0%	0	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-operative, The Green, Thringstone LE67 8NR	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Local shops, Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	3.1%	25	0.0%	0	0.0%	0	5.9%	6	1.0%	1	1.0%	1	2.0%	2	0.0%	0	14.9%	15
Other, Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Abbey Lane, Leicester	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	8.9%	9	0.0%	0	0.0%	0
Aldi, Adcock Road, Coalville	2.2%	18	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	2.0%	2	0.0%	0	11.9%	12
Aldi, Dents Road, Ashby-de-la-Zouch	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Asda, 184 Loughborough Road, West Bridgford, Nottingham	2.4%	19	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	15.0%	15	1.0%	1
Asda, Exploration Drive, Leicester LE4 5NU	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Asda, Narborough Road South, Leicester LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Co-operative, Main Street, Markfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-operative, Market Place, Kegworth DE74 2EE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2
Co-operative, Station Road, Castle Donington DE74 2NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Loughborough Road, Abbey LE4 5PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Lidl, Thornborough Road, Coalville LE67 3TH	0.6%	5	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Long Eaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Market Harborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	0.0%	0
Morrisons, Green Lane, Clifton NG11 9LQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Blaby	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other, Gedling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley and Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Other, North West Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Other, Rushcliffe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	4.0%	4	1.0%	1	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	2.1%	17	0.0%	0	0.0%	0	0.0%	0	3.0%	3	6.0%	6	6.9%	7	1.0%	1	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	10.9%	11	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.7%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Tesco, Resolution Road, Ashby-de-la-Zouch	1.7%	14	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	10
West Midlands Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	5.6%	45	2.0%	2	5.0%	5	9.9%	10	10.0%	10	1.0%	1	5.0%	5	7.0%	7	5.0%	5
(Don't know / can't remember)	1.4%	11	0.0%	0	3.0%	3	2.0%	2	1.0%	1	1.0%	1	1.0%	1	2.0%	2	1.0%	1
Base:		803		100		100		101		100		100		101		100		101

Q10 From which retailer did you purchase this main food internet / home delivery shopping?

Those who do their main food shopping via the Internet at Q09:

Asda	8.9%	4	0.0%	0	20.0%	1	10.0%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	20.0%	1
Morrisons	13.3%	6	0.0%	0	20.0%	1	20.0%	2	0.0%	0	0.0%	0	0.0%	0	14.3%	1	40.0%	2
Iceland	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0
Sainsbury's	13.3%	6	0.0%	0	0.0%	0	10.0%	1	20.0%	2	0.0%	0	40.0%	2	0.0%	0	20.0%	1
Tesco	46.7%	21	100.0%	2	60.0%	3	50.0%	5	50.0%	5	0.0%	0	40.0%	2	42.9%	3	20.0%	1
Ocado	13.3%	6	0.0%	0	0.0%	0	10.0%	1	20.0%	2	100.0%	1	0.0%	0	28.6%	2	0.0%	0
Waitrose	2.2%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		45		2		5		10		10		1		5		7		5

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
MeanScore: £																	
Q11 Approximately how much money do you normally spend on your household's main food and grocery shop?																	
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£6 - £10	0.5%	4	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£11 - £15	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
£16 - £20	2.1%	17	2.0%	2	3.0%	3	2.0%	2	1.0%	1	3.0%	3	3.0%	3	0.0%	0	3.0%
£21 - £25	1.7%	14	2.0%	2	5.0%	5	1.0%	1	0.0%	0	2.0%	2	2.0%	2	1.0%	1	1.0%
£26 - £30	4.5%	36	4.0%	4	8.0%	8	1.0%	1	3.0%	3	3.0%	3	5.0%	5	8.0%	8	4.0%
£31 - £35	2.1%	17	1.0%	1	3.0%	3	3.0%	3	3.0%	3	4.0%	4	1.0%	1	0.0%	0	2.0%
£36 - £40	4.6%	37	3.0%	3	6.0%	6	5.0%	5	4.0%	4	5.0%	5	7.9%	8	1.0%	1	5.0%
£41 - £45	3.5%	28	6.0%	6	2.0%	2	3.0%	3	2.0%	2	5.0%	5	3.0%	3	3.0%	3	4.0%
£46 - £50	9.1%	73	12.0%	12	7.0%	7	7.9%	8	8.0%	8	10.0%	10	11.9%	12	9.0%	9	6.9%
£51 - £55	2.0%	16	4.0%	4	3.0%	3	0.0%	0	1.0%	1	3.0%	3	3.0%	3	0.0%	0	2.0%
£56 - £60	6.7%	54	8.0%	8	7.0%	7	5.0%	5	8.0%	8	10.0%	10	4.0%	4	7.0%	7	5.0%
£61 - £65	2.0%	16	3.0%	3	3.0%	3	3.0%	3	3.0%	3	1.0%	1	1.0%	1	1.0%	1	1.0%
£66 - £70	6.1%	49	5.0%	5	7.0%	7	2.0%	2	4.0%	4	6.0%	6	7.9%	8	9.0%	9	7.9%
£71 - £75	2.5%	20	3.0%	3	2.0%	2	3.0%	3	1.0%	1	3.0%	3	1.0%	1	3.0%	3	4.0%
£76 - £80	7.3%	59	2.0%	2	10.0%	10	8.9%	9	12.0%	12	5.0%	5	4.0%	4	8.0%	8	8.9%
£81 - £85	1.7%	14	0.0%	0	2.0%	2	2.0%	2	3.0%	3	1.0%	1	2.0%	2	4.0%	4	0.0%
£86 - £90	3.4%	27	0.0%	0	4.0%	4	5.0%	5	5.0%	5	5.0%	5	4.0%	4	1.0%	1	3.0%
£91 - £95	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£96 - £100	10.8%	87	11.0%	11	8.0%	8	11.9%	12	15.0%	15	4.0%	4	11.9%	12	14.0%	14	10.9%
£101 - £120	4.5%	36	4.0%	4	3.0%	3	9.9%	10	4.0%	4	6.0%	6	4.0%	4	3.0%	3	2.0%
£121 - £140	1.5%	12	4.0%	4	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	3.0%
£141 - £160	3.5%	28	2.0%	2	1.0%	1	4.0%	4	6.0%	6	5.0%	5	5.9%	6	4.0%	4	0.0%
£161 - £180	0.4%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%
£181 - £200	0.9%	7	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%
£201 - £250	0.6%	5	2.0%	2	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%
£250+	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	14.6%	117	14.0%	14	12.0%	12	14.9%	15	13.0%	13	13.0%	13	11.9%	12	16.0%	16	21.8%
(Refused)	2.9%	23	4.0%	4	0.0%	0	1.0%	1	2.0%	2	4.0%	4	3.0%	3	6.0%	6	3.0%
Mean:	74.75	73.78		64.47		85.46		81.53		71.40		75.31		74.33		71.61	
Base:	803	100		100		101		100		100		101		100		101	
MeanScore: visits per week																	
Q12 How often does your household normally do a main food and grocery shop?																	
Daily	2.1%	17	6.0%	6	1.0%	1	1.0%	1	4.0%	4	4.0%	4	0.0%	0	0.0%	0	1.0%
At least two times a week	10.1%	81	15.0%	15	12.0%	12	8.9%	9	3.0%	3	16.0%	16	8.9%	9	8.0%	8	8.9%
At least once a week	71.7%	576	68.0%	68	75.0%	75	69.3%	70	75.0%	75	68.0%	68	75.2%	76	66.0%	66	77.2%
At least once a fortnight	10.6%	85	8.0%	8	8.0%	8	9.9%	10	12.0%	12	9.0%	9	11.9%	12	17.0%	17	8.9%
At least once a month	2.9%	23	2.0%	2	2.0%	2	6.9%	7	3.0%	3	1.0%	1	3.0%	3	3.0%	3	2.0%
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	2.5%	20	1.0%	1	2.0%	2	4.0%	4	3.0%	3	1.0%	1	1.0%	1	6.0%	6	2.0%
Mean:	1.36	1.76		1.37		1.24		1.26		1.67		1.19		1.14		1.27	
Base:	803	100		100		101		100		100		101		100		101	
Q13 When do you normally do your household's main food shop?																	
Weekdays during the day	49.1%	394	52.0%	52	45.0%	45	54.5%	55	41.0%	41	53.0%	53	34.7%	35	57.0%	57	55.4%
Weekdays during the evening	9.8%	79	8.0%	8	12.0%	12	7.9%	8	13.0%	13	13.0%	13	13.9%	14	6.0%	6	5.0%
Saturday	13.2%	106	11.0%	11	14.0%	14	14.9%	15	15.0%	15	17.0%	17	10.9%	11	11.0%	11	11.9%
Sunday	4.2%	34	9.0%	9	6.0%	6	2.0%	2	6.0%	6	2.0%	2	6.9%	7	1.0%	1	1.0%
(Don't know / varies)	23.7%	190	20.0%	20	23.0%	23	20.8%	21	25.0%	25	15.0%	15	33.7%	34	25.0%	25	26.7%
Base:	803	100		100		101		100		100		101		100		101	
Q14 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping?																	
Yes	70.2%	564	69.0%	69	70.0%	70	74.3%	75	70.0%	70	61.0%	61	75.2%	76	74.0%	74	68.3%
No	29.8%	239	31.0%	31	30.0%	30	25.7%	26	30.0%	30	39.0%	39	24.8%	25	26.0%	26	31.7%
Base:	803	100		100		101		100		100		101		100		101	

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q15 Where did you last undertake this ‘top-up’ food shopping?																	
<i>Those who make top-up shopping trips at Q14:</i>																	
Zone 1																	
Co-operative, Market Street, Loughborough LE11 3EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Cattle Market, Loughborough	0.5%	3	2.9%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.9%	5	1.4%	1	1.4%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	1.4%
Iceland, Market Street, Loughborough	1.2%	7	2.9%	2	4.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%
Loughborough Markets, Loughborough Town Centre LE11 3EA	0.7%	4	1.4%	1	0.0%	0	1.3%	1	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	0.7%	4	1.4%	1	2.9%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Ling Road, Loughborough LE11 2LW	1.4%	8	7.2%	5	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Loughborough Town Centre	1.1%	6	4.3%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%
Other, Zone 1	0.4%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Ashby Road, Loughborough	4.3%	24	11.6%	8	10.0%	7	2.7%	2	1.4%	1	0.0%	0	1.3%	1	6.8%	5	0.0%
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.4%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Park Road, Shelthorpe, Loughborough	5.5%	31	33.3%	23	5.7%	4	2.7%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	1.6%	9	7.2%	5	2.9%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	3.5%	20	4.3%	3	14.3%	10	1.3%	1	5.7%	4	1.6%	1	0.0%	0	1.4%	1	0.0%
B&M, Willowbrook Park, Loughborough	0.5%	3	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%
Co-operative, Knightthorpe Road, Loughborough	0.9%	5	1.4%	1	4.3%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road West Extension, Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Long Whatton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	5.5%	31	2.9%	2	35.7%	25	2.7%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 2	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.5%	3	0.0%	0	2.9%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, 25 Charnwood Street, Shepshed	6.0%	34	0.0%	0	0.0%	0	34.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%
Zone 3																	
Co-operative Extra Foodstore, The Hallcroft, Shepshed	1.2%	7	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%
Co-operative, Anson Road, Shepshed	3.5%	20	0.0%	0	0.0%	0	24.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%
Local shops, Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.9%	5	1.4%	1	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Charnwood Road, Shepshed LE12 9QF	1.2%	7	0.0%	0	0.0%	0	8.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Zone 4																	
Barrow Upon Soar District Centre	0.0%	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-operative, 21 High Street, Barrow on Soar	2.5%	14	0.0%	0	0.0%	0	0.0%	0	20.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road,	1.4%	8	0.0%	0	0.0%	0	0.0%	0	10.0%	7	1.6%	1	0.0%	0	0.0%	0	0.0%

Charnwood Household Survey For WYG

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Sileby																		
Leicester Road / Market Place, Mountsorrel Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Sileby	0.5%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	2.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	12	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	1.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	10	0.0%	0	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Melton Road, Thurmaston Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	3.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.5%	18	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0
Birstall District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	1.6%	9	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	10.5%	8	0.0%	0	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	2.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	13	0.0%	0	0.0%	0
Co-operative, 132 Rothley Road, Mountsorrel	2.1%	12	0.0%	0	0.0%	0	0.0%	0	17.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.9%	5	2.9%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Co-operative, 19 Wanlip Lane, Birstall	2.5%	14	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	14.5%	11	0.0%	0	1.4%	1
Co-operative, 931 Loughborough Road, Rothley	1.1%	6	0.0%	0	0.0%	0	1.3%	1	2.9%	2	0.0%	0	2.6%	2	0.0%	0	1.4%	1
Local shops, Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodhouse Eaves Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Rothley Local Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	6.6%	5	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	2.5%	14	0.0%	0	0.0%	0	1.3%	1	8.6%	6	0.0%	0	9.2%	7	0.0%	0	0.0%	0
Zone 7																		
Co-operative Food, 87 Main Street, East Leake	5.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.2%	29	1.4%	1
Co-operative, Church Street, Ruddington NG11 6HD	2.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	13	0.0%	0
Local shops, Normanton on Soar Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ruddington Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham NG12 5GT	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8																	
Castle Donington Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Co-operative, Market Place Whitwick LE67 5DT	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%
Co-operative, Station Road, Castle Donington DE74 2NJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Co-operative, The Green, Thringstone LE67 8NR	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%
Local shops, Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Whitwick Road, Coalville	2.1%	12	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%
Other, Zone 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Outside Study Area																	
Aldi, Abbey Lane, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Adcock Road, Coalville	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%
Aldi, Dents Road, Ashby-de-la-Zouch	0.0%	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, 184 Loughborough Road, West Bridgford, Nottingham	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Exploration Drive, Leicester LE4 5NU	0.0%	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, Midland Street, Long Eaton	0.0%	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, Narborough Road South, Leicester LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Co-operative, Main Street, Markfield	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%
Co-operative, Market Place, Kegworth DE74 2EE	2.3%	13	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	13.0%
Co-operative, Station Road, Castle Donington DE74 2NJ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%
Leicester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Lidl, Loughborough Road, Abbey LE4 5PN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Lidl, Thornborough Road, Coalville LE67 3TH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Long Eaton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Market Harborough Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%
Morrisons, Green Lane, Clifton NG11 9LQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.4%
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%
Other, Gedling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Hinkley and Bosworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%
Other, Leicester	0.7%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	1.4%
Other, North West Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	2.6%	2	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5	0.0%	0	1.4%	1
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4
West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	3.4%	19	4.3%	3	5.7%	4	1.3%	1	2.9%	2	3.3%	2	1.3%	1	5.4%	4	2.9%	2
Base:	564		69		70		75		70		61		76		74		69	

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q16 Where did you undertake your top-up shopping the time before your last visit to (STORE / LOCATION MENTIONED AT Q15) was it the same place, or different, and if so, please specify?																	
<i>Those who make top-up shopping trips at Q14:</i>																	
Zone 1																	
Co-operative, Market Street, Loughborough LE11 3EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Cattle Market, Loughborough	0.5%	3	2.9%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.5%	3	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.7%	4	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%
Loughborough Markets, Loughborough Town Centre LE11 3EA	1.2%	7	2.9%	2	1.4%	1	1.3%	1	2.9%	2	0.0%	0	1.3%	1	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	2.3%	13	4.3%	3	5.7%	4	5.3%	4	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%
One Stop, Ling Road, Loughborough LE11 2LW	1.4%	8	5.8%	4	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Loughborough Town Centre	1.4%	8	7.2%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%
Other, Zone 1	0.4%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Ashby Road, Loughborough	5.0%	28	14.5%	10	10.0%	7	4.0%	3	1.4%	1	0.0%	0	1.3%	1	8.1%	6	0.0%
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.4%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Park Road, Shelthorpe, Loughborough	4.1%	23	17.4%	12	8.6%	6	1.3%	1	1.4%	1	0.0%	0	1.3%	1	1.4%	1	1.4%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	1.8%	10	5.8%	4	5.7%	4	1.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	3.5%	20	4.3%	3	12.9%	9	4.0%	3	4.3%	3	0.0%	0	1.3%	1	1.4%	1	0.0%
B&M, Willowbrook Park, Loughborough	0.9%	5	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	2.6%	2	1.4%	1	0.0%
Co-operative, Knightthorpe Road, Loughborough	0.9%	5	0.0%	0	5.7%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road West Extension, Loughborough	0.0%	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, Station Avenue, Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Local shops, Long Whatton Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	5.5%	31	7.2%	5	25.7%	18	4.0%	3	4.3%	3	0.0%	0	0.0%	0	2.7%	2	0.0%
Other, Zone 2	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, 25 Charnwood Street, Shepshed	6.0%	34	0.0%	0	2.9%	2	40.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%
Zone 3																	
Co-operative Extra Foodstore, The Hallcroft, Shepshed	2.1%	12	0.0%	0	0.0%	0	9.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%
Co-operative, Anson Road, Shepshed	2.5%	14	0.0%	0	0.0%	0	14.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%
Local shops, Hathern Village Centre	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.5%	3	1.4%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Charnwood Road, Shepshed LE12 9QF	1.4%	8	0.0%	0	0.0%	0	6.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%
Zone 4																	
Barrow Upon Soar District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative, 21 High Street, Barrow on Soar	1.8%	10	0.0%	0	0.0%	0	0.0%	0	14.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Costcutter, Barrow Road, Sileby	0.7%	4	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Sileby	0.7%	4	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	1.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	10	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	2.8%	16	1.4%	1	0.0%	0	0.0%	0	1.4%	1	23.0%	14	0.0%	0	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Local shops, East Goscote Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.7%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0
Melton Road, Thurmaston Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	2.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	11	0.0%	0	1.4%	1	0.0%	0
Zone 6																		
Anstey District Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Birstall District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	1.2%	7	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	7.9%	6	0.0%	0	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	2.0%	11	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	13.2%	10	0.0%	0	0.0%	0
Co-operative, 132 Rothley Road, Mountsorrel	1.6%	9	0.0%	0	0.0%	0	0.0%	0	12.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.9%	5	2.9%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Co-operative, 19 Wanlip Lane, Birstall	1.8%	10	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	7.9%	6	0.0%	0	1.4%	1
Co-operative, 931 Loughborough Road, Rothley	1.2%	7	0.0%	0	0.0%	0	1.3%	1	2.9%	2	0.0%	0	3.9%	3	0.0%	0	1.4%	1
Local shops, Newtown Linford Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Local shops, Woodhouse Eaves Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Rothley Local Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	2.0%	11	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	13.2%	10	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	3.0%	17	4.3%	3	1.4%	1	0.0%	0	8.6%	6	0.0%	0	7.9%	6	1.4%	1	0.0%	0
Zone 7																		
Co-operative Food, 87 Main Street, East Leake	4.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.7%	22	1.4%	1
Co-operative, Church Street, Ruddington NG11 6HD	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	8	0.0%	0
Local shops, Normanton on Soar Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ruddington Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0

by Zone		Charnwood Household Survey For WYG															Page 32 July 2018	
	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
NG12 5GT																		
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Zone 8																		
Castle Donington Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Co-operative, Market Place Whitwick LE67 5DT	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	5
Co-operative, Station Road, Castle Donington DE74 2NJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Co-operative, The Green, Thringstone LE67 8NR	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4
Local shops, Kegworth Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Morrisons, Whitwick Road, Coalville	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	7
Other, Zone 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Outside Study Area																		
Aldi, Abbey Lane, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Aldi, Adcock Road, Coalville	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	5.8%	4
Aldi, Dents Road, Ashby-de-la-Zouch	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Asda, Exploration Drive, Leicester LE4 5NU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	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, Narborough Road South, Leicester LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Co-operative, Main Street, Markfield	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Co-operative, Market Place, Kegworth DE74 2EE	2.7%	15	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5	13.0%	9
Co-operative, Station Road, Castle Donington DE74 2NJ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Leicester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lidl, Loughborough Road, Abbey LE4 5PN	0.0%	0	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, Thornborough Road, Coalville LE67 3TH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Long Eaton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Morrisons, Green Lane, Clifton NG11 9LQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.4%	1
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Other, Gedling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley and Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.9%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	2	2.6%	2	0.0%	0	0.0%	0
Other, North West Leicestershire	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Other, Rushcliffe	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.3%	2	0.0%	0	1.4%	1	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	6.6%	5	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4
West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	5.7%	32	5.8%	4	5.7%	4	1.3%	1	10.0%	7	9.8%	6	1.3%	1	5.4%	4	7.2%	5
Base:	564			69		70		75		70		61		76		74		69

MeanScore: £

Q17 Approximately how much money do you normally spend on your household's 'top-up' food and grocery shop?

Those who make top-up shopping trips at Q14:

£1 - £5	15.1%	85	18.8%	13	17.1%	12	14.7%	11	14.3%	10	14.8%	9	10.5%	8	14.9%	11	15.9%	11
£6 - £10	18.8%	106	18.8%	13	14.3%	10	21.3%	16	12.9%	9	19.7%	12	19.7%	15	13.5%	10	30.4%	21
£11 - £15	13.5%	76	10.1%	7	20.0%	14	13.3%	10	17.1%	12	14.8%	9	15.8%	12	5.4%	4	11.6%	8
£16 - £20	15.4%	87	18.8%	13	12.9%	9	18.7%	14	20.0%	14	9.8%	6	15.8%	12	14.9%	11	11.6%	8
£21 - £25	6.0%	34	8.7%	6	5.7%	4	4.0%	3	5.7%	4	4.9%	3	6.6%	5	9.5%	7	2.9%	2
£26 - £30	5.7%	32	2.9%	2	8.6%	6	6.7%	5	4.3%	3	3.3%	2	10.5%	8	8.1%	6	0.0%	0
£31 - £35	1.1%	6	0.0%	0	1.4%	1	1.3%	1	2.9%	2	1.6%	1	1.3%	1	0.0%	0	0.0%	0
£36 - £40	1.8%	10	0.0%	0	2.9%	2	0.0%	0	1.4%	1	4.9%	3	0.0%	0	2.7%	2	2.9%	2
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	1.1%	6	2.9%	2	0.0%	0	0.0%	0	1.4%	1	1.6%	1	1.3%	1	1.4%	1	0.0%	0
£51 - £55	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	0.7%	4	1.4%	1	1.4%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
£61 - £65	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0
£101 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 +	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	16.7%	94	13.0%	9	15.7%	11	17.3%	13	15.7%	11	16.4%	10	15.8%	12	17.6%	13	21.7%	15
(Refused)	3.0%	17	2.9%	2	0.0%	0	0.0%	0	1.4%	1	4.9%	3	1.3%	1	10.8%	8	2.9%	2
Mean:	17.10		18.02		16.25		16.35		18.21		19.08		17.52		18.92		12.48	
Base:	564		69		70		75		70		61		76		74		69	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
MeanScore: visits per week																		
Q18 How often does your household normally do a ‘top up’ food and grocery shop?																		
Those who make top-up shopping trips at Q14:																		
Daily	5.7%	32	13.0%	9	7.1%	5	8.0%	6	4.3%	3	3.3%	2	2.6%	2	5.4%	4	1.4%	1
At least two times a week	34.9%	197	31.9%	22	40.0%	28	45.3%	34	27.1%	19	32.8%	20	44.7%	34	32.4%	24	23.2%	16
At least once a week	37.6%	212	46.4%	32	31.4%	22	33.3%	25	48.6%	34	47.5%	29	32.9%	25	24.3%	18	39.1%	27
At least once a fortnight	8.7%	49	7.2%	5	11.4%	8	2.7%	2	8.6%	6	4.9%	3	10.5%	8	12.2%	9	11.6%	8
At least once a month	1.1%	6	0.0%	0	1.4%	1	1.3%	1	1.4%	1	0.0%	0	1.3%	1	2.7%	2	0.0%	0
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	12.1%	68	1.4%	1	8.6%	6	9.3%	7	10.0%	7	11.5%	7	7.9%	6	23.0%	17	24.6%	17
Mean:		2.52		2.73		2.71		3.00		2.13		2.31		2.56		2.58		1.96
Base:		564		69		70		75		70		61		76		74		69

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q19 Where did you last buy clothing or footwear goods?																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	17.1%	137	19.0%	19	34.0%	34	27.7%	28	22.0%	22	3.0%	3	6.9%	7	13.0%	13	10.9%	11
Sainsbury's, Ashby Road, Loughborough	0.2%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelthorpe District Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	0.0%	0	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, Unit 1, The Rushes Shopping Centre, Loughborough	2.2%	18	8.0%	8	5.0%	5	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Zone 2																		
Aldi, 51 Belton Road, Loughborough	0.0%	0	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&M, Willowbrook Park, Loughborough	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.2%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	0.0%	0	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 Extra, The Hallcroft, Shepshed	0.4%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	1.7%	14	1.0%	1	2.0%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	6.9%	7
Barrow Upon Star District Centre	0.0%	0	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.0%	0	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, Inglenook Park, Barkby Thorpe Lane,	1.7%	14	2.0%	2	0.0%	0	0.0%	0	1.0%	1	11.0%	11	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Thurmaston																	
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Syston District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	2.5%	20	1.0%	1	1.0%	1	0.0%	0	3.0%	3	9.0%	9	5.9%	6	0.0%	0	0.0%
Thurmaston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Zone 6																	
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birstall Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Co-op, 132 Rothley Road, Mountsorrel	0.0%	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, 17-25 Cropston Road, Anstey	0.0%	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, 19 Loughborough Road, Quorn	0.0%	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, 19 Wanlip Lane, Birstall	0.0%	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester Road / Market Place, Mountsorrel Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothley Local Centre	0.0%	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, 139 Sibson Road, Birstall	0.0%	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7																	
Bradmore Village Centre	0.0%	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8																	
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Whitwick Road, Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area																	
Aldi, Thornborough Road, Coalville	0.0%	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, 184 Loughborough Road, West Bridgford, Nottingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashby-de-la-Zouch — all locations	0.4%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Leys District Centre, Leicester	1.2%	10	1.0%	1	1.0%	1	0.0%	0	0.0%	0	3.0%	3	5.0%	5	0.0%	0	0.0%

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Birmingham City Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%
Burton-upon-Trent Town Centre	0.4%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Coalville Town Centre	0.9%	7	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	0.5%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	5.7%	46	10.0%	10	3.0%	3	5.0%	5	4.0%	4	8.0%	8	8.9%	9	3.0%	3	4.0%
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	14.3%	115	6.0%	6	11.0%	11	5.0%	5	23.0%	23	30.0%	30	31.7%	32	1.0%	1	6.9%
Melton Mowbray — all locations	0.5%	4	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Nottingham City Centre	7.1%	57	1.0%	1	4.0%	4	2.0%	2	1.0%	1	1.0%	1	1.0%	1	39.0%	39	7.9%
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Other, East England	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	0.5%	4	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%
Other, Hinkley & Bosworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Other, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, London	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, North West	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%
Other, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South East	0.4%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%
Other, South West	0.2%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wales	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Other, Yorkshire	0.2%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	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, Grove Farm Triangle, Fosse Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	2.0%	2	0.0%	0	0.0%
Sainsbury's, Stoney Road, Beeston, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Tesco Extra, Waverley Street, Long Eaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Tesco, Resolution Road, Ashby-de-la-Zouch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
West Bridgford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others																	
Abroad	1.4%	11	2.0%	2	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	2.0%	2	3.0%
Internet / Delivery	22.9%	184	22.0%	22	21.0%	21	34.7%	35	23.0%	23	19.0%	19	20.8%	21	18.0%	18	24.8%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	2.5%	20	4.0%	4	1.0%	1	2.0%	2	1.0%	1	2.0%	2	1.0%	1	4.0%	4	5.0%

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(Don't know / can't remember)	8.7%	70	17.0%	17	10.0%	10	5.0%	5	11.0%	11	4.0%	4	8.9%	9	5.0%	5	8.9%	9
Base:	803		100		100		101		100		100		101		100		101	

MeanScore: visits per year

Q20 How often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q19)?

Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q19:

Daily	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.8%	4	1.8%	1	0.0%	0	3.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
At least once a week	4.8%	25	5.5%	3	4.4%	3	6.8%	4	6.3%	4	6.8%	5	1.4%	1	4.2%	3	3.4%	2
At least once a fortnight	5.0%	26	3.6%	2	10.3%	7	3.4%	2	3.2%	2	5.4%	4	5.8%	4	5.6%	4	1.7%	1
At least once a month	23.4%	121	21.8%	12	20.6%	14	20.3%	12	23.8%	15	20.3%	15	29.0%	20	25.4%	18	25.4%	15
At least every two months	13.3%	69	14.5%	8	16.2%	11	11.9%	7	11.1%	7	14.9%	11	18.8%	13	7.0%	5	11.9%	7
At least every 3 months	14.1%	73	14.5%	8	11.8%	8	16.9%	10	15.9%	10	10.8%	8	14.5%	10	12.7%	9	16.9%	10
At least every 6 months	10.4%	54	9.1%	5	7.4%	5	8.5%	5	15.9%	10	9.5%	7	10.1%	7	12.7%	9	10.2%	6
Less often than once every 6 months	5.2%	27	9.1%	5	2.9%	2	1.7%	1	9.5%	6	5.4%	4	5.8%	4	0.0%	0	8.5%	5
Have only visited once (Don't know / varies)	0.6%	3	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
	22.2%	115	18.2%	10	23.5%	16	27.1%	16	14.3%	9	25.7%	19	14.5%	10	31.0%	22	22.0%	13
Mean:	13.56		22.67		11.85		21.23		10.15		15.78		9.02		11.43		8.89	
Base:	518	55	68	59	63	74	69	71	59									

Q21 How do you normally travel to (LOCATION MENTIONED AT Q19)?

Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q19:

Car / van (as driver)	64.9%	336	49.1%	27	55.9%	38	64.4%	38	73.0%	46	77.0%	57	69.6%	48	49.3%	35	79.7%	47
Car / van (as passenger)	9.3%	48	18.2%	10	10.3%	7	11.9%	7	4.8%	3	8.1%	6	4.3%	3	8.5%	6	10.2%	6
Bus, minibus or coach	17.2%	89	9.1%	5	23.5%	16	11.9%	7	22.2%	14	12.2%	9	18.8%	13	32.4%	23	3.4%	2
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	4.8%	25	20.0%	11	5.9%	4	8.5%	5	0.0%	0	2.7%	2	4.3%	3	0.0%	0	0.0%	0
Taxi	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.0%	5	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0
Bicycle	0.6%	3	0.0%	0	2.9%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride	1.0%	5	1.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	1.7%	1
Tram	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	3.4%	2
(Don't know / varies)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.7%	1
Base:	518	55	68	59	63	74	69	71	59									

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q22 When you go shopping for clothing or footwear, do you link this trip with another activity? <i>Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q19:</i>																		
Yes – food shopping	4.2%	22	5.5%	3	1.5%	1	5.1%	3	1.6%	1	8.1%	6	1.4%	1	4.2%	3	6.8%	4
Yes – non-food shopping	4.2%	22	5.5%	3	2.9%	2	10.2%	6	6.3%	4	2.7%	2	2.9%	2	2.8%	2	1.7%	1
Yes – visiting services such as banks and other financial institutions	1.2%	6	1.8%	1	2.9%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Yes – leisure activity	2.7%	14	5.5%	3	1.5%	1	3.4%	2	3.2%	2	0.0%	0	5.8%	4	0.0%	0	3.4%	2
Yes – travelling to / from work	1.2%	6	0.0%	0	1.5%	1	1.7%	1	0.0%	0	1.4%	1	1.4%	1	0.0%	0	3.4%	2
Yes – travelling to / from school / college / university	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting café / pub / restaurant	16.8%	87	12.7%	7	20.6%	14	8.5%	5	12.7%	8	13.5%	10	14.5%	10	16.9%	12	35.6%	21
Yes – visiting family/friends	3.3%	17	5.5%	3	5.9%	4	1.7%	1	4.8%	3	1.4%	1	2.9%	2	1.4%	1	3.4%	2
Yes – visiting health service such as doctor, dentist, hospital	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.4%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	59.3%	307	61.8%	34	54.4%	37	67.8%	40	58.7%	37	68.9%	51	58.0%	40	60.6%	43	42.4%	25
Yes - going to church	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Yes - visiting the market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - window shopping / browsing	2.1%	11	0.0%	0	2.9%	2	1.7%	1	3.2%	2	1.4%	1	2.9%	2	4.2%	3	0.0%	0
(Don't know / varies)	3.7%	19	0.0%	0	4.4%	3	0.0%	0	3.2%	2	1.4%	1	10.1%	7	7.0%	5	1.7%	1
Base:		518		55		68		59		63		74		69		71		59

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q23 Where did you last buy books, CDs, DVDs?																	
Zone 1																	
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Town Centre Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	10.5%	84	25.0%	25	22.0%	22	5.9%	6	11.0%	11	1.0%	1	5.9%	6	7.0%	7	5.9%
Sainsbury's, Ashby Road, Loughborough	0.4%	3	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	0.0%	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, Park Road, Shelthorpe, Loughborough	1.9%	15	6.0%	6	3.0%	3	1.0%	1	3.0%	3	0.0%	0	1.0%	1	0.0%	0	1.0%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Willowbrook Park, Loughborough	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.6%	5	0.0%	0	4.0%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Regents Place Retail Park, Derby Road, Loughborough	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sharply Road Local Centre	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Asda, 25 Charnwood Street, Shepshed	0.4%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op Extra, The Hallcroft, Shepshed	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.5%	4	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Zone 4																	
Barrow Upon Star District Centre	0.0%	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Aldi, 1169 Melton Road, Syston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Asda, Inglenook Park, Barkby Thorpe Lane,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Thurmaston																	
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Syston District Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%
Tesco Metro, 1197 Melton Road, Syston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurmaston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Zone 6																	
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birstall Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%
Co-op, 132 Rothley Road, Mountsorrel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 17-25 Cropston Road, Anstey	0.0%	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, 19 Loughborough Road, Quorn	0.0%	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, 19 Wanlip Lane, Birstall	0.0%	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester Road / Market Place, Mountsorrel Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quorn Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, 139 Sibson Road, Birstall	0.0%	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7																	
Bradmore Village Centre	0.0%	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ruddington Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Zone 8																	
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kegworth Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area																	
Aldi, Thornborough Road, Coalville	0.0%	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, 184 Loughborough Road, West Bridgford, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Asda, Midland Street, Long Eaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Ashby-de-la-Zouch — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Leys District Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville Town Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	6.9%
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	2.4%	19	0.0%	0	0.0%	0	0.0%	0	3.0%	3	6.0%	6	7.9%	8	0.0%	0	2.0%
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	2.1%	17	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	13.0%	13	3.0%
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South East	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	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, Grove Farm Triangle, Fosse Park, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	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, Waverley Street, Long Eaton	0.0%	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, Resolution Road, Ashby-de-la-Zouch	0.0%	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others																	
Abroad	0.5%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%
Internet / Delivery	33.7%	271	30.0%	30	27.0%	27	35.6%	36	40.0%	40	32.0%	32	42.6%	43	32.0%	32	30.7%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	30.3%	243	20.0%	20	33.0%	33	31.7%	32	27.0%	27	33.0%	33	26.7%	27	32.0%	32	38.6%

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(Don't know / can't remember)	10.5%	84	18.0%	18	7.0%	7	13.9%	14	8.0%	8	13.0%	13	7.9%	8	11.0%	11	5.0%	5
Base:		803		100		100		101		100		100		101		100		101

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q24 Where did you last buy small household goods such as home furnishings, glass and china items?																	
Zone 1																	
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Town Centre Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	9.2%	74	14.0%	14	17.0%	17	12.9%	13	13.0%	13	1.0%	1	3.0%	3	7.0%	7	5.9%
Sainsbury's, Ashby Road, Loughborough	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Shelthorpe District Centre	0.0%	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, Park Road, Shelthorpe, Loughborough	1.9%	15	5.0%	5	3.0%	3	1.0%	1	2.0%	2	1.0%	1	1.0%	1	1.0%	1	1.0%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.4%	3	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	0.0%	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&M, Willowbrook Park, Loughborough	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road, West Extension, Loughborough	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Station Avenue, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Regents Place Retail Park, Derby Road, Loughborough	1.9%	15	4.0%	4	5.0%	5	2.0%	2	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%
Sharply Road Local Centre	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowbrook Retail Park, Derby Road, Loughborough	1.2%	10	3.0%	3	1.0%	1	3.0%	3	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%
Zone 3																	
Asda, 25 Charnwood Street, Shepshed	0.5%	4	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op Extra, The Hallcroft, Shepshed	0.0%	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Barrow Upon Star District Centre	0.0%	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mountsorrell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Aldi, 1169 Melton Road, Syston	0.0%	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, Inglenook Park, Barkby Thorpe Lane,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Thurmaston																	
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Syston District Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	2.0%	2	6.0%	6	1.0%	1	0.0%	0	0.0%
Tesco Metro, 1197 Melton Road, Syston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	2.4%	19	0.0%	0	0.0%	0	0.0%	0	4.0%	4	12.0%	12	3.0%	3	0.0%	0	0.0%
Thurmaston Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%
Zone 6																	
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birstall Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%
Co-op, 132 Rothley Road, Mountsorrel	0.0%	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, 17-25 Cropston Road, Anstey	0.0%	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, 19 Loughborough Road, Quorn	0.0%	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, 19 Wanlip Lane, Birstall	0.0%	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester Road / Market Place, Mountsorrel Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothley Local Centre	0.0%	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, 139 Sibson Road, Birstall	0.0%	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7																	
Bradmore Village Centre	0.0%	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8																	
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Whitwick Road, Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Whitwick Village Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area																	
Aldi, Thornborough Road, Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashby-de-la-Zouch — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Leys District Centre, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.4%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.6%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	1.9%	15	3.0%	3	0.0%	0	2.0%	2	3.0%	3	1.0%	1	2.0%	2	0.0%	0	4.0%	4
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	3.7%	30	5.0%	5	5.0%	5	3.0%	3	4.0%	4	3.0%	3	5.0%	5	3.0%	3	2.0%	2
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	6.4%	51	12.0%	12	1.0%	1	4.0%	4	9.0%	9	7.0%	7	11.9%	12	2.0%	2	4.0%	4
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	3.0%	24	0.0%	0	2.0%	2	2.0%	2	1.0%	1	0.0%	0	2.0%	2	13.0%	13	4.0%	4
Other, Blaby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other, Yorkshire	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	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, Grove Farm Triangle, Fosse Park, Leicester	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	0	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	0	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, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.0%	0	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Others																		
Abroad	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	9.6%	77	11.0%	11	7.0%	7	13.9%	14	6.0%	6	11.0%	11	10.9%	11	10.0%	10	6.9%	7
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	30.6%	246	24.0%	24	25.0%	25	25.7%	26	26.0%	26	35.0%	35	23.8%	24	42.0%	42	43.6%	44

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(Don't know / can't remember)	19.7%	158	16.0%	16	31.0%	31	21.8%	22	20.0%	20	13.0%	13	23.8%	24	16.0%	16	15.8%	16
Base:		803		100		100		101		100		100		101		100		101

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q25 Where did you last buy goods such as toys, games, bicycles and recreation goods?																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	7.8%	63	14.0%	14	13.0%	13	10.9%	11	14.0%	14	0.0%	0	2.0%	2	5.0%	5	4.0%	0
Shelthorpe District Centre	0.0%	0	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, Park Road, Shelthorpe, Loughborough	1.0%	8	3.0%	3	2.0%	2	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.5%	4	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Aldi, 51 Belton Road, Loughborough	0.0%	0	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&M, Willowbrook Park, Loughborough	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Jubilee Drive, Loughborough	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	1.0%	8	3.0%	3	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	1.2%	10	4.0%	4	2.0%	2	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.4%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Zone 4																		
Barrow Upon Star District Centre	0.0%	0	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.0%	0	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, Inglenook Park, Barkby Thorpe Lane,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Thurmaston																	
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Syston District Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Thurmaston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Zone 6																	
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birstall Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Co-op, 132 Rothley Road, Mountsorrel	0.0%	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, 17-25 Cropston Road, Anstey	0.0%	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, 19 Loughborough Road, Quorn	0.0%	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, 19 Wanlip Lane, Birstall	0.0%	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester Road / Market Place, Mountsorrel Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothley Local Centre	0.0%	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, 139 Sibson Road, Birstall	0.0%	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7																	
Bradmore Village Centre	0.0%	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Leake Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8																	
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Whitwick Road, Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area																	
Aldi, Thornborough Road, Coalville	0.0%	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, 184 Loughborough Road, West Bridgford, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashby-de-la-Zouch — all locations	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%
B&Q, Devonshire Road, Leicester LE4 0BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Beaumont Leys District Centre, Leicester	0.4%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.6%	5	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	1.0%	8	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	4	0.0%	0
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	3.5%	28	1.0%	1	3.0%	3	1.0%	1	3.0%	3	9.0%	9	7.9%	8	0.0%	0	3.0%	3
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.6%	5	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Other, Blaby	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other, East England	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other, East Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other, Hinkley & Bosworth	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	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, Grove Farm Triangle, Fosse Park, Leicester	0.0%	0	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, Melton Road, Leicester LE4 7SJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	0	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	0	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, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.0%	0	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	16.4%	132	18.0%	18	11.0%	11	19.8%	20	19.0%	19	15.0%	15	21.8%	22	8.0%	8	18.8%	19
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	43.6%	350	34.0%	34	35.0%	35	36.6%	37	47.0%	47	44.0%	44	42.6%	43	58.0%	58	51.5%	52

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(Don't know / can't remember)	15.6%	125	17.0%	17	19.0%	19	22.8%	23	10.0%	10	19.0%	19	13.9%	14	16.0%	16	6.9%	7
Base:		803		100		100		101		100		100		101		100		101

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q26 Where did you last buy chemist goods (including health and beauty products)?																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	28.3%	227	51.0%	51	69.0%	69	30.7%	31	36.0%	36	2.0%	2	13.9%	14	16.0%	16	7.9%	8
Sainsbury's, Ashby Road, Loughborough	1.4%	11	2.0%	2	4.0%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Shelthorpe District Centre	0.4%	3	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	3.6%	29	12.0%	12	3.0%	3	2.0%	2	7.0%	7	0.0%	0	4.0%	4	1.0%	1	0.0%	0
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	1.0%	8	2.0%	2	2.0%	2	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Zone 2																		
Aldi, 51 Belton Road, Loughborough	0.6%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1
B&M, Willowbrook Park, Loughborough	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Jubilee Drive, Loughborough	0.0%	0	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, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.4%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	1.1%	9	0.0%	0	6.0%	6	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	0.9%	7	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	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, Anson Road, Shepshed	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Shepshed District Centre	3.2%	26	1.0%	1	0.0%	0	16.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	8
Zone 4																		
Barrow Upon Star District Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sileby District Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane,	2.2%	18	0.0%	0	0.0%	0	0.0%	0	2.0%	2	14.0%	14	2.0%	2	0.0%	0	0.0%	0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Thurmaston																	
East Goscote Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Road Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Syston District Centre	2.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	19	0.0%	0	0.0%	0	0.0%
Tesco Metro, 1197 Melton Road, Syston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	3.5%	28	1.0%	1	0.0%	0	0.0%	0	6.0%	6	17.0%	17	4.0%	4	0.0%	0	0.0%
Thurmaston Village Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	2.0%	2	0.0%	0	0.0%
Zone 6																	
Anstey District Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%
Birstall Village Centre	2.0%	16	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	14.9%	15	0.0%	0	0.0%
Co-op, 132 Rothley Road, Mountsorrel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 17-25 Cropston Road, Anstey	0.0%	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, 19 Loughborough Road, Quorn	0.0%	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, 19 Wanlip Lane, Birstall	0.0%	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester Road / Market Place, Mountsorrel Local Centre	1.0%	8	2.0%	2	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Markfield Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%
Other, Zone 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%
Quorn Local Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	6.9%	7	0.0%	0	0.0%
Rothley Local Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	4.0%	4	0.0%	0	0.0%
Tesco Express, 139 Sibson Road, Birstall	0.0%	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7																	
Bradmore Village Centre	0.0%	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Leake Village Centre	2.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	19	0.0%
Other, Rushcliffe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ruddington Village	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%
Zone 8																	
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castle Donington Town Centre	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%
Kegworth Village Centre	2.0%	16	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	8.9%
Morrisons, Whitwick Road, Coalville	0.7%	6	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%
Whitwick Village Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%
Outside Study Area																	
Aldi, Thornborough Road, Coalville	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashby-de-la-Zouch — all locations	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Leys District Centre, Leicester	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	8	0.0%	0	0.0%

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Coalville Town Centre	2.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	21
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.9%	7	0.0%	0	0.0%	0	2.0%	2	0.0%	0	4.0%	4	1.0%	1	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	2.7%	22	0.0%	0	0.0%	0	0.0%	0	2.0%	2	11.0%	11	6.9%	7	0.0%	0	2.0%	2
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Nottingham City Centre	1.7%	14	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	10.0%	10	2.0%	2
Other, Blaby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	3.0%	3
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	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, Grove Farm Triangle, Fosse Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
West Bridgford Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet / Delivery	5.4%	43	10.0%	10	1.0%	1	11.9%	12	6.0%	6	1.0%	1	4.0%	4	8.0%	8	1.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	7.1%	57	6.0%	6	7.0%	7	9.9%	10	3.0%	3	11.0%	11	5.9%	6	8.0%	8	5.9%	6

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(Don't know / can't remember)	5.0%	40	8.0%	8	4.0%	4	10.9%	11	2.0%	2	5.0%	5	3.0%	3	5.0%	5	2.0%	2
Base:		803		100		100		101		100		100		101		100		101

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q27 Where did you last buy electrical items, such as televisions, washing machines and computers?																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	12.5%	100	22.0%	22	23.0%	23	15.8%	16	17.0%	17	1.0%	1	5.0%	5	5.0%	5	10.9%	11
Sainsbury's, Ashby Road, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Shelthorpe District Centre	0.0%	0	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, Park Road, Shelthorpe, Loughborough	2.1%	17	7.0%	7	3.0%	3	0.0%	0	3.0%	3	0.0%	0	2.0%	2	0.0%	0	2.0%	2
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Aldi, 51 Belton Road, Loughborough	0.0%	0	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&M, Willowbrook Park, Loughborough	0.0%	0	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, Jubilee Drive, Loughborough	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	11.5%	92	17.0%	17	24.0%	24	18.8%	19	8.0%	8	1.0%	1	3.0%	3	9.0%	9	10.9%	11
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	1.2%	10	2.0%	2	1.0%	1	2.0%	2	2.0%	2	0.0%	0	0.0%	0	1.0%	1	2.0%	2
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	0.4%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Barrow Upon Star District Centre	0.0%	0	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.0%	0	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, Inglenook Park, Barkby Thorpe Lane,	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Thurmaston																	
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Road Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Other, Zone 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%
Syston District Centre	0.4%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%
Tesco Metro, 1197 Melton Road, Syston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%
Thurmaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6																	
Anstey District Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%
Birstall Village Centre	0.0%	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, 132 Rothley Road, Mountsorrel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 17-25 Cropston Road, Anstey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%
Co-op, 19 Loughborough Road, Quorn	0.0%	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, 19 Wanlip Lane, Birstall	0.0%	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester Road / Market Place, Mountsorrel Local Centre	0.2%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothley Local Centre	0.0%	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, 139 Sibson Road, Birstall	0.0%	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7																	
Bradmore Village Centre	0.0%	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Ruddington Village	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%
Zone 8																	
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castle Donington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area																	
Aldi, Thornborough Road, Coalville	0.0%	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, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	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, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashby-de-la-Zouch — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Leys District Centre, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Coalville Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	4.5%	36	3.0%	3	1.0%	1	5.0%	5	5.0%	5	9.0%	9	9.9%	10	0.0%	0	3.0%	3
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Ibstock Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Leicester City Centre	7.6%	61	5.0%	5	4.0%	4	3.0%	3	13.0%	13	15.0%	15	16.8%	17	1.0%	1	3.0%	3
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	3.5%	28	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	20.0%	20	5.0%	5
Other, Blaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Other, Rushcliffe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	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, Grove Farm Triangle, Fosse Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	0	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
West Bridgford Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Others																		
Abroad	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	21.0%	169	23.0%	23	19.0%	19	16.8%	17	27.0%	27	22.0%	22	24.8%	25	14.0%	14	21.8%	22
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	10.5%	84	8.0%	8	8.0%	8	16.8%	17	10.0%	10	7.0%	7	7.9%	8	16.0%	16	9.9%	10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(Don't know / can't remember)	15.7%	126	12.0%	12	15.0%	15	16.8%	17	12.0%	12	26.0%	26	13.9%	14	20.0%	20	9.9%	10
Base:		803		100		100		101		100		100		101		100		101

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q28 Where did you last buy DIY (including gardening) goods?																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	6.7%	54	11.0%	11	10.0%	10	7.9%	8	8.0%	8	0.0%	0	4.0%	4	7.0%	7	5.9%	6
Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelthorpe District Centre	0.0%	0	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, Park Road, Shelthorpe, Loughborough	0.0%	0	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, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Aldi, 51 Belton Road, Loughborough	0.0%	0	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&M, Willowbrook Park, Loughborough	0.5%	4	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
B&Q, Jubilee Drive, Loughborough	40.3%	324	59.0%	59	48.0%	48	46.5%	47	59.0%	59	12.0%	12	28.7%	29	33.0%	33	36.6%	37
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.4%	3	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Belton Road, Loughborough	2.1%	17	1.0%	1	6.0%	6	2.0%	2	6.0%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Willowbrook Retail Park, Derby Road, Loughborough	1.2%	10	1.0%	1	4.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	0.0%	0	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 Extra, The Hallcroft, Shepshed	0.0%	0	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.4%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Barrow Upon Star District Centre	0.0%	0	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Thurmaston																	
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Road Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%
Other, Zone 5	0.4%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%
Syston District Centre	2.4%	19	0.0%	0	0.0%	0	0.0%	0	3.0%	3	16.0%	16	0.0%	0	0.0%	0	0.0%
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%
Thurmaston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Zone 6																	
Anstey District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%
Birstall Village Centre	0.6%	5	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%
Co-op, 132 Rothley Road, Mountsorrel	0.0%	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, 17-25 Cropston Road, Anstey	0.0%	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, 19 Loughborough Road, Quorn	0.0%	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, 19 Wanlip Lane, Birstall	0.0%	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester Road / Market Place, Mountsorrel Local Centre	0.2%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothley Local Centre	1.1%	9	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	5.0%	5	0.0%	0	0.0%
Tesco Express, 139 Sibson Road, Birstall	0.0%	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.6%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%
Zone 7																	
Bradmore Village Centre	0.6%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%
Co-op, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Leake Village Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Ruddington Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Zone 8																	
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.4%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kegworth Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitwick Village Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area																	
Aldi, Thornborough Road, Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	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, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashby-de-la-Zouch — all locations	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%
B&Q, Devonshire Road, Leicester LE4 0BG	3.2%	26	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.0%	5	19.8%	20	0.0%	0	0.0%
Beaumont Leys District Centre, Leicester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%

Column %ges.

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton-upon-Trent Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Coalville Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	1.9%	15	1.0%	1	0.0%	0	1.0%	1	0.0%	0	8.0%	8	5.0%	5	0.0%	0	0.0%
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	1.1%	9	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Derby	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Hinkley & Bosworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Melton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.4%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Other, Yorkshire	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.0%	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, Melton Road, Leicester LE4 7SJ	0.0%	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, Stoney Road, Beeston, Nottingham	0.0%	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.0%	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, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	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, Waverley Street, Long Eaton	0.0%	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, Resolution Road, Ashby-de-la-Zouch	0.0%	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Others																	
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	3.5%	28	1.0%	1	2.0%	2	3.0%	3	3.0%	3	5.0%	5	4.0%	4	4.0%	4	5.9%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	16.7%	134	14.0%	14	11.0%	11	19.8%	20	10.0%	10	28.0%	28	12.9%	13	18.0%	18	19.8%

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(Don't know / can't remember)	8.0%	64	5.0%	5	12.0%	12	8.9%	9	5.0%	5	9.0%	9	9.9%	10	9.0%	9	5.0%	5
Base:		803		100		100		101		100		100		101		100		101

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q29 Where did you last buy furniture, carpets and floor coverings?																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	8.3%	67	19.0%	19	12.0%	12	6.9%	7	6.0%	6	1.0%	1	6.9%	7	8.0%	8	6.9%	7
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	0.0%	0	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, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelthorpe District Centre	0.0%	0	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, Park Road, Shelthorpe, Loughborough	0.0%	0	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, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Aldi, 51 Belton Road, Loughborough	0.0%	0	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&M, Willowbrook Park, Loughborough	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
B&Q, Jubilee Drive, Loughborough	0.6%	5	0.0%	0	2.0%	2	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	4.4%	35	7.0%	7	11.0%	11	2.0%	2	7.0%	7	2.0%	2	2.0%	2	2.0%	2	2.0%	2
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.2%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	1.0%	8	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	2.0%	2	1.0%	1
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	0.0%	0	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 Extra, The Hallcroft, Shepshed	0.0%	0	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.7%	6	0.0%	0	0.0%	0	5.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Barrow Upon Star District Centre	0.0%	0	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sileby District Centre	1.0%	8	1.0%	1	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.0%	0	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, Inglenook Park, Barkby Thorpe Lane,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Thurmaston																		
East Goscote Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	1.5%	12	0.0%	0	0.0%	0	0.0%	0	2.0%	2	9.0%	9	1.0%	1	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	2.5%	20	2.0%	2	2.0%	2	2.0%	2	6.0%	6	4.0%	4	4.0%	4	0.0%	0	0.0%	0
Birstall Village Centre	1.2%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	7.9%	8	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	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, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	0	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, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
B&Q, Devonshire Road, Leicester LE4 0BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Birmingham City Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	1.2%	10	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	7.9%	8
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.7%	6	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	2.0%	2
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	3.9%	31	6.0%	6	2.0%	2	3.0%	3	4.0%	4	6.0%	6	5.9%	6	0.0%	0	4.0%	4
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	2.4%	19	2.0%	2	0.0%	0	4.0%	4	1.0%	1	4.0%	4	2.0%	2	5.0%	5	1.0%	1
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	5.9%	47	10.0%	10	6.0%	6	4.0%	4	8.0%	8	7.0%	7	10.9%	11	0.0%	0	1.0%	1
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	1.9%	15	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	8.0%	8	2.0%	2
Other, Blaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Other, Hinkley & Bosworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other, Leicester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Other, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other, Rushcliffe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other, South East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	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, Grove Farm Triangle, Fosse Park, Leicester	0.0%	0	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, Melton Road, Leicester LE4 7SJ	0.0%	0	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, Stoney Road, Beeston, Nottingham	0.0%	0	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.0%	0	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, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	0	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, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.0%	0	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 Bridgford Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	5.1%	41	5.0%	5	3.0%	3	5.0%	5	5.0%	5	5.0%	5	5.9%	6	9.0%	9	3.0%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	27.9%	224	22.0%	22	24.0%	24	35.6%	36	26.0%	26	24.0%	24	21.8%	22	32.0%	32	37.6%	38

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(Don't know / can't remember)	24.3%	195	21.0%	21	34.0%	34	23.8%	24	17.0%	17	25.0%	25	25.7%	26	25.0%	25	22.8%	23
Base:	803		100		100		101		100		100		101		100		101	

Q30 Do you ever visit any of the following centres? [MR/PR]

Loughborough Town Centre	76.1%	611	94.0%	94	92.0%	92	85.1%	86	83.0%	83	38.0%	38	68.3%	69	70.0%	70	78.2%	79
Syston District Centre	22.2%	178	7.0%	7	4.0%	4	5.9%	6	32.0%	32	91.0%	91	32.7%	33	3.0%	3	2.0%	2
(Don't visit either of these)	15.7%	126	6.0%	6	8.0%	8	14.9%	15	14.0%	14	9.0%	9	21.8%	22	30.0%	30	21.8%	22
Base:	803	100	100	100	101	100	100	100	100	100	101	100	101	100	101	101	101	101

Q31 Which centre do you visit the most?

Those who visit more than one or more centres at Q30:

Loughborough Town Centre	82.6%	559	100.0%	94	100.0%	92	98.8%	85	84.9%	73	4.4%	4	79.7%	63	100.0%	70	98.7%	78
Syston District Centre	17.4%	118	0.0%	0	0.0%	0	1.2%	1	15.1%	13	95.6%	87	20.3%	16	0.0%	0	1.3%	1
Base:	677	94	92	86	86	91	79	70	79	79	79	79	79	79	79	79	79	79

MeanScore: visits per year

Q32 How often do you visit (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30)?

Those who visit a centre at Q30:

Daily	5.8%	39	13.8%	13	6.5%	6	1.2%	1	1.2%	1	16.5%	15	2.5%	2	0.0%	0	1.3%	1
At least two times a week	17.7%	120	31.9%	30	30.4%	28	22.1%	19	5.8%	5	29.7%	27	6.3%	5	4.3%	3	3.8%	3
At least once a week	29.0%	196	35.1%	33	40.2%	37	30.2%	26	32.6%	28	24.2%	22	12.7%	10	34.3%	24	20.3%	16
At least once a fortnight	17.6%	119	10.6%	10	9.8%	9	24.4%	21	26.7%	23	12.1%	11	20.3%	16	21.4%	15	17.7%	14
At least once a month	15.2%	103	5.3%	5	9.8%	9	14.0%	12	16.3%	14	11.0%	10	24.1%	19	14.3%	10	30.4%	24
At least every two months	4.7%	32	0.0%	0	2.2%	2	2.3%	2	9.3%	8	1.1%	1	13.9%	11	5.7%	4	5.1%	4
At least every 3 months	4.0%	27	0.0%	0	0.0%	0	2.3%	2	3.5%	3	1.1%	1	8.9%	7	5.7%	4	12.7%	10
At least every 6 months	1.8%	12	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	5.7%	4	3.8%	3
Less often than once every 6 months	0.7%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	1	1.4%	1	2.5%	2
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.5%	24	2.1%	2	1.1%	1	3.5%	3	3.5%	3	4.4%	4	5.1%	4	7.1%	5	2.5%	2
Mean:	82.77	141.55	113.10	76.86	44.43	145.41	40.49	37.40	33.05	33.05	33.05	33.05	33.05	33.05	33.05	33.05	33.05	33.05
Base:	677	94	92	86	86	91	79	70	79	79	79	79	79	79	79	79	79	79

Q33 How do you usually travel to (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30) (main part of journey)?

Those who visit a centre at Q30:

Car / van (as driver)	67.7%	458	41.5%	39	46.7%	43	72.1%	62	76.7%	66	68.1%	62	79.7%	63	78.6%	55	86.1%	68
Car / van (as passenger)	6.5%	44	6.4%	6	8.7%	8	4.7%	4	9.3%	8	3.3%	3	7.6%	6	4.3%	3	7.6%	6
Bus, minibus or coach	12.1%	82	6.4%	6	21.7%	20	19.8%	17	11.6%	10	4.4%	4	10.1%	8	17.1%	12	6.3%	5
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	12.0%	81	42.6%	40	18.5%	17	2.3%	2	0.0%	0	23.1%	21	1.3%	1	0.0%	0	0.0%	0
Taxi	0.3%	2	1.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.2%	8	2.1%	2	3.3%	3	1.2%	1	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Base:	677	94	92	86	86	91	79	70	79	79	79	79	79	79	79	79	79	79

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q34 What is the main reason for visiting (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30)?																		
<i>Those who visit a centre at Q30:</i>																		
Choice and range of shops	33.7%	228	33.0%	31	29.3%	27	39.5%	34	39.5%	34	44.0%	40	35.4%	28	22.9%	16	22.8%	18
Supermarket	3.8%	26	3.2%	3	3.3%	3	3.5%	3	9.3%	8	7.7%	7	1.3%	1	1.4%	1	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	7.4%	50	6.4%	6	8.7%	8	11.6%	10	4.7%	4	6.6%	6	8.9%	7	5.7%	4	6.3%	5
Choice of services (hairdressers, banks etc)	8.4%	57	10.6%	10	4.3%	4	5.8%	5	12.8%	11	7.7%	7	7.6%	6	14.3%	10	5.1%	4
Livestock market	3.8%	26	4.3%	4	4.3%	4	8.1%	7	2.3%	2	1.1%	1	1.3%	1	7.1%	5	2.5%	2
Environmental quality of centre	2.4%	16	2.1%	2	5.4%	5	2.3%	2	0.0%	0	1.1%	1	1.3%	1	0.0%	0	6.3%	5
Close to home	10.6%	72	12.8%	12	18.5%	17	11.6%	10	5.8%	5	9.9%	9	6.3%	5	10.0%	7	8.9%	7
Close to work	3.3%	22	4.3%	4	3.3%	3	3.5%	3	2.3%	2	4.4%	4	3.8%	3	1.4%	1	2.5%	2
Easily accessible by public transport	0.4%	3	1.1%	1	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	0.7%	5	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	2.5%	2
Free car parking	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Compact layout	1.3%	9	3.2%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.9%	2	3.8%	3
Convenient for meeting family / friends	4.0%	27	3.2%	3	1.1%	1	3.5%	3	8.1%	7	4.4%	4	7.6%	6	4.3%	3	0.0%	0
Convenient generally	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Familiarity	0.7%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	2.9%	2	1.3%	1
For a change	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.5%	2	2.9%	2	0.0%	0
Good for walking	0.9%	6	3.2%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1
Good for window shopping / browsing	2.2%	15	3.2%	3	3.3%	3	1.2%	1	2.3%	2	2.2%	2	2.5%	2	0.0%	0	2.5%	2
Good market	3.7%	25	3.2%	3	4.3%	4	1.2%	1	2.3%	2	0.0%	0	6.3%	5	1.4%	1	11.4%	9
My doctor is located there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Pedestrianised	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Pleasant atmosphere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Quiet / not too busy	2.1%	14	2.1%	2	0.0%	0	2.3%	2	4.7%	4	0.0%	0	1.3%	1	4.3%	3	2.5%	2
(Nothing in particular)	8.7%	59	4.3%	4	10.9%	10	3.5%	3	4.7%	4	8.8%	8	8.9%	7	12.9%	9	17.7%	14
Base:		677		94		92		86		86		91		79		70		79

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q35 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30) more often? <i>Those who visit a centre at Q30:</i> 1st Mention																		
Increased choice and range of shops	18.2%	123	28.7%	27	30.4%	28	10.5%	9	25.6%	22	4.4%	4	10.1%	8	21.4%	15	12.7%	10
Discount food stores within the town centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.4%	1	0.0%	0
Improved non-food shops within the town centre	0.9%	6	1.1%	1	3.3%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.7%	5	4.3%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.0%	7	1.1%	1	4.3%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
More parking	6.2%	42	3.2%	3	3.3%	3	8.1%	7	8.1%	7	12.1%	11	6.3%	5	4.3%	3	3.8%	3
Cheaper parking	2.8%	19	5.3%	5	4.3%	4	0.0%	0	1.2%	1	1.1%	1	2.5%	2	1.4%	1	6.3%	5
Improved street cleaning	0.6%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.5%	2
Increased public transport	1.6%	11	1.1%	1	2.2%	2	1.2%	1	1.2%	1	2.2%	2	0.0%	0	1.4%	1	3.8%	3
Cheaper public transport	0.4%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Better environment	1.5%	10	3.2%	3	0.0%	0	1.2%	1	2.3%	2	1.1%	1	1.3%	1	1.4%	1	1.3%	1
Better security	0.9%	6	3.2%	3	1.1%	1	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.3%	2	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access / facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Better market	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Fewer betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer buses	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer market stalls	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access by car (e.g. better roads)	0.6%	4	2.1%	2	1.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafés / restaurants / takeaways	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cheap shops	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less student housing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	1.2%	8	1.1%	1	1.1%	1	1.2%	1	0.0%	0	1.1%	1	1.3%	1	4.3%	3	0.0%	0
Long parking hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths	0.6%	4	0.0%	0	2.2%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
More / better pubs	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks, post office etc.)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a community centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce business rates / rents	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	1.5%	10	0.0%	0	1.1%	1	2.3%	2	0.0%	0	5.5%	5	2.5%	2	0.0%	0	0.0%	0
Remove cycle lanes	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair roads (e.g. potholes)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tighter parking regulations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	56.3%	381	42.6%	40	35.9%	33	67.4%	58	55.8%	48	62.6%	57	70.9%	56	58.6%	41	60.8%	48
(Don't know)	1.5%	10	0.0%	0	1.1%	1	0.0%	0	1.2%	1	1.1%	1	0.0%	0	2.9%	2	6.3%	5
Base:		677		94		92		86		86		91		79		70		79

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
2nd Mention																		
Increased choice and range of shops	2.5%	17	2.1%	2	7.6%	7	1.2%	1	1.2%	1	1.1%	1	1.3%	1	2.9%	2	2.5%	2
Discount food stores within the town centre	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	2.7%	18	4.3%	4	6.5%	6	0.0%	0	2.3%	2	1.1%	1	0.0%	0	4.3%	3	2.5%	2
Improved leisure facilities	0.4%	3	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Improved quality of shops	0.9%	6	3.2%	3	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
More parking	1.8%	12	1.1%	1	3.3%	3	1.2%	1	1.2%	1	4.4%	4	0.0%	0	2.9%	2	0.0%	0
Cheaper parking	2.5%	17	2.1%	2	3.3%	3	2.3%	2	4.7%	4	2.2%	2	2.5%	2	2.9%	2	0.0%	0
Improved street cleaning	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Increased public transport	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Cheaper public transport	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.6%	4	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1
Better security	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access / facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Better market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Fewer betting shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer buses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer market stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access by car (e.g. better roads)	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafés / restaurants / takeaways	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Less charity shops	0.7%	5	0.0%	0	3.3%	3	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Less cheap shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less student housing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	0.7%	5	2.1%	2	2.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Long parking hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
More / better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks, post office etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a community centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Reduce business rates / rents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	0.7%	5	0.0%	0	1.1%	1	1.2%	1	1.2%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Remove cycle lanes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair roads (e.g. potholes)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tighter parking regulations	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	81.5%	552	78.7%	74	63.0%	58	90.7%	78	87.2%	75	81.3%	74	89.9%	71	78.6%	55	84.8%	67
(Don't know)	1.9%	13	1.1%	1	2.2%	2	1.2%	1	1.2%	1	1.1%	1	0.0%	0	2.9%	2	6.3%	5
Base:		677		94		92		86		86		91		79		70		79

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
3rd Mention																		
Increased choice and range of shops	0.7%	5	1.1%	1	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.4%	1	1.3%	1
Discount food stores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.7%	5	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.3%	1
Improved leisure facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.2%	8	1.1%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	5.1%	4
More parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.4%	3	2.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better clientele	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access / facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer buses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer market stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access by car (e.g. better roads)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Less cafés / restaurants / takeaways	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cheap shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less student housing	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long parking hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks, post office etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a community centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce business rates / rents	0.3%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Remove cycle lanes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair roads (e.g. potholes)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tighter parking regulations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	92.6%	627	89.4%	84	89.1%	82	97.7%	84	97.7%	84	93.4%	85	97.5%	77	90.0%	63	86.1%	68
(Don't know)	2.1%	14	1.1%	1	2.2%	2	1.2%	1	1.2%	1	2.2%	2	0.0%	0	2.9%	2	6.3%	5
Base:		677		94		92		86		86		91		79		70		79

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q35X Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30) more often? (Any mention) <i>Those who visit a centre at Q30:</i>																		
Increased choice and range of shops	20.8%	141	30.9%	29	38.0%	35	11.6%	10	25.6%	22	6.6%	6	11.4%	9	24.3%	17	16.5%	13
Discount food stores within the town centre	0.6%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.4%	1	0.0%	0
Improved non-food shops within the town centre	4.3%	29	6.4%	6	10.9%	10	2.3%	2	2.3%	2	1.1%	1	0.0%	0	7.1%	5	3.8%	3
Improved leisure facilities	1.3%	9	6.4%	6	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.3%	1
Improved quality of shops	3.1%	21	5.3%	5	8.7%	8	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	6.3%	5
More parking	8.1%	55	4.3%	4	6.5%	6	9.3%	8	9.3%	8	17.6%	16	6.3%	5	7.1%	5	3.8%	3
Cheaper parking	5.3%	36	7.4%	7	7.6%	7	2.3%	2	5.8%	5	3.3%	3	5.1%	4	4.3%	3	6.3%	5
Improved street cleaning	1.0%	7	1.1%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	2.5%	2
Increased public transport	1.6%	11	1.1%	1	2.2%	2	1.2%	1	1.2%	1	2.2%	2	0.0%	0	1.4%	1	3.8%	3
Cheaper public transport	0.6%	4	0.0%	0	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Better environment	2.5%	17	6.4%	6	2.2%	2	1.2%	1	2.3%	2	1.1%	1	2.5%	2	1.4%	1	2.5%	2
Better security	1.2%	8	3.2%	3	1.1%	1	1.2%	1	0.0%	0	2.2%	2	1.3%	1	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.3%	2	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better clientele	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access / facilities	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1
Better market	0.4%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Fewer betting shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer buses	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer market stalls	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.3%	2	1.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access by car (e.g. better roads)	0.9%	6	3.2%	3	1.1%	1	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Less cafés / restaurants / takeaways	0.4%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	1.4%	1	0.0%	0
Less charity shops	0.9%	6	0.0%	0	3.3%	3	1.2%	1	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Less cheap shops	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less student housing	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	1.9%	13	3.2%	3	3.3%	3	1.2%	1	0.0%	0	2.2%	2	1.3%	1	4.3%	3	0.0%	0
Long parking hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.4%	3	1.1%	1	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths	0.7%	5	0.0%	0	2.2%	2	0.0%	0	2.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0
More / better public toilets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
More / better pubs	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks, post office etc.)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.3%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a community centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Reduce business rates / rents	0.4%	3	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	2.5%	17	0.0%	0	2.2%	2	3.5%	3	1.2%	1	7.7%	7	5.1%	4	0.0%	0	0.0%	0
Remove cycle lanes	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair roads (e.g. potholes)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tighter parking regulations	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		677		94		92		86		86		91		79		70		79

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q36 Why don't you visit Loughborough Town Centre? [MR]																	
<i>Those who do not visit Loughborough Town Centre at Q30:</i>																	
Lack of choice and range of shops	9.9%	19	0.0%	0	50.0%	4	33.3%	5	23.5%	4	3.2%	2	6.3%	2	3.3%	1	4.5%
Doesn't have preferred supermarket	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	6.3%	2	0.0%	0	0.0%
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Environmental quality of centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	0.0%
Too far away from home or work	27.6%	53	16.7%	1	0.0%	0	20.0%	3	5.9%	1	37.1%	23	12.5%	4	46.7%	14	31.8%
Not accessible by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Inconveniently located car parking	4.7%	9	0.0%	0	25.0%	2	0.0%	0	5.9%	1	3.2%	2	3.1%	1	6.7%	2	4.5%
Expensive car parking	2.6%	5	0.0%	0	12.5%	1	6.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	9.1%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nothing, no reason to visit	44.3%	85	16.7%	1	12.5%	1	33.3%	5	58.8%	10	51.6%	32	62.5%	20	33.3%	10	27.3%
General dislike of the town centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lack of time	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%
Not enough disability parking spaces	0.5%	1	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor road system	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	4.5%
Prefer to go elsewhere	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%
Too many betting shops	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%
Too many charity shops	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%
Too old / ill / disabled	5.7%	11	50.0%	3	12.5%	1	6.7%	1	5.9%	1	3.2%	2	0.0%	0	10.0%	3	0.0%
Traffic congestion	2.1%	4	0.0%	0	0.0%	0	6.7%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	9.1%
Unfamiliar with the area / layout	3.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	12.5%	4	0.0%	0	4.5%
(Don't know)	1.6%	3	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%
Base:		192		6		8		15		17		62		32		30	22
Q37 Why don't you visit Syston District Centre? [MR]																	
<i>Those who live in Zone 5 but don't visit Syston District Centre at Q30:</i>																	
Lack of choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Doesn't have preferred supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Environmental quality of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Too far away from home or work	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%
Not accessible by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Inconveniently located car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Expensive car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nothing, no reason to visit	77.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	77.8%	7	0.0%	0	0.0%	0	0.0%
Too small	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		9		0		0		0		0		9		0		0	

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q38 Do people in your household, including yourself, make use of home internet shopping, mobile internet shopping or TV shopping? [MR]																		
Yes, Internet (home)	64.6%	519	61.0%	61	65.0%	65	68.3%	69	71.0%	71	54.0%	54	72.3%	73	57.0%	57	68.3%	69
Yes, Portable internet shopping (through mobile phone / tablet)	26.0%	209	35.0%	35	24.0%	24	34.7%	35	20.0%	20	15.0%	15	30.7%	31	29.0%	29	19.8%	20
Yes, TV Shopping (No)	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	1.0%	1
	33.0%	265	31.0%	31	33.0%	33	28.7%	29	28.0%	28	45.0%	45	26.7%	27	41.0%	41	30.7%	31
Base:		803		100		100		101		100		100		101		100		101
Q39 Which goods or services does your household currently purchase via electronic (home / mobile / TV) shopping? [MR]																		
<i>Those who purchase non-food goods via electronic (home / mobile / TV) shopping at Q38:</i>																		
Banking / finance	2.6%	14	10.1%	7	6.0%	4	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.9%	2
Books	39.2%	211	47.8%	33	37.3%	25	43.1%	31	43.1%	31	27.3%	15	29.7%	22	37.3%	22	45.7%	32
CDs, DVDs, music	35.1%	189	39.1%	27	38.8%	26	41.7%	30	33.3%	24	41.8%	23	24.3%	18	28.8%	17	34.3%	24
Clothes	47.0%	253	55.1%	38	46.3%	31	58.3%	42	52.8%	38	47.3%	26	51.4%	38	27.1%	16	34.3%	24
DIY goods	7.6%	41	8.7%	6	11.9%	8	5.6%	4	5.6%	4	9.1%	5	4.1%	3	8.5%	5	8.6%	6
Food	9.9%	53	10.1%	7	13.4%	9	9.7%	7	11.1%	8	1.8%	1	9.5%	7	6.8%	4	14.3%	10
Furniture / carpets	5.0%	27	10.1%	7	6.0%	4	2.8%	2	6.9%	5	3.6%	2	2.7%	2	5.1%	3	2.9%	2
Garden items	4.6%	25	10.1%	7	10.4%	7	2.8%	2	1.4%	1	3.6%	2	2.7%	2	5.1%	3	1.4%	1
Holiday and / or travel tickets	3.7%	20	8.7%	6	9.0%	6	1.4%	1	0.0%	0	1.8%	1	1.4%	1	1.7%	1	5.7%	4
Jewellery	2.0%	11	2.9%	2	3.0%	2	0.0%	0	2.8%	2	3.6%	2	1.4%	1	3.4%	2	0.0%	0
Major electrical items	16.5%	89	17.4%	12	16.4%	11	13.9%	10	18.1%	13	25.5%	14	10.8%	8	13.6%	8	18.6%	13
Small electrical items	26.0%	140	27.5%	19	32.8%	22	29.2%	21	20.8%	15	34.5%	19	18.9%	14	18.6%	11	27.1%	19
Small household goods	16.4%	88	21.7%	15	20.9%	14	20.8%	15	5.6%	4	18.2%	10	9.5%	7	16.9%	10	18.6%	13
Sports goods	4.3%	23	4.3%	3	7.5%	5	5.6%	4	6.9%	5	1.8%	1	1.4%	1	3.4%	2	2.9%	2
Toys	8.7%	47	11.6%	8	7.5%	5	1.4%	1	8.3%	6	7.3%	4	8.1%	6	6.8%	4	18.6%	13
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camping / outdoor goods	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Craft / hobby items	3.5%	19	1.4%	1	4.5%	3	6.9%	5	4.2%	3	3.6%	2	2.7%	2	0.0%	0	4.3%	3
Gifts	1.3%	7	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.7%	1	2.9%	2
Greetings cards	1.3%	7	0.0%	0	1.5%	1	1.4%	1	1.4%	1	1.8%	1	4.1%	3	0.0%	0	0.0%	0
Health & beauty products, chemist goods	0.7%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	1.4%	1
Magazines	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Pet food / accessories	2.4%	13	1.4%	1	1.5%	1	2.8%	2	0.0%	0	0.0%	0	5.4%	4	3.4%	2	4.3%	3
Stationery	1.3%	7	4.3%	3	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Vehicle parts / accessories	1.7%	9	1.4%	1	0.0%	0	0.0%	0	2.8%	2	1.8%	1	4.1%	3	1.7%	1	1.4%	1
(Don't know / can't remember)	10.4%	56	5.8%	4	3.0%	2	9.7%	7	12.5%	9	9.1%	5	13.5%	10	23.7%	14	7.1%	5
Base:		538		69		67		72		72		55		74		59		70
Q40 For your household's last non-food electronic (home / mobile / TV) shopping order, how did you receive your goods?																		
<i>Those who purchase non-food goods via electronic (home / mobile / TV) shopping at Q38:</i>																		
Collection at store	4.8%	26	2.9%	2	1.5%	1	8.3%	6	5.6%	4	12.7%	7	5.4%	4	1.7%	1	1.4%	1
Home delivery	92.4%	497	94.2%	65	94.0%	63	91.7%	66	88.9%	64	85.5%	47	94.6%	70	93.2%	55	95.7%	67
Delivery to place of work	1.3%	7	1.4%	1	1.5%	1	0.0%	0	4.2%	3	0.0%	0	0.0%	0	1.7%	1	1.4%	1
Collection at click and collect hub (non-store location)	0.9%	5	0.0%	0	3.0%	2	0.0%	0	1.4%	1	1.8%	1	0.0%	0	1.7%	1	0.0%	0
Collection at other location	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.6%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.4%	1
Base:		538		69		67		72		72		55		74		59		70
Q41 Which of these leisure activities do you participate in? [MR/PR]																		
Health & fitness	18.9%	152	25.0%	25	22.0%	22	20.8%	21	22.0%	22	12.0%	12	16.8%	17	16.0%	16	16.8%	17
Leisure centre activities	14.1%	113	11.0%	11	17.0%	17	10.9%	11	27.0%	27	8.0%	8	9.9%	10	10.0%	10	18.8%	19
Cinema	45.8%	368	43.0%	43	41.0%	41	36.6%	37	55.0%	55	40.0%	40	55.4%	56	46.0%	46	49.5%	50
Restaurant	58.9%	473	55.0%	55	58.0%	58	40.6%	41	62.0%	62	54.0%	54	72.3%	73	56.0%	56	73.3%	74
Pub / bars	39.7%	319	31.0%	31	36.0%	36	30.7%	31	57.0%	57	43.0%	43	44.6%	45	34.0%	34	41.6%	42
Nightclub	1.6%	13	1.0%	1	1.0%	1	1.0%	1	3.0%	3	3.0%	3	2.0%	2	0.0%	0	2.0%	2
Social club	3.5%	28	2.0%	2	3.0%	3	0.0%	0	1.0%	1	7.0%	7	1.0%	1	9.0%	9	5.0%	5
Ten pin bowling	6.0%	48	12.0%	12	6.0%	6	2.0%	2	5.0%	5	6.0%	6	7.9%	8	5.0%	5	4.0%	4
Bingo	3.0%	24	6.0%	6	3.0%	3	1.0%	1	1.0%	1	7.0%	7	1.0%	1	1.0%	1	4.0%	4
Theatre / concert hall	30.5%	245	26.0%	26	32.0%	32	17.8%	18	42.0%	42	25.0%	25	40.6%	41	31.0%	31	29.7%	30
Museum / art galleries	18.9%	152	21.0%	21	22.0%	22	9.9%	10	25.0%	25	15.0%	15	17.8%	18	17.0%	17	23.8%	24
(None of these)	15.3%	123	22.0%	22	13.0%	13	24.8%	25	12.0%	12	15.0%	15	8.9%	9	16.0%	16	10.9%	11
Base:		803		100		100		101		100		100		101		100		101

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q42 Which centre / facility did you last visit for indoor sports or health and fitness activity?																	
<i>Those who visit for health & fitness at Q41:</i>																	
Zone 1																	
Anytime Fitness, Bridge Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CrossFit, Hanford Way, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dynamite Gym, High Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ease Fitness UK, Howard Close, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fit4Less, Wood Gate, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Holywell Fitness Centre, Loughborough Park, Oakwood Drive, Loughborough	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Jim Play, High Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Leisure Centre, Browns Lane, Loughborough	18.2%	37	34.6%	9	29.0%	9	25.0%	6	20.0%	7	6.3%	1	9.5%	2	8.3%	2	3.8%
Loughborough Town Centre	15.3%	31	19.2%	5	38.7%	12	12.5%	3	14.3%	5	12.5%	2	4.8%	1	4.2%	1	7.7%
Other, Zone 1	3.0%	6	3.8%	1	3.2%	1	4.2%	1	2.9%	1	6.3%	1	4.8%	1	0.0%	0	0.0%
PureGym, The Rushes, Loughborough	4.9%	10	15.4%	4	12.9%	4	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Radmoor Centre, Radmoor Road, Loughborough	2.5%	5	3.8%	1	6.5%	2	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Other, Zone 3	0.5%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shephed District Centre	1.5%	3	3.8%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%
Zone 4																	
Barrow Upon Star District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Physfit Gyms, Barrow Road Business Park, Barrow Road, Sileby, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sileby District Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Melton Road Local Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%
Syston District Centre	2.0%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	1	18.8%	3	0.0%	0	0.0%	0	0.0%
Zone 6																	
Anstey District Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%
Birstall District Centre	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	3	0.0%	0	0.0%
Leicester Road / Market Place, Mountsorrel Local Centre	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	2	9.5%	2	0.0%	0	3.8%
Other, Zone 6	1.0%	2	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Soar Valley Leisure Centre, Kingfisher Road, Mountsorrel, Leicester	8.9%	18	0.0%	0	3.2%	1	0.0%	0	34.3%	12	0.0%	0	23.8%	5	0.0%	0	0.0%
South Charnwood Leisure Centre, Parkstone Road, Syston, Leicester	2.5%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	1	18.8%	3	0.0%	0	4.2%	1	0.0%
Zone 7																	
Other, Zone 7	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	4	0.0%
Zone 8																	
East Midlands Airport Yew Lodge Hotel, Packington Hill, Kegworth, Derby DE74 2DF	1.5%	3	0.0%	0	0.0%	0	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%
Hermitage Leisure Centre, Silver Street, Whitwick, Coalville LE67 5EU	4.9%	10	0.0%	0	0.0%	0	16.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.1%
Reeds Health Club, Packington Hill,	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	7.7%

by Zone		Charnwood Household Survey For WYG																Page 76 July 2018	
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Kegworth, Derby DE74 2DF																			
The Workhouse Gym, Maple Road, Castle Donington DE74 2UT	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	
Outside Study Area																			
Bannatyne Health Club, Welford Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bridge 4 Studio, Geoff Monk Way, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
East Leake Leisure Centre, Lantern Lane, East Leake, Loughborough LE12 6QN	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	5	0.0%	0	
FAST Fitness, Groby Community College, Groby, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Forest Hill Golf & Conference Centre, Markfield Lane, Botcheston, Leicester LE9 9FH	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	3.8%	1	
Leicester City Centre	1.5%	3	3.8%	1	0.0%	0	4.2%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	
Meltdown Gym, Loughborough Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Nuffield Health Fitness & Wellbeing, Byford Way, Leicester	0.5%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other, East Midlands	3.9%	8	0.0%	0	0.0%	0	4.2%	1	2.9%	1	0.0%	0	0.0%	0	8.3%	2	15.4%	4	
Other, Harborough	1.0%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	
Other, Hinkley & Bosworth	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	
Other, Leicester	2.0%	4	3.8%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	9.5%	2	0.0%	0	0.0%	0	
Other, London	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other, N W Leicestershire	2.0%	4	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	3	
Other, Rushcliffe	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0	
PureGym, St Georges Way, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
PureGym, Walnut Street, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Rushcliffe Arena, Rugby Road, West Bridgford, Nottingham NG2 7HY	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	3	0.0%	0	
The Gym, Causeway Lane, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Others																			
Abroad	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know / can't remember)	4.9%	10	7.7%	2	6.5%	2	0.0%	0	0.0%	0	0.0%	0	9.5%	2	12.5%	3	3.8%	1	
Base:		203		26		31		24		35		16		21		24		26	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q43 Which centre / facility did you last visit to go the cinema?																		
<i>Those who go to the cinema at Q41:</i>																		
Zone 1																		
Cineworld, Old Hospital Court, Loughborough	39.7%	146	51.2%	22	61.0%	25	43.2%	16	54.5%	30	20.0%	8	25.0%	14	34.8%	16	30.0%	15
FLIX, Epinal Way, Loughborough (Student Cinema)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Cattle Market, Loughborough	25.5%	94	48.8%	21	24.4%	10	40.5%	15	14.5%	8	15.0%	6	23.2%	13	17.4%	8	26.0%	13
Outside Study Area																		
Broadway Cinema, Broad Street, Nottingham	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	5	2.0%	1
Cineworld, Forman Street, Nottingham	1.4%	5	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	3	2.0%	1
Cineworld, Guild Street, Burton-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Freemans Park, Leicester	1.4%	5	0.0%	0	0.0%	0	0.0%	0	1.8%	1	5.0%	2	3.6%	2	0.0%	0	0.0%	0
Odeon, The Pipeworks, Coppice Side, Swadlincote DE11 9FQ	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3
Other, East Midlands	1.4%	5	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	8.0%	4
Other, London	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Other, South Yorkshire	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Cinema & Art Centre, Midland Street, Leicester	1.4%	5	0.0%	0	2.4%	1	0.0%	0	0.0%	0	2.5%	1	3.6%	2	2.2%	1	0.0%	0
Piccadilly Cinema, Green Lane Road, Evington, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savoy Cinema, Derby Road, Nottingham	3.0%	11	0.0%	0	4.9%	2	0.0%	0	0.0%	0	2.5%	1	0.0%	0	15.2%	7	2.0%	1
Showcase Cinema De Lux, Highcross Lane, Leicester	9.2%	34	0.0%	0	0.0%	0	0.0%	0	14.5%	8	22.5%	9	17.9%	10	4.3%	2	10.0%	5
Showcase Cinema De Lux, Redfield Way, Nottingham NG7 2UW	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0
Showcase, Foresters Park, Osmaston Park Road, Derby DE23 8AG	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3
Vue Cinema, Meridian Leisure Park, Lubbethorpe Way, Braunstone, Leicester	9.2%	34	0.0%	0	4.9%	2	10.8%	4	7.3%	4	25.0%	10	21.4%	12	0.0%	0	4.0%	2
Others																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.0%	11	0.0%	0	0.0%	0	2.7%	1	3.6%	2	7.5%	3	5.4%	3	2.2%	1	2.0%	1
Base:	368		43		41		37		55		40		56		46		50	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q44 Which centre / facility did you last visit to go to a restaurant?																		
Those who go to restaurants at Q41:																		
Zone 1																		
Loughborough Town Centre	28.8%	136	69.1%	38	69.0%	40	36.6%	15	24.2%	15	3.7%	2	15.1%	11	12.5%	7	10.8%	8
Shelthorpe District Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Zone 2																		
Gorse Covert District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Hathern Village Centre	0.6%	3	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Shepshed District Centre	1.9%	9	0.0%	0	0.0%	0	19.5%	8	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Zone 4																		
Barrow-upon-Soar District Centre	2.5%	12	1.8%	1	0.0%	0	0.0%	0	14.5%	9	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Hoton Village Centre	0.8%	4	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0
Other, Zone 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
Sileby District Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queniborough Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	4.2%	20	0.0%	0	1.7%	1	0.0%	0	0.0%	0	31.5%	17	2.7%	2	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	4.1%	3	0.0%	0	0.0%	0
Birstall District Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Cropston Village Centre	1.3%	6	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	4.1%	3	0.0%	0	2.7%	2
Mountsorrel Local Centre - Leicester Road / Market Place	1.1%	5	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Newtown Linford Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	1.4%	1
Other, Zone 6	0.4%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Quorn Local Centre	3.8%	18	0.0%	0	3.4%	2	2.4%	1	11.3%	7	3.7%	2	6.8%	5	1.8%	1	0.0%	0
Rothley Local Centre	2.5%	12	0.0%	0	1.7%	1	0.0%	0	6.5%	4	5.6%	3	2.7%	2	1.8%	1	1.4%	1
Woodhouse Eaves Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Zone 7																		
East Leake Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0
Keyworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Ruddington Village	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	5	0.0%	0
Zone 8																		
Castle Donington Town Centre	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	8
Kegworth Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Long Whatton Village Centre	0.8%	4	0.0%	0	0.0%	0	2.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Thringstone Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Whitwick Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Outside Study Area																		
Ashby-de-la-Zouch — all locations	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4
Beaumont Leys District Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Braunstone Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.4%	1	0.0%	0	0.0%	0
Central London	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Coalville Town Centre	1.3%	6	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	5.4%	4
Cotgrave Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	4.1%	3
Derby City Centre	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	6
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant Town Centre	0.4%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Leicester City Centre	14.0%	66	7.3%	4	8.6%	5	12.2%	5	8.1%	5	37.0%	20	30.1%	22	1.8%	1	5.4%	4
Melton Mowbray — all locations	0.6%	3	0.0%	0	0.0%	0	2.4%	1	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	5.3%	25	5.5%	3	1.7%	1	2.4%	1	1.6%	1	0.0%	0	0.0%	0	32.1%	18	1.4%	1
Other, Blaby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other, East England	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1
Other, East Midlands	2.1%	10	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.4%	1	5.4%	3	6.8%	5
Other, Harborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.4%	2	0.0%	0	1.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other, North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Other, Rushcliffe	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other, Rutland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Other, South West	1.1%	5	3.6%	2	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other, West Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other, Yorkshire & the Humber	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Shardlow Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
West Bridgford Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0
Others																		
Abroad	2.5%	12	5.5%	3	8.6%	5	0.0%	0	1.6%	1	1.9%	1	2.7%	2	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	7.2%	34	3.6%	2	1.7%	1	7.3%	3	8.1%	5	7.4%	4	8.2%	6	5.4%	3	13.5%	10
Base:		473		55		58		41		62		54		73		56		74

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8																			
Q45 Which centre / facility did you last visit to go to bars, pubs and night / social clubs?																																				
<i>Those who go to bars, pubs and / or night / social clubs at Q41:</i>																																				
Zone 1																																				
Loughborough Town Centre	26.3%	87	65.6%	21	81.1%	30	34.4%	11	22.8%	13	2.3%	1	15.2%	7	5.4%	2	4.3%	2																		
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Zone 2																																				
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Zone 3																																				
Hathern Village Centre	1.2%	4	6.3%	2	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Shepshe'd District Centre	4.5%	15	0.0%	0	0.0%	0	37.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3																		
Zone 4																																				
Barrow-upon-Soar District Centre	3.3%	11	0.0%	0	0.0%	0	0.0%	0	17.5%	10	0.0%	0	0.0%	0	0.0%	0	2.2%	1																		
Hoton Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0																		
Other, Zone 4	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0																		
Sileby District Centre	3.0%	10	0.0%	0	0.0%	0	0.0%	0	15.8%	9	2.3%	1	0.0%	0	0.0%	0	0.0%	0																		
Zone 5																																				
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Queniborough Village Centre	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	5	0.0%	0	0.0%	0	0.0%	0																		
Syston District Centre	4.8%	16	0.0%	0	0.0%	0	0.0%	0	1.8%	1	34.1%	15	0.0%	0	0.0%	0	0.0%	0																		
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0																		
Thurmaston Village Centre	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	4	0.0%	0	0.0%	0	0.0%	0																		
Zone 6																																				
Anstey District Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0																		
Birstall District Centre	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	6	0.0%	0	0.0%	0																		
Cropston Village Centre	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.2%	1	0.0%	0	4.3%	2																		
Mountsorrel Local Centre - Leicester Road / Market Place	1.5%	5	0.0%	0	0.0%	0	0.0%	0	8.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Newtown Linford Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0																		
Other, Zone 6	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.7%	1	0.0%	0																		
Quorn Local Centre	4.2%	14	3.1%	1	2.7%	1	0.0%	0	3.5%	2	0.0%	0	21.7%	10	0.0%	0	0.0%	0																		
Rothley Local Centre	3.3%	11	3.1%	1	0.0%	0	0.0%	0	10.5%	6	0.0%	0	8.7%	4	0.0%	0	0.0%	0																		
Woodhouse Eaves Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0																		
Zone 7																																				
East Leake Village Centre	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	10.8%	4	0.0%	0																		
Keyworth Village Centre	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	4	0.0%	0																		
Other, Zone 7	1.8%	6	3.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	10.8%	4	0.0%	0																		
Ruddington Village	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0																		
Zone 8																																				
Castle Donington Town Centre	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	4																		
Kegworth Village Centre	1.5%	5	3.1%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3																		
Long Whatton Village Centre	0.6%	2	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1																		
Thringstone Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2																		
Whitwick Village Centre	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	6																		
Outside Study Area																																				
Ashby-de-la-Zouch — all locations	0.6%	2	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1																		
Beaumont Leys District Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Braunstone Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.2%	1	0.0%	0	0.0%	0																		
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Coalville Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2																		
Cotgrave Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1																		
Derby City Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2																		
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Havant Town Centre	0.6%	2	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Leicester City Centre	5.7%	19	0.0%	0	2.7%	1	3.1%	1	3.5%	2	15.9%	7	13.0%	6	5.4%	2	0.0%
Melton Mowbray — all locations	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	3.0%	10	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.3%	9	0.0%
Other, Blaby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	2.2%
Other, Harborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%
Other, Hinkley & Bosworth	0.6%	2	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Other, N W Leicestershire	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%
Other, North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, North West	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Other, Rushcliffe	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%
Other, Rutland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.2%
Other, Yorkshire & the Humber	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Shardlow Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%
West Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others																	
Abroad	1.2%	4	0.0%	0	2.7%	1	3.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.2%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	8.5%	28	9.4%	3	5.4%	2	9.4%	3	10.5%	6	9.1%	4	6.5%	3	5.4%	2	10.9%
Base:		331		32		37		32		57		44		46		37	46

Q46 Which centre / facility did you last visit to go ten-pin bowling?

Those who go ten-pin bowling at Q41:

Outside Study Area																	
Hollywood Bowl, Lubbethorpe Way, Leicester	64.6%	31	83.3%	10	66.7%	4	50.0%	1	80.0%	4	100.0%	6	62.5%	5	0.0%	0	25.0%
Hollywood Bowl, West Mall, Albion Street, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
MFA Bowl, Belward Street, Nottingham	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%
MFA Bowl, Derby Road, Ilkeston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Namco Funscape (Stryker's Bowl), Castle Grounds, River Drive, Tamworth	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%
Tenpin & Sector 7, Foresters Leisure Park, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tenpin, Clifton Boulevard, Redfield Way, Nottingham	16.7%	8	16.7%	2	33.3%	2	50.0%	1	20.0%	1	0.0%	0	0.0%	0	40.0%	2	0.0%
Others																	
Abroad	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	12.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	2	40.0%	2	50.0%
Base:		48		12		6		2		5		6		8		5	4

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q47 Which centre / facility did you last visit for bingo?																		
<i>Those who go to bingo at Q41:</i>																		
Zone 1																		
Beacon Bingo, The old cinema, Baxter Gate, Loughborough	45.8%	11	83.3%	5	33.3%	1	100.0%	1	100.0%	1	0.0%	0	100.0%	1	0.0%	0	50.0%	2
Zone 5																		
Other, Zone 5	12.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.9%	3	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Admiral Casino & Bingo, Southchurch Drive, Clifton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Beaumont Way, Leicester	16.7%	4	0.0%	0	66.7%	2	0.0%	0	0.0%	0	28.6%	2	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Gala Way, Nottingham	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0
Mecca, Freeman's Park Campus, Aylestone Road, Leicester	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0
Mecca, Queens Road, Beeston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Others																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	8.3%	2	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Base:		24		6		3		1		1		7		1		1		4

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q48 Which centre / facility did you last visit for art / culture activities (i.e. theatres / galleries / museums)?																	
<i>Those who visit for art / cultural activites at Q41:</i>																	
Zone 1																	
Loughborough Town Centre	17.8%	52	28.1%	9	33.3%	14	15.0%	3	17.0%	8	3.0%	1	18.2%	8	5.4%	2	18.9%
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Barrow-upon-Soar District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hoton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Melton Road Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%
Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Syston District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurmaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6																	
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birstall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cropston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mountsorrel Local Centre - Leicester Road / Market Place	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodhouse Eaves Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7																	
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Keyworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8																	
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Long Whatton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thringstone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area																	
Ashby-de-la-Zouch — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Leys District Centre, Leicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Birmingham City Centre	2.1%	6	3.1%	1	2.4%	1	5.0%	1	2.1%	1	3.0%	1	2.3%	1	0.0%	0	0.0%
Braunstone Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London	9.6%	28	6.3%	2	7.1%	3	35.0%	7	19.1%	9	3.0%	1	11.4%	5	0.0%	0	2.7%
Coalville Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cotgrave Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Havant Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	33.9%	99	15.6%	5	26.2%	11	20.0%	4	36.2%	17	63.6%	21	54.5%	24	8.1%	3	37.8%	14
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	17.8%	52	21.9%	7	19.0%	8	15.0%	3	8.5%	4	6.1%	2	0.0%	0	56.8%	21	18.9%	7
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	1.0%	3	3.1%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Other, Harborough	1.0%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	1	3.0%	1	2.3%	1	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North East	0.3%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	2.7%	1
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rutland	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.3%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	1.7%	5	3.1%	1	0.0%	0	5.0%	1	0.0%	0	3.0%	1	2.3%	1	0.0%	0	2.7%	1
Other, Yorkshire & the Humber	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.7%	1	0.0%	0
Shardlow Village Centre	0.0%	0	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	2.4%	7	3.1%	1	2.4%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	2.7%	1	8.1%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	8.2%	24	9.4%	3	9.5%	4	0.0%	0	8.5%	4	9.1%	3	6.8%	3	16.2%	6	2.7%	1
Base:		292		32		42		20		47		33		44		37		37

Q49 How do you normally travel when visiting leisure destinations?

Those who visit for one or more leisure activities at Q41:

Car / van (as driver)	63.1%	429	42.3%	33	55.2%	48	73.7%	56	76.1%	67	65.9%	56	58.7%	54	58.3%	49	73.3%	66
Car / van (as passenger)	10.7%	73	19.2%	15	6.9%	6	10.5%	8	9.1%	8	9.4%	8	15.2%	14	7.1%	6	8.9%	8
Bus, minibus or coach	8.4%	57	3.8%	3	11.5%	10	6.6%	5	5.7%	5	7.1%	6	8.7%	8	17.9%	15	5.6%	5
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	11.9%	81	24.4%	19	17.2%	15	5.3%	4	4.5%	4	12.9%	11	12.0%	11	10.7%	9	8.9%	8
Taxi	1.9%	13	5.1%	4	1.1%	1	1.3%	1	0.0%	0	2.4%	2	3.3%	3	1.2%	1	1.1%	1
Train	1.3%	9	1.3%	1	1.1%	1	2.6%	2	3.4%	3	0.0%	0	0.0%	0	1.2%	1	1.1%	1
Bicycle	0.9%	6	3.8%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride	0.4%	3	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tram	0.6%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0
(Don't know / varies)	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.4%	2	0.0%	0	0.0%	0	1.1%	1
Base:		680		78		87		76		88		85		92		84		90

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q50 Which leisure facilities would you like to see more of in your area? [MR]																		
Bars / pubs	1.2%	10	2.0%	2	2.0%	2	1.0%	1	0.0%	0	3.0%	3	1.0%	1	0.0%	0	1.0%	1
Better shopping facilities	3.6%	29	4.0%	4	1.0%	1	6.9%	7	1.0%	1	5.0%	5	4.0%	4	4.0%	4	3.0%	3
Bowling alley	4.9%	39	17.0%	17	9.0%	9	5.0%	5	0.0%	0	2.0%	2	3.0%	3	0.0%	0	3.0%	3
Cinema	2.5%	20	3.0%	3	0.0%	0	0.0%	0	1.0%	1	5.0%	5	3.0%	3	0.0%	0	7.9%	8
Concert hall / venue	0.7%	6	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Cycle paths / area	1.0%	8	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	2.0%	2
Dance facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skate park	0.2%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health & fitness (gym)	0.6%	5	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	0.6%	5	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Karting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	4.5%	36	1.0%	1	2.0%	2	12.9%	13	2.0%	2	1.0%	1	5.0%	5	3.0%	3	8.9%	9
More children facilities / activities	4.4%	35	8.0%	8	10.0%	10	5.0%	5	0.0%	0	4.0%	4	3.0%	3	0.0%	0	5.0%	5
More sports facilities (football pitches, tennis courts)	1.5%	12	1.0%	1	2.0%	2	1.0%	1	1.0%	1	3.0%	3	1.0%	1	1.0%	1	2.0%	2
Museum / art galleries	0.5%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Outdoor play areas / park facilities	0.6%	5	0.0%	0	1.0%	1	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Paintballing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafes	2.7%	22	4.0%	4	0.0%	0	2.0%	2	0.0%	0	5.0%	5	5.9%	6	2.0%	2	3.0%	3
Swimming pool	5.6%	45	4.0%	4	1.0%	1	7.9%	8	3.0%	3	5.0%	5	14.9%	15	4.0%	4	5.0%	5
Theatre	1.5%	12	4.0%	4	0.0%	0	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	3.0%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adult education classes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Climbing wall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Golf course	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
More activities / facilities for the elderly (e.g. social club)	1.4%	11	1.0%	1	3.0%	3	3.0%	3	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0
Racing track	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Snooker hall	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(None)	69.4%	557	55.0%	55	71.0%	71	65.3%	66	88.0%	88	69.0%	69	60.4%	61	82.0%	82	64.4%	65
(Don't know)	3.7%	30	6.0%	6	3.0%	3	3.0%	3	2.0%	2	7.0%	7	3.0%	3	2.0%	2	4.0%	4
Base:		803		100		100		101		100		100		101		100		101
GEN Gender of respondent.																		
Male	36.5%	293	33.0%	33	38.0%	38	42.6%	43	42.0%	42	37.0%	37	33.7%	34	35.0%	35	30.7%	31
Female	63.5%	510	67.0%	67	62.0%	62	57.4%	58	58.0%	58	63.0%	63	66.3%	67	65.0%	65	69.3%	70
Base:		803		100		100		101		100		100		101		100		101
AGE Could I ask, how old are you?																		
18 – 24 years	2.4%	19	1.0%	1	0.0%	0	2.0%	2	2.0%	2	3.0%	3	7.9%	8	2.0%	2	1.0%	1
25 – 34 years	4.2%	34	5.0%	5	2.0%	2	5.0%	5	3.0%	3	7.0%	7	5.0%	5	3.0%	3	4.0%	4
35 – 44 years	9.0%	72	13.0%	13	10.0%	10	9.9%	10	9.0%	9	9.0%	9	6.9%	7	4.0%	4	9.9%	10
45 – 54 years	24.4%	196	34.0%	34	25.0%	25	16.8%	17	36.0%	36	21.0%	21	29.7%	30	21.0%	21	11.9%	12
55 – 64 years	15.4%	124	9.0%	9	14.0%	14	19.8%	20	13.0%	13	16.0%	16	17.8%	18	16.0%	16	17.8%	18
65+ years	44.6%	358	38.0%	38	49.0%	49	46.5%	47	37.0%	37	44.0%	44	32.7%	33	54.0%	54	55.4%	56
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		803		100		100		101		100		100		101		100		101

		Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
PC	Postcode Sector:																			
DE74 2	4.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.7%	33
LE11 1	2.5%	20	10.0%	10	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE11 2	6.6%	53	53.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE11 3	4.9%	39	37.0%	37	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE11 4	6.4%	51	0.0%	0	51.0%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE11 5	4.7%	38	0.0%	0	38.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE12 5	3.5%	28	0.0%	0	0.0%	0	7.9%	8	3.0%	3	0.0%	0	0.0%	0	12.0%	12	5.0%	5	0.0%	0
LE12 6	5.7%	46	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	43.0%	43	0.0%	0	0.0%	0
LE12 7	7.7%	62	0.0%	0	0.0%	0	0.0%	0	62.0%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE12 8	6.7%	54	0.0%	0	0.0%	0	0.0%	0	31.0%	31	0.0%	0	22.8%	23	0.0%	0	0.0%	0	0.0%	0
LE12 9	13.2%	106	0.0%	0	0.0%	0	91.1%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	14	0.0%	0
LE14 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE4 3	2.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	21	0.0%	0	0.0%	0	0.0%	0
LE4 4	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	15	0.0%	0	0.0%	0	0.0%	0
LE4 8	3.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE6 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
LE67 3	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
LE67 4	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
LE67 5	4.4%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.7%	35	0.0%	0
LE67 8	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	9	0.0%	0
LE67 9	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	0.0%	0	0.0%	0	0.0%	0
LE7 1	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE7 2	3.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE7 3	2.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE7 4	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE7 7	4.4%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.7%	35	0.0%	0	0.0%	0	0.0%	0
LE7 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG11 6	3.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0
NG12 5	2.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	19	0.0%	0	0.0%	0
Base:		803		100		100		101		100		100		101		100		101		101

QUOTA Zone																		
Zone 1	12.5%	100	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	12.5%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	12.6%	101	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	12.5%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	12.5%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 6	12.6%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%	0
Zone 7	12.5%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 8	12.6%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101
Base:		803		100		100		101		100		100		101		100		101

Appendix 2:

Data Tabulations

By Zone (Weighted)

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q01 Where did you last undertake your main food and grocery shopping?																		
Zone 1																		
Co-operative, Market Street, Loughborough LE11 3EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.2%	2	0.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Markets, Loughborough Town Centre LE11 3EA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	0.9%	7	1.1%	1	0.0%	0	0.5%	0	0.8%	1	0.0%	0	1.3%	2	3.5%	3	0.0%	0
One Stop, Ling Road, Loughborough LE11 2LW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Loughborough Town Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sainsbury's, Ashby Road, Loughborough	4.5%	36	12.3%	13	7.1%	6	7.9%	4	3.2%	3	0.0%	0	0.9%	1	7.2%	7	1.1%	1
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.0%	0	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, Park Road, Shelthorpe, Loughborough	15.6%	125	59.3%	64	16.8%	15	8.0%	4	31.4%	30	0.0%	0	5.4%	7	3.2%	3	1.8%	2
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	1.6%	12	0.7%	1	1.3%	1	1.5%	1	3.4%	3	0.7%	1	0.0%	0	4.3%	4	1.2%	1
Zone 2																		
Aldi, 51 Belton Road, Loughborough	9.8%	79	11.9%	13	22.8%	20	9.6%	5	10.1%	10	0.5%	1	10.4%	14	8.8%	9	7.4%	8
B&M, Willowbrook Park, Loughborough	0.0%	0	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-operative, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road West Extension, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Avenue, Loughborough	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Local shops, Long Whatton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	8.4%	67	4.8%	5	41.4%	36	10.6%	6	5.7%	5	0.0%	0	1.0%	1	8.1%	8	4.8%	5
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.0%	0	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, 25 Charnwood Street, Shepshed	2.9%	24	0.0%	0	0.0%	0	25.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	10
Zone 3																		
Co-operative Extra Foodstore, The Hallcroft, Shepshed	0.2%	1	0.5%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Co-operative, Anson Road, Shepshed	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Local shops, Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.0%	0	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, Chamwood Road, Shepshed LE12 9QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Barrow Upon Soar District Centre	0.0%	0	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-operative, 21 High Street, Barrow on Soar	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Leicester Road / Market Place, Mountsorrel Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	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, High Street, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	3.8%	31	0.0%	0	0.0%	0	0.0%	0	7.1%	7	17.2%	20	3.3%	4	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	6.1%	49	0.0%	0	0.9%	1	0.0%	0	11.4%	11	28.5%	33	3.8%	5	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	1
Local shops, East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.4%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.8%	2	1.0%	1	0.0%	0	0.0%	0
Melton Road, Thurmaston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	4.3%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.3%	34	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Co-operative, 132 Rothley Road, Mountsorrel	0.3%	3	0.0%	0	0.0%	0	0.5%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.0%	0	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-operative, 19 Wanlip Lane, Birstall	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	12	0.0%	0	0.0%	0
Co-operative, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodhouse Eaves Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	1.5%	12	1.1%	1	0.0%	0	1.2%	1	2.9%	3	1.4%	2	4.4%	6	0.0%	0	0.0%	0
Zone 7																		
Co-operative Food, 87 Main Street, East Leake	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5	0.6%	1
Co-operative, Church Street, Ruddington NG11 6HD	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Local shops, Normanton on Soar Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Local shops, Ruddington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham NG12 5GT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Wilford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Road, Ruddington NG11 6EN																	
Zone 8																	
Castle Donington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Co-operative, Market Place Whitwick LE67 5DT	0.0%	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-operative, Station Road, Castle Donington DE74 2NJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Co-operative, The Green, Thringstone LE67 8NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Whitwick Road, Coalville	3.7%	29	0.0%	0	0.0%	0	10.1%	5	0.8%	1	0.0%	0	1.9%	3	0.0%	0	18.2%
Other, Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area																	
Aldi, Abbey Lane, Leicester	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	6.0%	8	0.0%	0	0.0%
Aldi, Adcock Road, Coalville	2.1%	17	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	2.0%	3	0.0%	0	11.1%
Aldi, Dents Road, Ashby-de-la-Zouch	0.3%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%
Asda, 184 Loughborough Road, West Bridgford, Nottingham	3.6%	29	0.7%	1	0.0%	0	0.0%	0	3.4%	3	0.0%	0	1.1%	1	21.6%	22	1.2%
Asda, Exploration Drive, Leicester LE4 5NU	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.0%
Asda, Midland Street, Long Eaton	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%
Asda, Narborough Road South, Leicester LE3 2LL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
Coalville Town Centre	0.0%	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-operative, Main Street, Markfield	0.0%	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-operative, Market Place, Kegworth DE74 2EE	0.3%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.2%
Co-operative, Station Road, Castle Donington DE74 2NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Leicester City Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Loughborough Road, Abbey LE4 5PN	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	3.3%	4	0.0%	0	0.0%
Lidl, Thornborough Road, Coalville LE67 3TH	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Long Eaton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Market Harborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	9.4%	9	0.0%
Morrisons, Green Lane, Clifton NG11 9LQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%
North East	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Blaby	0.4%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Other, East Midlands	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.6%	1	0.0%
Other, Gedling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%
Other, Hinkley and Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Leicester	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.8%	4	0.0%	0	0.0%
Other, North West Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.8%
Other, Rushcliffe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%
Sainsbury's, Grove Farm	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	7	2.6%	3	0.0%	0	0.0%

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Triangle, Fosse Park, Leicester																		
Sainsbury's, Melton Road, Leicester LE4 7SJ	2.4%	19	0.0%	0	0.0%	0	0.0%	0	5.2%	5	4.5%	5	4.2%	6	3.8%	4	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.4%	5	0.0%	0
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	3.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	18.0%	24	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco, Resolution Road, Ashby-de-la-Zouch	1.3%	11	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	8.1%	9
West Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Others																		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	6.6%	53	3.1%	3	5.7%	5	13.9%	7	6.3%	6	2.7%	3	6.3%	8	6.6%	7	11.7%	13
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.5%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

Q02 Which retailer did you purchase your last main food internet / home delivery shopping from?

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

Asda	8.2%	4	0.0%	0	0.0%	0	3.7%	0	0.0%	0	40.7%	1	26.5%	2	0.0%	0	4.7%	1
Morrisons	12.8%	7	0.0%	0	23.7%	1	13.3%	1	19.3%	1	0.0%	0	10.0%	1	9.3%	1	15.2%	2
Iceland	1.9%	1	0.0%	0	0.0%	0	13.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	11.9%	6	0.0%	0	0.0%	0	5.2%	0	12.3%	1	0.0%	0	10.0%	1	9.3%	1	28.0%	4
Tesco	44.1%	23	100.0%	3	76.3%	4	59.0%	4	49.1%	3	40.7%	1	27.1%	2	33.3%	2	24.2%	3
Ocado	18.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	1	26.5%	2	48.1%	3	28.0%	4
Waitrose	2.9%	2	0.0%	0	0.0%	0	5.2%	0	19.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		53		3		5		7		6		3		8		7		13
Sample:		51		2		5		10		7		3		7		8		9

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q03 What is the main reason you choose (STORE / LOCATION MENTIONED AT Q01) to do your main food and grocery shopping?																		
Accessibility by public transport	0.3%	2	0.5%	1	1.2%	1	0.5%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	2.3%	18	0.7%	1	2.3%	2	1.0%	1	2.4%	2	1.2%	1	3.1%	4	7.2%	7	0.0%	0
Choice of food goods available	7.6%	61	9.8%	11	3.3%	3	12.3%	7	6.1%	6	8.8%	10	4.9%	6	8.4%	8	9.3%	11
Choice of shops nearby selling non-food goods	0.4%	3	0.5%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Choice of shops selling food goods	0.2%	2	0.0%	0	0.0%	0	0.5%	0	0.6%	1	0.5%	1	0.5%	1	0.0%	0	0.0%	0
Cleanliness	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Delivery service	2.0%	16	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	2.1%	3	1.7%	2	8.9%	10
Click & Collect service	0.5%	4	0.0%	0	2.3%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Easy to get to by car	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1	1.1%	1	0.0%	0	0.0%	0
Good internal layout	0.6%	5	2.4%	3	0.6%	1	0.5%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Good service / friendly staff	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	1
Habit / always use it / preference for retailer / familiarity	3.6%	29	4.8%	5	4.3%	4	3.7%	2	2.8%	3	4.8%	5	0.5%	1	2.7%	3	5.5%	6
Internet shopping is convenient	1.9%	16	1.2%	1	2.8%	2	5.8%	3	2.0%	2	0.0%	0	3.4%	4	1.5%	1	0.8%	1
Lower prices	17.4%	140	5.5%	6	16.3%	14	25.3%	14	12.6%	12	17.9%	20	27.5%	36	17.6%	18	17.4%	20
Loyalty card / points scheme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Near to home	33.4%	268	47.9%	52	42.0%	37	22.1%	12	27.6%	26	35.4%	40	33.5%	44	28.5%	29	25.6%	29
Near to work	2.6%	21	1.8%	2	1.2%	1	3.7%	2	2.1%	2	0.7%	1	3.3%	4	4.6%	5	3.8%	4
Nice shopping environment	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Only one in the area / no other choice	0.5%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.3%	3	0.0%	0	1.3%	1	0.0%	0
Preference for retailer	1.5%	12	3.4%	4	0.6%	1	0.0%	0	2.3%	2	1.0%	1	1.1%	1	3.0%	3	0.0%	0
Provision of leisure facilities nearby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	5.6%	45	4.5%	5	5.0%	4	3.0%	2	8.0%	8	6.0%	7	5.7%	8	6.2%	6	5.3%	6
Quality of shops selling food goods	0.7%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.6%	1
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the evening / night time)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	1.4%	12	0.5%	1	0.9%	1	5.0%	3	2.6%	2	0.7%	1	2.8%	4	0.6%	1	0.0%	0
Value for money	3.8%	31	6.2%	7	3.7%	3	1.1%	1	0.0%	0	6.2%	7	2.3%	3	4.7%	5	4.5%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient generally	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.6%	1	0.0%	0
Easy checkout	0.4%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.5%	1	0.6%	1
For a change	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	3.4%	4
Free car parking	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0
Good disabled access	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good in-store café	0.2%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has an in-store opticians	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has everything I need	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.8%	2	0.0%	0	0.6%	1	0.6%	1
Has 'Scan & Shop' facility	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I get a lift to the store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
In the area at the time	0.6%	5	0.0%	0	2.2%	2	1.6%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Large store	1.5%	12	1.9%	2	0.9%	1	1.7%	1	3.3%	3	1.0%	1	0.6%	1	0.0%	0	2.8%	3
Near to family / friends	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.6%	1	0.0%	0
Offers 'cashback' service	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Quiet / not too busy	1.1%	9	0.0%	0	0.0%	0	0.0%	0	2.8%	3	1.8%	2	0.0%	0	0.0%	0	3.4%	4
Small store / not too big	0.6%	5	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0
Wide aisles	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no reason in particular)	5.3%	43	7.7%	8	7.7%	7	3.8%	2	13.1%	12	1.7%	2	3.0%	4	1.9%	2	4.8%	5
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q04 What if anything is the one thing you most dislike about your main food shopping destination (STORE / LOCATION MENTIONED AT Q01)?																		
Change layout too often	1.3%	11	1.1%	1	2.0%	2	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.6%	1	5.4%	6
Difficult / expensive parking	1.2%	10	1.5%	2	0.9%	1	1.0%	1	1.3%	1	3.0%	3	0.0%	0	0.0%	0	2.1%	2
Difficult to get to	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Expensive	2.3%	18	0.5%	1	1.2%	1	3.4%	2	3.7%	4	2.3%	3	1.0%	1	3.2%	3	3.8%	4
Lack of cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of parking	1.3%	10	0.0%	0	1.3%	1	1.2%	1	0.8%	1	5.5%	6	0.0%	0	0.0%	0	1.2%	1
Lack of public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	3.3%	26	2.7%	3	5.1%	4	3.6%	2	5.9%	6	0.7%	1	2.4%	3	6.0%	6	1.2%	1
No petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor internal layout	1.2%	9	0.0%	0	1.3%	1	1.1%	1	0.6%	1	0.0%	0	1.7%	2	0.9%	1	3.4%	4
Poor quality	0.8%	6	2.0%	2	0.0%	0	1.1%	1	0.6%	1	0.5%	1	0.6%	1	0.0%	0	1.3%	2
Preference for retailer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff rude / unhelpful	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Too busy / crowded	2.4%	19	4.0%	4	6.6%	6	1.9%	1	0.8%	1	0.0%	0	0.9%	1	0.0%	0	5.5%	6
Too far away	0.6%	5	0.0%	0	0.0%	0	0.5%	0	0.8%	1	0.7%	1	0.0%	0	0.0%	0	2.8%	3
Too small	1.2%	10	2.3%	2	0.0%	0	5.2%	3	0.6%	1	1.5%	2	0.0%	0	0.9%	1	1.2%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discontinue items	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discounts / special offers too focussed on families	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Empty shelves / lack of stock	1.3%	11	0.7%	1	0.0%	0	2.4%	1	3.4%	3	1.8%	2	1.6%	2	1.3%	1	0.0%	0
Feeling rushed at the checkout	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Incorrect / misleading pricing	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Internet - can't choose / see the fresh goods myself	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Internet - not able to compare prices	0.3%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No phone signal	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Not enough branded goods	0.7%	6	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4
Not enough staff / queues at the checkout	1.0%	8	0.0%	0	2.7%	2	0.0%	0	0.0%	0	4.0%	5	0.6%	1	0.6%	1	0.0%	0
Opening hours not long enough	0.2%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plants for sale are not watered / looked after	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor packaging	0.5%	4	0.0%	0	0.0%	0	0.5%	0	2.1%	2	0.5%	1	0.6%	1	0.0%	0	0.6%	1
Self-service checkouts	0.2%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Short sell-by dates	0.3%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	1
Tesco has the monopoly	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too cold in store	0.4%	3	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too large	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Undesirable clientele	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	74.6%	599	77.0%	83	66.6%	58	77.4%	42	73.9%	70	76.3%	87	83.3%	110	82.0%	82	59.2%	67
(Don't know)	2.4%	19	3.2%	3	1.5%	1	0.0%	0	5.6%	5	1.0%	1	2.3%	3	0.0%	0	4.4%	5
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

Q05 How do you normally travel to (STORE / LOCATION MENTIONED AT Q01)?

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

Car / van (as driver)	77.2%	579	66.9%	70	75.5%	62	81.3%	38	75.1%	66	75.3%	83	80.4%	99	81.8%	77	83.3%	84
Car / van (as passenger)	10.3%	78	13.1%	14	7.1%	6	10.6%	5	12.6%	11	10.4%	11	12.2%	15	6.1%	6	9.5%	10
Bus, minibus or coach	1.8%	14	0.0%	0	1.9%	2	1.8%	1	2.4%	2	1.0%	1	1.0%	1	2.6%	2	4.5%	5
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	9.6%	72	18.7%	20	12.5%	10	5.5%	3	6.3%	6	13.3%	15	6.4%	8	9.5%	9	2.6%	3
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	3	1.3%	1	1.4%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	4	0.0%	0	0.9%	1	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		750		104		82		46		89		111		124		94		100
Sample:		752		98		95		91		93		97		94		92		92

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
MeanScore: minutes																		
Q06 How long did your last journey to (STORE / LOCATION MENTIONED AT Q01) take?																		
Excluding those who do their main food shopping via the Internet at Q01:																		
1 - 5 minutes	37.3%	280	51.8%	54	55.1%	45	29.4%	14	13.1%	12	44.2%	49	30.1%	37	18.7%	17	51.4%	52
6 - 10 minutes	30.0%	225	24.5%	26	38.1%	31	24.7%	11	40.7%	36	39.3%	44	33.2%	41	24.9%	23	12.8%	13
11 - 15 minutes	20.6%	154	14.6%	15	3.5%	3	25.6%	12	31.7%	28	10.7%	12	25.4%	31	35.4%	33	19.5%	20
16 - 20 minutes	7.1%	53	3.1%	3	0.9%	1	12.9%	6	7.3%	7	2.9%	3	5.3%	7	14.9%	14	12.8%	13
21 - 25 minutes	0.6%	5	0.0%	0	0.0%	0	0.6%	0	1.7%	1	0.5%	1	0.0%	0	0.0%	0	2.3%	2
26 - 30 minutes	2.3%	17	0.8%	1	0.0%	0	6.2%	3	0.6%	1	0.5%	1	4.8%	6	6.1%	6	0.6%	1
31 - 35 minutes	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
36 - 40 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
41 - 45 minutes	0.5%	3	0.8%	1	0.0%	0	0.0%	0	0.6%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0
46 - 50 minutes	0.6%	4	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
51 - 55 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
56 - 60 minutes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
61 - 65 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
66 - 70 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
71 - 75 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
76 - 80 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
81 - 85 minutes	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
86 - 90 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
91 - 95 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
96 - 100 minutes	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.4%	3	1.1%	1	0.9%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
(Refused)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	10.55		9.94		7.82		12.64		12.08		8.97		11.22		13.11		9.70	
Weighted base:	750		104		82		46		89		111		124		94		100	
Sample:	752		98		95		91		93		97		94		92		92	

Q07 When you undertook the main food shop at (STORE / LOCATION MENTIONED AT Q01), did you link your trip with any other activity?																		
Excluding those who do their main food shopping via the Internet at Q01:																		
Yes – non-food shopping	8.6%	65	6.4%	7	13.0%	11	2.5%	1	17.2%	15	1.2%	1	6.2%	8	8.6%	8	14.0%	14
Yes – other-food shopping	2.6%	19	0.8%	1	2.3%	2	2.6%	1	2.2%	2	6.6%	7	2.6%	3	0.7%	1	2.1%	2
Yes – visiting services such as banks and other financial institutions	1.2%	9	0.5%	1	1.5%	1	1.3%	1	0.8%	1	1.1%	1	0.5%	1	1.3%	1	2.6%	3
Yes – leisure activity	1.8%	13	1.1%	1	2.2%	2	0.6%	0	0.0%	0	0.7%	1	4.1%	5	3.7%	3	0.6%	1
Yes – travelling to / from work	2.8%	21	2.8%	3	0.9%	1	1.3%	1	0.0%	0	0.0%	0	4.7%	6	6.3%	6	5.1%	5
Yes – travelling to / from school / college / university	0.4%	3	0.8%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	1.5%	11	4.0%	4	4.9%	4	0.0%	0	0.0%	0	0.7%	1	1.2%	1	0.0%	0	0.6%	1
Yes – visiting café / pub / restaurant	2.2%	16	2.2%	2	2.2%	2	0.6%	0	1.7%	1	1.5%	2	3.1%	4	5.5%	5	0.0%	0
Yes – visiting family / friends	1.7%	13	0.5%	1	0.0%	0	0.0%	0	2.1%	2	5.0%	6	3.0%	4	1.4%	1	0.0%	0
Yes – visiting health service such as doctor, dentist, hospital	0.5%	3	0.0%	0	2.1%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.8%	6	0.8%	1	1.4%	1	0.0%	0	0.0%	0	1.0%	1	1.8%	2	0.0%	0	0.6%	1
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - attended a funeral	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - returning from holiday	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Yes - visited amenity tip	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Yes - window shopping / browsing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
(No activity)	73.9%	554	79.6%	83	68.2%	56	88.0%	41	73.8%	65	79.5%	88	67.7%	84	68.6%	64	72.7%	73
(Don't know / varies)	1.7%	13	0.5%	1	0.6%	1	0.0%	0	0.0%	0	1.9%	2	5.1%	6	2.0%	2	1.5%	2
Weighted base:		750		104		82		46		89		111		124		94		100
Sample:		752		98		95		91		93		97		94		92		92

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q08 Where do you do this linked trip?																	
<i>Those who link their main food shopping trip with other shopping, visiting other services and / or leisure activities at Q07:</i>																	
Zone 1																	
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.3%	0	0.0%	0	0.0%	0	8.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Town Centre	38.7%	41	73.0%	7	66.2%	10	66.1%	2	49.7%	9	7.3%	1	25.9%	4	34.7%	5	16.8%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	0.0%	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, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	0.0%	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, Park Road, Shelthorpe, Loughborough	0.0%	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, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	1.1%	1	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Willowbrook Park, Loughborough	0.0%	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, Jubilee Drive, Loughborough	5.9%	6	0.0%	0	24.4%	4	0.0%	0	13.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.7%	1	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 2	1.1%	1	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sharply Road Local Centre	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowbrook Retail Park, Derby Road, Loughborough	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%
Zone 3																	
Asda, 25 Charnwood Street, Shepshed	0.0%	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 Extra, The Hallcroft, Shepshed	0.3%	0	0.0%	0	0.0%	0	8.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	1.1%	1	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%
Zone 4																	
Barrow Upon Star District Centre	0.0%	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sileby District Centre	1.4%	1	0.0%	0	0.0%	0	0.0%	0	8.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Aldi, 1169 Melton Road, Syston	0.0%	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, Inglenook Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	7.5%	8	0.0%	0	0.0%	0	0.0%	0	2.9%	1	63.5%	7	3.6%	1	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	4.3%	5	0.0%	0	0.0%	0	0.0%	0	14.9%	3	17.7%	2	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	0.0%	0	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, 132 Rothley Road, Mountsorrel	0.0%	0	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, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	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, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.7%	1	8.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	0	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, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	1.7%	2	0.0%	0	0.0%	0	8.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District	5.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.2%	6	0.0%	0	0.0%	0

by Zone		Charnwood Household Survey																Page 97
Weighted:		For WYG																July 2018
		Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	9.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	1	0.0%	0	42.1%	8
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	1	0.0%	0	0.0%	0
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	3	0.0%	0
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	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, Grove Farm Triangle, Fosse Park, Leicester	0.0%	0	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, Melton Road, Leicester LE4 7SJ	0.0%	0	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, Stoney Road, Beeston, Nottingham	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	0	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, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
West Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't	11.5%	12	6.1%	1	4.7%	1	8.5%	0	0.0%	0	11.5%	1	12.2%	2	35.2%	5	13.6%	3

Column %ges.

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
remember)									
Weighted base:	106	9	16	3	18	11	17	13	19
Sample:	111	8	16	9	18	10	13	16	21

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q09 Where did you undertake your main food and grocery shopping the time before your last visit to (STORE / LOCATION MENTIONED AT Q01) was it the same place, or different, and if so, please specify?																	
Zone 1																	
Co-operative, Market Street, Loughborough LE11 3EP	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%
Iceland, Market Street, Loughborough	0.6%	5	3.1%	3	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Markets, Loughborough Town Centre LE11 3EA	0.4%	3	0.0%	0	2.0%	2	1.0%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	0.6%	5	1.1%	1	0.6%	1	0.7%	0	0.0%	0	0.7%	1	0.6%	1	1.2%	1	0.0%
One Stop, Ling Road, Loughborough LE11 2LW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Loughborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sainsbury's, Ashby Road, Loughborough	6.2%	49	15.4%	17	12.7%	11	8.7%	5	3.8%	4	0.0%	0	2.0%	3	6.1%	6	4.2%
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.0%	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, Park Road, Shelthorpe, Loughborough	15.1%	122	52.9%	57	13.6%	12	16.0%	9	35.1%	33	0.5%	1	4.3%	6	1.2%	1	3.2%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	2.5%	20	1.3%	1	5.7%	5	1.9%	1	2.4%	2	0.0%	0	2.3%	3	5.3%	5	1.8%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	7.6%	61	6.8%	7	15.6%	14	8.4%	5	9.2%	9	0.7%	1	9.4%	12	7.2%	7	5.9%
B&M, Willowbrook Park, Loughborough	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative, Knightthorpe Road, Loughborough	0.2%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Home Bargains, Belton Road West Extension, Loughborough	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Station Avenue, Loughborough	0.9%	7	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0	4.0%
Local shops, Long Whatton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	7.3%	58	7.4%	8	34.0%	30	8.7%	5	2.6%	2	0.5%	1	0.6%	1	8.8%	9	3.2%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.0%	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, 25 Charnwood Street, Shepshed	0.7%	5	0.0%	0	0.0%	0	8.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Zone 3																	
Co-operative Extra Foodstore, The Hallcroft, Shepshed	1.2%	10	0.5%	1	0.0%	0	8.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%
Co-operative, Anson Road, Shepshed	0.5%	4	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Local shops, Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.0%	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, Charnwood Road, Shepshed LE12 9QF	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Barrow Upon Soar District Centre	0.0%	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-operative, 21 High Street, Barrow on Soar	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Sileby																		
Leicester Road / Market Place, Mountsorrel Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	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, High Street, Sileby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	3.4%	27	0.0%	0	0.0%	0	0.0%	0	5.1%	5	18.7%	21	0.9%	1	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	6.2%	50	0.5%	1	0.9%	1	0.5%	0	3.8%	4	28.5%	32	9.4%	12	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.4%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.8%	2
Local shops, East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.9%	8	0.0%	0	0.0%	0	0.5%	0	0.0%	0	3.6%	4	1.5%	2	1.3%	1	0.0%	0
Melton Road, Thurmaston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	3.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.4%	29	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	11	0.0%	0	0.0%	0
Co-operative, 132 Rothley Road, Mountsorrel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Co-operative, 19 Wanlip Lane, Birstall	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Co-operative, 931 Loughborough Road, Rothley	0.4%	3	0.0%	0	0.0%	0	1.9%	1	1.8%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Local shops, Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodhouse Eaves Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	1.8%	15	2.2%	2	0.0%	0	1.0%	1	3.7%	3	1.4%	2	4.5%	6	0.6%	1	0.0%	0
Zone 7																		
Co-operative Food, 87 Main Street, East Leake	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	6	0.6%	1
Co-operative, Church Street, Ruddington NG11 6HD	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Local shops, Normanton on Soar Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ruddington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham NG12 5GT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Zone 8																		
Castle Donington Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Co-operative, Market Place Whitwick LE67 5DT	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4
Co-operative, Station Road, Castle Donington DE74 2NJ	0.0%	0	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-operative, The Green, Thringstone LE67 8NR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Local shops, Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	2.4%	20	0.0%	0	0.0%	0	8.7%	5	1.2%	1	0.5%	1	1.6%	2	0.0%	0	9.7%	11
Other, Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Abbey Lane, Leicester	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	8.8%	12	0.0%	0	0.0%	0
Aldi, Adcock Road, Coalville	2.3%	19	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	13.2%	15
Aldi, Dents Road, Ashby-de-la-Zouch	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4
Asda, 184 Loughborough Road, West Bridgford, Nottingham	3.4%	27	0.7%	1	0.0%	0	1.1%	1	3.4%	3	0.0%	0	0.0%	0	21.3%	21	1.2%	1
Asda, Exploration Drive, Leicester LE4 5NU	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	6	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	6
Asda, Narborough Road South, Leicester LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Co-operative, Main Street, Markfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-operative, Market Place, Kegworth DE74 2EE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.8%	2
Co-operative, Station Road, Castle Donington DE74 2NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Loughborough Road, Abbey LE4 5PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Lidl, Thornborough Road, Coalville LE67 3TH	0.5%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.8%	2
Long Eaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Market Harborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.0%	0
Morrisons, Green Lane, Clifton NG11 9LQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Blaby	0.4%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other, Gedling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley and Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0
Other, North West Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	1.2%	1
Other, Rushcliffe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	7	2.0%	3	0.9%	1	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	3.3%	26	0.0%	0	0.0%	0	0.0%	0	3.7%	3	3.7%	4	11.1%	15	3.8%	4	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.6%	3	0.0%	0
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	8.0%	11	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.6%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	7
Tesco, Resolution Road, Ashby-de-la-Zouch	1.1%	9	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	8
West Midlands Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	5.6%	45	3.1%	3	5.9%	5	9.4%	5	14.8%	14	0.5%	1	4.0%	5	5.5%	5	5.2%	6
(Don't know / can't remember)	1.5%	12	0.0%	0	5.2%	5	1.6%	1	0.6%	1	0.5%	1	1.0%	1	2.9%	3	1.2%	1
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

Q10 From which retailer did you purchase this main food internet / home delivery shopping?

Those who do their main food shopping via the Internet at Q09:

Asda	8.9%	4	0.0%	0	14.4%	1	7.6%	0	0.0%	0	0.0%	0	41.6%	2	0.0%	0	10.8%	1
Morrisons	10.2%	5	0.0%	0	22.7%	1	15.2%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	34.4%	2
Iceland	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Sainsbury's	18.7%	8	0.0%	0	0.0%	0	7.6%	0	28.4%	4	0.0%	0	31.4%	2	0.0%	0	39.8%	2
Tesco	47.2%	21	100.0%	3	62.9%	3	64.1%	3	44.2%	6	0.0%	0	26.9%	1	51.1%	3	15.0%	1
Ocado	11.1%	5	0.0%	0	0.0%	0	5.4%	0	19.1%	3	99.9%	1	0.0%	0	26.7%	1	0.0%	0
Waitrose	2.6%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		45		3		5		5		14		1		5		5		6
Sample:		45		2		5		10		10		1		5		7		5

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
MeanScore: £																	
Q11 Approximately how much money do you normally spend on your household's main food and grocery shop?																	
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£6 - £10	0.5%	4	3.1%	3	0.6%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£11 - £15	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%
£16 - £20	1.8%	15	1.1%	1	2.8%	2	1.0%	1	0.6%	1	2.1%	2	3.7%	5	0.0%	0	2.3%
£21 - £25	1.4%	11	1.1%	1	3.8%	3	0.5%	0	0.0%	0	3.5%	4	0.9%	1	0.6%	1	0.6%
£26 - £30	4.0%	32	5.4%	6	5.4%	5	1.9%	1	2.3%	2	1.7%	2	5.9%	8	4.9%	5	3.6%
£31 - £35	2.1%	17	0.5%	1	4.2%	4	5.6%	3	4.5%	4	2.2%	2	0.5%	1	0.0%	0	1.8%
£36 - £40	4.1%	33	2.4%	3	7.3%	6	6.2%	3	2.2%	2	6.2%	7	4.5%	6	0.6%	1	4.3%
£41 - £45	3.3%	26	7.5%	8	2.0%	2	2.2%	1	1.3%	1	5.8%	7	1.5%	2	1.8%	2	3.1%
£46 - £50	7.9%	63	9.8%	11	8.6%	8	6.9%	4	4.9%	5	10.8%	12	9.0%	12	7.2%	7	4.8%
£51 - £55	2.5%	20	5.1%	6	5.0%	4	0.0%	0	0.6%	1	4.0%	5	2.8%	4	0.0%	0	1.1%
£56 - £60	6.2%	49	8.0%	9	5.9%	5	3.6%	2	9.3%	9	7.2%	8	3.9%	5	7.9%	8	3.2%
£61 - £65	1.8%	14	3.2%	3	2.6%	2	2.2%	1	3.4%	3	1.1%	1	0.5%	1	1.3%	1	0.8%
£66 - £70	6.7%	53	8.4%	9	4.5%	4	2.4%	1	7.0%	7	5.9%	7	5.1%	7	8.2%	8	9.7%
£71 - £75	1.9%	15	2.2%	2	1.5%	1	3.0%	2	0.8%	1	2.3%	3	1.0%	1	2.6%	3	2.4%
£76 - £80	7.1%	57	2.5%	3	12.7%	11	7.0%	4	10.4%	10	3.2%	4	5.9%	8	5.6%	6	10.8%
£81 - £85	1.5%	12	0.0%	0	1.7%	1	1.6%	1	2.1%	2	0.7%	1	1.6%	2	4.6%	5	0.0%
£86 - £90	3.3%	26	0.0%	0	4.3%	4	4.0%	2	5.0%	5	4.6%	5	4.7%	6	1.3%	1	2.6%
£91 - £95	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£96 - £100	12.9%	103	10.7%	12	9.9%	9	12.4%	7	15.3%	14	6.1%	7	15.9%	21	15.2%	15	16.5%
£101 - £120	4.2%	34	2.9%	3	4.4%	4	13.7%	7	5.8%	5	5.3%	6	2.5%	3	2.3%	2	2.0%
£121 - £140	1.5%	12	5.4%	6	2.6%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.9%	1	2.6%
£141 - £160	3.8%	30	2.5%	3	0.6%	1	3.6%	2	8.1%	8	4.8%	5	5.4%	7	5.1%	5	0.0%
£161 - £180	0.4%	3	0.7%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%
£181 - £200	0.8%	6	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.6%
£201 - £250	0.9%	7	2.7%	3	0.0%	0	3.2%	2	0.6%	1	1.8%	2	0.0%	0	0.0%	0	0.0%
£250+	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	15.9%	128	11.5%	12	9.7%	8	12.6%	7	12.5%	12	16.0%	18	19.7%	26	21.1%	21	20.2%
(Refused)	3.4%	27	2.5%	3	0.0%	0	0.5%	0	1.3%	1	4.5%	5	2.1%	3	7.5%	8	6.7%
Mean:	77.07		75.10		66.40		89.95		85.82		73.03		78.66		78.37		74.83
Weighted base:	803		108		87		54		95		114		132		100		114
Sample:	803		100		100		101		100		100		101		100		101

MeanScore: visits per week																	
Q12 How often does your household normally do a main food and grocery shop?																	
Daily	1.6%	13	5.0%	5	1.3%	1	1.1%	1	2.7%	3	2.2%	2	0.0%	0	0.0%	0	0.6%
At least two times a week	9.5%	76	10.8%	12	8.3%	7	6.8%	4	1.9%	2	19.3%	22	10.9%	14	9.0%	9	5.7%
At least once a week	71.3%	573	71.7%	77	75.6%	66	72.4%	39	74.9%	71	65.0%	74	68.9%	91	64.3%	64	79.5%
At least once a fortnight	13.0%	104	10.6%	11	10.5%	9	7.2%	4	15.5%	15	12.1%	14	14.8%	19	18.6%	19	11.8%
At least once a month	3.2%	25	1.5%	2	2.9%	2	10.2%	6	3.2%	3	0.5%	1	4.9%	7	4.2%	4	1.3%
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	1.4%	11	0.5%	1	1.5%	1	2.3%	1	1.9%	2	0.5%	1	0.5%	1	3.9%	4	1.1%
Mean:	1.30		1.56		1.26		1.17		1.12		1.64		1.22		1.15		1.14
Weighted base:	803		108		87		54		95		114		132		100		114
Sample:	803		100		100		101		100		100		101		100		101

Q13 When do you normally do your household's main food shop?																	
Weekdays during the day	44.6%	358	53.7%	58	37.8%	33	46.5%	25	35.7%	34	51.4%	59	28.1%	37	53.3%	53	52.5%
Weekdays during the evening	14.3%	114	14.4%	16	18.8%	16	13.7%	7	18.4%	17	15.5%	18	19.0%	25	5.8%	6	8.0%
Saturday	14.1%	113	10.7%	12	13.1%	11	16.0%	9	12.3%	12	20.3%	23	12.1%	16	15.1%	15	13.6%
Sunday	3.6%	29	7.6%	8	6.0%	5	2.3%	1	6.4%	6	1.4%	2	3.9%	5	0.9%	1	0.6%
(Don't know / varies)	23.5%	189	13.6%	15	24.3%	21	21.5%	12	27.3%	26	11.4%	13	36.8%	49	24.9%	25	25.3%
Weighted base:	803		108		87		54		95		114		132		100		114
Sample:	803		100		100		101		100		100		101		100		101

Q14 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping?																	
Yes	72.3%	581	74.6%	80	66.3%	58	79.3%	43	74.2%	70	64.1%	73	79.4%	105	72.6%	73	69.5%
No	27.7%	222	25.4%	27	33.7%	29	20.7%	11	25.9%	24	35.9%	41	20.6%	27	27.4%	27	30.5%
Weighted base:	803		108		87		54		95		114		132		100		114
Sample:	803		100		100		101		100		100		101		100		101

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q15 Where did you last undertake this ‘top-up’ food shopping?																	
<i>Those who make top-up shopping trips at Q14:</i>																	
Zone 1																	
Co-operative, Market Street, Loughborough LE11 3EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Cattle Market, Loughborough	0.4%	2	1.7%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.8%	5	0.7%	1	0.9%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	3.0%
Iceland, Market Street, Loughborough	0.9%	5	2.3%	2	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.8%	1	0.0%
Loughborough Markets, Loughborough Town Centre LE11 3EA	0.8%	5	0.7%	1	0.0%	0	0.6%	0	4.6%	3	0.0%	0	0.6%	1	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	0.5%	3	0.7%	1	3.3%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Ling Road, Loughborough LE11 2LW	1.7%	10	9.3%	8	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Loughborough Town Centre	1.2%	7	5.9%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.1%
Other, Zone 1	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Ashby Road, Loughborough	4.3%	25	12.2%	10	13.6%	8	2.1%	1	1.6%	1	0.0%	0	0.8%	1	5.9%	4	0.0%
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.5%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Park Road, Shelthorpe, Loughborough	5.7%	33	31.8%	26	6.9%	4	4.9%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	1.9%	11	9.8%	8	2.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.8%	1	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	2.8%	16	2.7%	2	16.3%	9	2.4%	1	3.3%	2	0.8%	1	0.0%	0	1.2%	1	0.0%
B&M, Willowbrook Park, Loughborough	0.9%	5	0.0%	0	0.9%	1	0.0%	0	4.6%	3	0.0%	0	0.0%	0	1.8%	1	0.0%
Co-operative, Knightthorpe Road, Loughborough	0.6%	3	0.7%	1	3.5%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road West Extension, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Long Whatton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	4.2%	25	2.3%	2	32.7%	19	2.8%	1	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 2	0.6%	3	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.2%	1	0.0%	0	1.8%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, 25 Charnwood Street, Shepshed	3.8%	22	0.0%	0	0.0%	0	36.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%
Zone 3																	
Co-operative Extra Foodstore, The Hallcroft, Shepshed	0.9%	5	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%
Co-operative, Anson Road, Shepshed	2.0%	12	0.0%	0	0.0%	0	23.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
Local shops, Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.4%	2	0.7%	1	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Charnwood Road, Shepshed LE12 9QF	0.5%	3	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Zone 4																	
Barrow Upon Soar District Centre	0.0%	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-operative, 21 High Street, Barrow on Soar	2.4%	14	0.0%	0	0.0%	0	0.0%	0	19.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road,	1.6%	9	0.0%	0	0.0%	0	0.0%	0	11.1%	8	1.7%	1	0.0%	0	0.0%	0	0.0%

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Sileby																		
Leicester Road / Market Place, Mountsorrel Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Sileby	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	2.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	14	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	1.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	10	0.0%	0	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Melton Road, Thurmaston Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	4.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.3%	27	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Birstall District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	1.7%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	8.9%	9	0.0%	0	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	4.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	25	0.0%	0	0.0%	0
Co-operative, 132 Rothley Road, Mountsorrel	1.9%	11	0.0%	0	0.0%	0	0.0%	0	15.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.7%	4	1.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Co-operative, 19 Wanlip Lane, Birstall	3.7%	21	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	17.3%	18	0.0%	0	0.8%	1
Co-operative, 931 Loughborough Road, Rothley	1.1%	6	0.0%	0	0.0%	0	2.4%	1	3.3%	2	0.0%	0	2.1%	2	0.0%	0	0.8%	1
Local shops, Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodhouse Eaves Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Rothley Local Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	10	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	1.7%	10	0.0%	0	0.0%	0	0.6%	0	6.0%	4	0.0%	0	5.4%	6	0.0%	0	0.0%	0
Zone 7																		
Co-operative Food, 87 Main Street, East Leake	4.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.6%	26	0.8%	1
Co-operative, Church Street, Ruddington NG11 6HD	2.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	13	0.0%	0
Local shops, Normanton on Soar Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ruddington Village Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	5	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham NG12 5GT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Castle Donington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Co-operative, Market Place Whitwick LE67 5DT	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	5
Co-operative, Station Road, Castle Donington DE74 2NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Co-operative, The Green, Thringstone LE67 8NR	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Local shops, Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	2.6%	15	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	14
Other, Zone 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Outside Study Area																		
Aldi, Abbey Lane, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Adcock Road, Coalville	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	5
Aldi, Dents Road, Ashby-de-la-Zouch	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.3%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Exploration Drive, Leicester LE4 5NU	0.0%	0	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, Midland Street, Long Eaton	0.0%	0	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, Narborough Road South, Leicester LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4
Co-operative, Main Street, Markfield	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0
Co-operative, Market Place, Kegworth DE74 2EE	2.5%	15	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	14.9%	12
Co-operative, Station Road, Castle Donington DE74 2NJ	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4
Leicester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lidl, Loughborough Road, Abbey LE4 5PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Lidl, Thornborough Road, Coalville LE67 3TH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Long Eaton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Morrisons, Green Lane, Clifton NG11 9LQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.8%	1
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other, Gedling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley and Bosworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.8%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	3.0%	2
Other, North West Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	4.3%	5	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	1.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	10	0.0%	0	0.8%	1
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3
West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	4.7%	27	6.3%	5	6.2%	4	0.6%	0	5.7%	4	5.5%	4	1.3%	1	8.7%	6	3.5%	3
Weighted base:		581		80		58		43		70		73		105		73		79
Sample:		564		69		70		75		70		61		76		74		69

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q16 Where did you undertake your top-up shopping the time before your last visit to (STORE / LOCATION MENTIONED AT Q15) was it the same place, or different, and if so, please specify?																	
<i>Those who make top-up shopping trips at Q14:</i>																	
Zone 1																	
Co-operative, Market Street, Loughborough LE11 3EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Cattle Market, Loughborough	0.7%	4	4.2%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	1	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.4%	2	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.8%	1	0.0%
Loughborough Markets, Loughborough Town Centre LE11 3EA	1.4%	8	1.7%	1	3.4%	2	0.6%	0	5.7%	4	0.0%	0	0.6%	1	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	1.8%	10	2.7%	2	4.0%	2	3.4%	1	1.0%	1	0.0%	0	3.5%	4	0.0%	0	0.0%
One Stop, Ling Road, Loughborough LE11 2LW	1.7%	10	8.6%	7	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Loughborough Town Centre	1.6%	9	9.2%	7	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.1%
Other, Zone 1	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Ashby Road, Loughborough	4.1%	24	12.0%	10	10.5%	6	2.5%	1	1.0%	1	0.0%	0	0.8%	1	7.4%	5	0.0%
Tesco Express, Leicester Road, Loughborough LE11 2AL	1.0%	6	7.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Park Road, Shelthorpe, Loughborough	3.9%	23	12.0%	10	12.3%	7	0.9%	0	1.6%	1	0.0%	0	0.8%	1	1.8%	1	3.0%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	2.0%	12	7.2%	6	7.3%	4	2.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	2.8%	16	6.3%	5	11.2%	6	4.5%	2	2.2%	2	0.0%	0	0.6%	1	1.2%	1	0.0%
B&M, Willowbrook Park, Loughborough	1.1%	7	0.0%	0	0.9%	1	0.0%	0	4.6%	3	0.0%	0	1.4%	1	1.8%	1	0.0%
Co-operative, Knightthorpe Road, Loughborough	0.8%	5	0.0%	0	6.9%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road West Extension, Loughborough	0.0%	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, Station Avenue, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Local shops, Long Whatton Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	4.0%	23	6.5%	5	22.3%	13	3.0%	1	2.5%	2	0.0%	0	0.0%	0	3.0%	2	0.0%
Other, Zone 2	0.6%	3	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, 25 Charnwood Street, Shepshed	4.2%	25	0.0%	0	2.2%	1	51.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Zone 3																	
Co-operative Extra Foodstore, The Hallcroft, Shepshed	1.7%	10	0.0%	0	0.0%	0	7.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%
Co-operative, Anson Road, Shepshed	1.2%	7	0.0%	0	0.0%	0	11.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Local shops, Hathern Village Centre	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.2%	1	0.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Chamwood Road, Shepshed LE12 9QF	0.9%	5	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%
Zone 4																	
Barrow Upon Soar District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative, 21 High Street, Barrow on Soar	2.0%	11	0.0%	0	0.0%	0	0.0%	0	16.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Costcutter, Barrow Road, Sileby	0.6%	4	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Sileby	0.7%	4	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	2.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	12	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	3.1%	18	1.5%	1	0.0%	0	0.0%	0	1.0%	1	21.9%	16	0.0%	0	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Local shops, East Goscote Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.9%	5	0.0%	0	3.4%	2	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0
Melton Road, Thurmaston Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	3.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.2%	18	0.0%	0	3.1%	2	0.0%	0
Zone 6																		
Anstey District Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0
Birstall District Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	1.5%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	7.5%	8	0.0%	0	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	3.3%	19	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	17.7%	19	0.0%	0	0.0%	0
Co-operative, 132 Rothley Road, Mountsorrel	1.5%	8	0.0%	0	0.0%	0	0.0%	0	12.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.7%	4	1.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Co-operative, 19 Wanlip Lane, Birstall	2.4%	14	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	9.3%	10	0.0%	0	0.8%	1
Co-operative, 931 Loughborough Road, Rothley	1.2%	7	0.0%	0	0.0%	0	2.4%	1	3.3%	2	0.0%	0	2.9%	3	0.0%	0	0.8%	1
Local shops, Newtown Linford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Local shops, Woodhouse Eaves Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Rothley Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	3.7%	22	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	20.0%	21	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	3.0%	17	6.3%	5	0.9%	1	0.0%	0	8.9%	6	0.0%	0	4.6%	5	1.2%	1	0.0%	0
Zone 7																		
Co-operative Food, 87 Main Street, East Leake	3.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.4%	18	0.8%	1
Co-operative, Church Street, Ruddington NG11 6HD	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	8	0.0%	0
Local shops, Normanton on Soar Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ruddington Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
NG12 5GT																		
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Zone 8																		
Castle Donington Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Co-operative, Market Place Whitwick LE67 5DT	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	5
Co-operative, Station Road, Castle Donington DE74 2NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Co-operative, The Green, Thringstone LE67 8NR	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5
Local shops, Kegworth Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Morrisons, Whitwick Road, Coalville	2.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	14
Other, Zone 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Outside Study Area																		
Aldi, Abbey Lane, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Aldi, Adcock Road, Coalville	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	4.1%	3
Aldi, Dents Road, Ashby-de-la-Zouch	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Asda, Exploration Drive, Leicester LE4 5NU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	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, Narborough Road South, Leicester LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Co-operative, Main Street, Markfield	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Co-operative, Market Place, Kegworth DE74 2EE	2.7%	16	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	14.9%	12
Co-operative, Station Road, Castle Donington DE74 2NJ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Leicester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lidl, Loughborough Road, Abbey LE4 5PN	0.0%	0	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, Thornborough Road, Coalville LE67 3TH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Long Eaton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Morrisons, Green Lane, Clifton NG11 9LQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4	1.8%	1
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other, Gedling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley and Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.7%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.1%	1	0.0%	0	0.0%	0
Other, North West	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Leicestershire																		
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Other, Rushcliffe	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.8%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.6%	3	0.0%	0	1.8%	1	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	4.7%	5	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3
West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.0%	35	3.9%	3	6.2%	4	0.6%	0	12.6%	9	9.8%	7	0.8%	1	8.4%	6	6.2%	5
Weighted base:	581			80		58		43		70		73		105		73		79
Sample:	564			69		70		75		70		61		76		74		69

MeanScore: £

Q17 Approximately how much money do you normally spend on your household's 'top-up' food and grocery shop?

Those who make top-up shopping trips at Q14:

£1 - £5	14.6%	85	15.7%	13	19.3%	11	16.4%	7	15.8%	11	12.7%	9	10.7%	11	14.5%	11	15.0%	12
£6 - £10	20.1%	117	28.5%	23	12.8%	7	20.0%	9	12.3%	9	26.5%	19	19.2%	20	11.1%	8	27.4%	22
£11 - £15	12.6%	73	6.3%	5	17.6%	10	13.4%	6	18.5%	13	8.7%	6	18.2%	19	5.6%	4	12.0%	9
£16 - £20	16.2%	94	17.4%	14	15.8%	9	14.9%	6	17.1%	12	8.5%	6	14.6%	15	22.2%	16	19.0%	15
£21 - £25	5.7%	33	7.2%	6	5.1%	3	3.9%	2	5.9%	4	3.5%	3	6.7%	7	8.9%	6	2.9%	2
£26 - £30	6.3%	37	5.3%	4	11.9%	7	8.3%	4	4.9%	3	2.5%	2	11.5%	12	6.7%	5	0.0%	0
£31 - £35	1.1%	6	0.0%	0	1.3%	1	0.6%	0	5.7%	4	0.8%	1	0.8%	1	0.0%	0	0.0%	0
£36 - £40	2.2%	13	0.0%	0	4.7%	3	0.0%	0	0.7%	1	8.5%	6	0.0%	0	2.7%	2	1.6%	1
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	0.7%	4	2.0%	2	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.8%	1	0.8%	1	0.0%	0
£51 - £55	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	0.6%	3	0.7%	1	0.9%	1	4.0%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
£61 - £65	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.8%	1	0.0%	0
£101 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 +	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	15.4%	89	14.1%	11	10.5%	6	17.8%	8	15.9%	11	17.7%	13	15.7%	16	13.6%	10	17.4%	14
(Refused)	3.6%	21	1.7%	1	0.0%	0	0.0%	0	0.7%	1	6.3%	5	1.3%	1	13.1%	9	4.7%	4
Mean:	16.91			16.40		16.95		17.11		17.42		19.72		16.96		18.37		12.98
Weighted base:	581			80		58		43		70		73		105		73		79
Sample:	564			69		70		75		70		61		76		74		69

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
MeanScore: visits per week																	
Q18 How often does your household normally do a ‘top up’ food and grocery shop?																	
Those who make top-up shopping trips at Q14:																	
Daily	4.2%	24	8.8%	7	8.2%	5	7.6%	3	3.4%	2	2.1%	2	2.1%	2	3.4%	2	0.8%
At least two times a week	33.7%	196	31.8%	26	40.5%	23	44.4%	19	26.9%	19	43.2%	32	39.5%	41	28.2%	20	19.7%
At least once a week	39.3%	228	45.4%	36	32.1%	19	36.3%	16	46.1%	32	43.7%	32	36.3%	38	29.3%	21	43.0%
At least once a fortnight	9.2%	54	13.3%	11	10.2%	6	2.1%	1	9.6%	7	3.5%	3	10.2%	11	8.9%	6	12.4%
At least once a month	0.8%	5	0.0%	0	0.9%	1	4.0%	2	0.7%	1	0.0%	0	0.6%	1	1.7%	1	0.0%
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	12.7%	74	0.7%	1	8.1%	5	5.6%	2	13.2%	9	7.4%	5	11.3%	12	28.6%	21	24.0%
Mean:		2.39		2.43		2.79		2.86		2.11		2.52		2.41		2.39	1.76
Weighted base:		581		80		58		43		70		73		105		73	79
Sample:		564		69		70		75		70		61		76		74	69

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q19 Where did you last buy clothing or footwear goods?																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	15.4%	124	21.3%	23	33.0%	29	29.1%	16	19.7%	19	2.8%	3	5.7%	8	14.4%	14	11.3%	13
Sainsbury's, Ashby Road, Loughborough	0.1%	1	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelthorpe District Centre	0.0%	0	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, Park Road, Shelthorpe, Loughborough	2.2%	17	8.3%	9	6.6%	6	2.8%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.6%	1
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Zone 2																		
Aldi, 51 Belton Road, Loughborough	0.0%	0	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&M, Willowbrook Park, Loughborough	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.3%	2	0.0%	0	0.6%	1	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.6%	5	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	1.1%	9	0.5%	1	1.2%	1	0.5%	0	0.6%	1	0.5%	1	0.0%	0	0.6%	1	4.5%	5
Zone 4																		
Barrow Upon Star District Centre	0.0%	0	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.0%	0	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, Inglenook Park, Barkby Thorpe Lane,	1.8%	14	1.7%	2	0.0%	0	0.0%	0	1.2%	1	10.1%	11	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Thurmaston																		
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	2.4%	20	0.5%	1	0.6%	1	0.0%	0	4.1%	4	6.6%	7	5.4%	7	0.0%	0	0.0%	0
Thurmaston Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	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, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	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, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.4%	3	0.0%	0	2.3%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District Centre, Leicester	1.3%	11	0.5%	1	0.9%	1	0.0%	0	0.0%	0	4.0%	5	3.5%	5	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Birmingham City Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	2.8%	3
Burton-upon-Trent Town Centre	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Coalville Town Centre	0.5%	4	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	1.0%	8	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	8
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.1%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	6.8%	55	7.9%	9	2.1%	2	8.5%	5	5.9%	6	11.1%	13	11.4%	15	3.5%	4	2.4%	3
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.2%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	14.9%	120	4.8%	5	11.5%	10	3.8%	2	21.7%	21	27.6%	31	30.8%	41	0.9%	1	7.9%	9
Melton Mowbray — all locations	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.5%	1	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Nottingham City Centre	7.0%	56	0.7%	1	4.1%	4	1.6%	1	0.6%	1	0.5%	1	1.0%	1	40.0%	40	7.5%	9
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other, East England	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.3%	2	0.0%	0	0.9%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other, Hinkley & Bosworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	0.1%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.4%	3
Other, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.2%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other, South West	0.1%	1	0.7%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other, Yorkshire	0.2%	1	0.7%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	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, Grove Farm Triangle, Fosse Park, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	3.3%	4	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Tesco, Resolution Road, Ashby-de-la-Zouch	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
West Bridgford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	1.2%	10	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.5%	1	1.2%	1	3.7%	4
Internet / Delivery	23.1%	185	26.0%	28	25.0%	22	34.4%	19	22.6%	21	23.2%	26	21.2%	28	14.4%	14	23.4%	27
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	2.2%	18	2.7%	3	0.6%	1	3.7%	2	0.6%	1	1.0%	1	1.0%	1	3.2%	3	5.6%	6

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(Don't know / can't remember)	10.0%	81	19.5%	21	8.3%	7	3.4%	2	14.1%	13	2.7%	3	10.4%	14	9.6%	10	9.4%	11
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

MeanScore: visits per year

Q20 How often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q19)?

Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q19:

Daily	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	1.0%	5	3.8%	2	0.0%	0	6.3%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
At least once a week	4.8%	24	6.8%	4	3.5%	2	9.4%	3	5.8%	3	5.5%	5	0.7%	1	3.6%	3	7.1%	5
At least once a fortnight	6.1%	31	2.9%	2	14.8%	9	2.1%	1	9.0%	5	10.2%	8	4.1%	4	3.4%	2	1.0%	1
At least once a month	25.5%	130	24.6%	13	20.8%	12	26.4%	8	28.1%	16	18.7%	15	31.5%	28	24.0%	17	29.9%	20
At least every two months	15.1%	77	13.6%	7	18.4%	11	13.5%	4	8.5%	5	18.1%	15	24.8%	22	6.3%	5	12.4%	8
At least every 3 months	14.7%	75	12.8%	7	9.6%	6	18.1%	6	20.8%	12	12.7%	10	10.5%	9	16.4%	12	20.1%	13
At least every 6 months	8.4%	43	11.4%	6	4.6%	3	5.8%	2	12.3%	7	4.8%	4	5.0%	4	14.1%	10	9.6%	6
Less often than once every 6 months	3.5%	18	6.4%	4	1.8%	1	0.9%	0	6.9%	4	3.0%	2	4.1%	4	0.0%	0	4.8%	3
Have only visited once	0.7%	3	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
(Don't know / varies)	20.2%	103	16.6%	9	22.0%	13	17.5%	6	8.5%	5	26.1%	22	19.4%	17	31.1%	22	15.2%	10
Mean:		14.06		24.75		12.54		28.34		11.35		15.49		8.98		10.06		10.99
Weighted base:		510		54		58		32		58		82		88		72		66
Sample:		518		55		68		59		63		74		69		71		59

Q21 How do you normally travel to (LOCATION MENTIONED AT Q19)?

Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q19:

Car / van (as driver)	68.6%	350	50.8%	28	62.6%	36	60.1%	19	82.4%	48	75.3%	62	75.1%	66	51.2%	37	82.4%	54
Car / van (as passenger)	7.6%	39	16.1%	9	6.8%	4	19.0%	6	3.8%	2	8.4%	7	2.0%	2	7.4%	5	5.8%	4
Bus, minibus or coach	15.6%	80	5.2%	3	18.4%	11	8.9%	3	13.8%	8	11.5%	9	19.5%	17	33.8%	24	6.9%	5
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.1%	26	25.4%	14	5.9%	3	10.0%	3	0.0%	0	4.9%	4	2.0%	2	0.0%	0	0.0%	0
Taxi	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.9%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0
Bicycle	0.7%	4	0.0%	0	5.4%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride	0.6%	3	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1
Tram	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	3.1%	2
(Don't know / varies)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	1
Weighted base:		510		54		58		32		58		82		88		72		66
Sample:		518		55		68		59		63		74		69		71		59

Weighted:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q22 When you go shopping for clothing or footwear, do you link this trip with another activity? <i>Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q19:</i>																		
Yes – food shopping	3.6%	18	3.9%	2	1.3%	1	6.4%	2	0.9%	1	5.2%	4	0.7%	1	2.9%	2	9.2%	6
Yes – non-food shopping	4.0%	20	8.9%	5	4.3%	2	8.3%	3	6.4%	4	2.4%	2	1.4%	1	3.7%	3	1.0%	1
Yes – visiting services such as banks and other financial institutions	0.9%	5	3.8%	2	1.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Yes – leisure activity	2.2%	11	4.4%	2	0.9%	1	1.8%	1	2.2%	1	0.0%	0	4.8%	4	0.0%	0	3.1%	2
Yes – travelling to / from work	1.1%	6	0.0%	0	0.9%	1	1.2%	0	0.0%	0	0.9%	1	1.5%	1	0.0%	0	4.2%	3
Yes – travelling to / from school / college / university	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting café / pub / restaurant	15.9%	81	8.9%	5	19.1%	11	7.5%	2	10.8%	6	15.3%	13	10.8%	10	13.3%	10	37.5%	25
Yes – visiting family/friends	4.5%	23	4.8%	3	8.5%	5	1.9%	1	6.3%	4	2.5%	2	4.9%	4	1.9%	1	5.7%	4
Yes – visiting health service such as doctor, dentist, hospital	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.6%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	60.0%	306	63.8%	35	56.5%	32	72.0%	23	62.3%	36	69.2%	57	59.2%	52	66.1%	47	34.9%	23
Yes - going to church	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Yes - visiting the market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - window shopping / browsing	1.3%	7	0.0%	0	2.2%	1	0.9%	0	2.5%	1	0.9%	1	1.4%	1	2.5%	2	0.0%	0
(Don't know / varies)	4.9%	25	0.0%	0	3.5%	2	0.0%	0	4.6%	3	0.9%	1	15.5%	14	6.9%	5	1.0%	1
Weighted base:	510		54		58		32		58		82		88		72		66	
Sample:	518		55		68		59		63		74		69		71		59	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
Q23 Where did you last buy books, CDs, DVDs?																	
Zone 1																	
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Town Centre Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	8.9%	72	22.0%	24	19.9%	17	4.9%	3	10.0%	9	0.5%	1	3.4%	5	5.5%	5	7.0%
Sainsbury's, Ashby Road, Loughborough	0.2%	2	0.5%	1	0.9%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	0.0%	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, Park Road, Shelthorpe, Loughborough	2.2%	18	7.9%	9	6.6%	6	0.7%	0	1.9%	2	0.0%	0	0.5%	1	0.0%	0	0.6%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	0.2%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Willowbrook Park, Loughborough	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.4%	3	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Regents Place Retail Park, Derby Road, Loughborough	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sharply Road Local Centre	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Asda, 25 Charnwood Street, Shepshed	0.3%	2	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.3%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Zone 4																	
Barrow Upon Star District Centre	0.0%	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Aldi, 1169 Melton Road, Syston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%
Asda, Inglenook Park, Barkby Thorpe Lane,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.6%	1	0.0%	0	0.0%

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Thurmaston																		
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Asda, Midland Street, Long Eaton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4
Ashby-de-la-Zouch — all locations	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	3.9%	4
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.5%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	2.6%	21	0.0%	0	0.0%	0	0.0%	0	3.4%	3	5.7%	6	7.2%	10	0.0%	0	1.8%	2
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	2.4%	19	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	12.8%	13	4.5%	5
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	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, Grove Farm Triangle, Fosse Park, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	0	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	0	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, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.0%	0	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	0.8%	7	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	1.2%	1
Internet / Delivery	37.1%	298	33.3%	36	33.9%	29	39.8%	21	41.7%	39	35.8%	41	47.3%	62	30.8%	31	33.4%	38
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	27.2%	218	16.2%	17	27.6%	24	30.0%	16	31.3%	30	33.8%	38	22.8%	30	28.2%	28	29.9%	34

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(Don't know / can't remember)	11.0%	89	20.0%	22	5.5%	5	11.5%	6	6.0%	6	12.8%	15	11.0%	15	13.9%	14	6.5%	7
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q24 Where did you last buy small household goods such as home furnishings, glass and china items?																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	8.8%	71	18.2%	20	14.9%	13	16.9%	9	11.4%	11	0.7%	1	4.1%	5	5.5%	5	5.9%	7
Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelthorpe District Centre	0.3%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	2.0%	16	3.3%	4	5.4%	5	0.5%	0	2.6%	2	0.7%	1	0.5%	1	1.3%	1	2.1%	2
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.2%	2	0.0%	0	0.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Aldi, 51 Belton Road, Loughborough	0.0%	0	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&M, Willowbrook Park, Loughborough	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Avenue, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.2%	1
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	1.7%	14	3.9%	4	3.3%	3	3.7%	2	2.1%	2	0.0%	0	0.0%	0	1.5%	1	1.2%	1
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.8%	7	2.0%	2	0.6%	1	3.3%	2	1.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	0.3%	3	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Barrow Upon Star District Centre	0.0%	0	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.0%	0	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, Inglenook Park, Barkby Thorpe Lane,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Thurmaston																		
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	1.2%	10	0.0%	0	0.0%	0	0.0%	0	1.3%	1	6.3%	7	1.0%	1	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	2.8%	23	0.0%	0	0.0%	0	0.0%	0	4.0%	4	11.8%	13	4.1%	5	0.0%	0	0.0%	0
Thurmaston Village Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.8%	2	2.8%	4	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.4%	5	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	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, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	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, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Whitwick Village Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District Centre, Leicester	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0

Weighted:	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.2%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.8%	6	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	3.2%	4
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	1.9%	15	2.6%	3	0.0%	0	2.6%	1	2.6%	2	0.5%	1	1.5%	2	0.0%	0	5.3%	6
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	4.8%	39	3.7%	4	8.8%	8	4.9%	3	5.8%	5	1.9%	2	7.1%	9	3.0%	3	4.0%	5
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	6.0%	49	14.1%	15	0.6%	1	4.1%	2	7.0%	7	5.4%	6	9.0%	12	1.5%	1	3.9%	4
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	4.0%	32	0.0%	0	1.2%	1	1.0%	1	2.1%	2	0.0%	0	3.8%	5	19.8%	20	3.1%	4
Other, Blaby	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.6%	1	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other, Yorkshire	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	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, Grove Farm Triangle, Fosse Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	3.3%	4	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	0	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	0	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, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.0%	0	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4
Others																		
Abroad	0.2%	2	0.0%	0	0.6%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	11.0%	89	11.5%	12	9.9%	9	17.9%	10	5.5%	5	10.6%	12	14.6%	19	9.4%	9	10.5%	12
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	28.3%	227	20.9%	23	22.5%	20	17.8%	10	28.0%	26	39.0%	44	21.3%	28	36.9%	37	34.9%	40

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(Don't know / can't remember)	18.2%	146	16.7%	18	30.9%	27	17.0%	9	20.5%	19	12.8%	15	16.5%	22	18.4%	18	15.5%	18
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q25 Where did you last buy goods such as toys, games, bicycles and recreation goods?																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	8.5%	68	17.4%	19	11.3%	10	13.8%	7	20.8%	20	0.0%	0	1.5%	2	4.0%	4	5.9%	0
Sainsbury's, Ashby Road, Loughborough	0.2%	2	0.0%	0	1.5%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelthorpe District Centre	0.0%	0	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, Park Road, Shelthorpe, Loughborough	1.4%	11	4.5%	5	3.6%	3	0.0%	0	2.6%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.5%	4	0.5%	1	0.6%	1	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Aldi, 51 Belton Road, Loughborough	0.0%	0	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&M, Willowbrook Park, Loughborough	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Jubilee Drive, Loughborough	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	1.1%	8	2.4%	3	3.1%	3	0.0%	0	2.1%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	1.7%	13	6.7%	7	4.4%	4	0.0%	0	1.3%	1	0.5%	1	0.0%	0	0.6%	1	0.0%	0
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	0.5%	4	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.3%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Zone 4																		
Barrow Upon Star District Centre	0.0%	0	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.0%	0	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, Inglenook Park, Barkby Thorpe Lane,	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Thurmaston																		
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Thurmaston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	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, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	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, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	8
B&Q, Devonshire Road, Leicester LE4 0BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Beaumont Leys District Centre, Leicester	0.3%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.5%	4	0.7%	1	0.0%	0	0.7%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.6%	1
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	1.3%	11	0.7%	1	3.6%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	3.2%	3	0.0%	0
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	4.6%	37	1.9%	2	2.1%	2	0.7%	0	2.8%	3	10.8%	12	11.7%	15	0.0%	0	2.3%	3
Melton Mowbray — all locations	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.4%	3	0.0%	0	1.3%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4
Other, East England	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other, East Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other, Hinkley & Bosworth	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	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, Grove Farm Triangle, Fosse Park, Leicester	0.0%	0	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, Melton Road, Leicester LE4 7SJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	0	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	0	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, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.0%	0	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	20.0%	160	19.7%	21	17.2%	15	30.7%	17	19.6%	19	14.7%	17	27.0%	36	9.1%	9	24.2%	28
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	38.6%	310	27.3%	29	30.0%	26	28.1%	15	39.4%	37	38.2%	43	40.9%	54	59.1%	59	40.3%	46

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(Don't know / can't remember)	13.5%	109	15.6%	17	16.9%	15	16.5%	9	7.3%	7	18.8%	21	10.3%	14	17.5%	18	7.6%	9
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q26 Where did you last buy chemist goods (including health and beauty products)?																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	25.2%	203	48.0%	52	66.1%	58	38.8%	21	31.4%	30	3.5%	4	12.8%	17	14.8%	15	6.2%	7
Sainsbury's, Ashby Road, Loughborough	0.9%	7	1.3%	1	4.1%	4	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Shelthorpe District Centre	0.6%	5	4.0%	4	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	4.3%	34	14.0%	15	6.6%	6	3.0%	2	6.5%	6	0.0%	0	3.9%	5	0.6%	1	0.0%	0
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	1.2%	10	4.0%	4	2.2%	2	1.9%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Zone 2																		
Aldi, 51 Belton Road, Loughborough	0.6%	5	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.6%	1	1.5%	1	2.1%	2
B&M, Willowbrook Park, Loughborough	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Jubilee Drive, Loughborough	0.0%	0	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, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.2%	2	0.7%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.9%	8	0.0%	0	5.3%	5	3.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	0.5%	4	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	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, Anson Road, Shepshed	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Shepshed District Centre	1.7%	13	0.5%	1	0.0%	0	11.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	7
Zone 4																		
Barrow Upon Star District Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	9.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	3.8%	4	0.0%	0
Sileby District Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane,	2.7%	22	0.0%	0	0.0%	0	0.0%	0	2.4%	2	13.8%	16	2.7%	4	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Thurmaston																		
East Goscote Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	2.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	22	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	3.1%	25	0.7%	1	0.0%	0	0.0%	0	7.4%	7	13.0%	15	2.0%	3	0.0%	0	0.0%	0
Thurmaston Village Centre	1.2%	10	0.0%	0	0.0%	0	0.0%	0	2.1%	2	5.3%	6	1.3%	2	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	8	0.0%	0	0.0%	0
Birstall Village Centre	2.9%	23	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	17.2%	23	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	1.5%	12	1.1%	1	0.0%	0	0.0%	0	11.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markfield Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Other, Zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Quorn Local Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	4.8%	6	0.0%	0	0.0%	0
Rothley Local Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	2.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	18	0.0%	0
Other, Rushcliffe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	8	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	1.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	14
Kegworth Village Centre	2.0%	16	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	6	8.7%	10
Morrisons, Whitwick Road, Coalville	0.6%	4	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.7%	2
Whitwick Village Centre	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	12
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District Centre, Leicester	1.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	14	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Coalville Town Centre	2.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.5%	23
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	1.1%	9	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.7%	4	2.8%	4	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	3.9%	31	0.0%	0	0.0%	0	0.0%	0	1.8%	2	14.7%	17	7.5%	10	0.0%	0	2.4%	3
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0
Nottingham City Centre	1.6%	13	0.0%	0	0.0%	0	0.5%	0	0.6%	1	0.0%	0	0.0%	0	9.5%	10	2.0%	2
Other, Blaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.0%	1	0.0%	0	4.5%	5
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	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, Grove Farm Triangle, Fosse Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
West Bridgford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	0.3%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Internet / Delivery	5.2%	42	12.6%	14	0.9%	1	14.0%	8	5.7%	5	0.7%	1	2.9%	4	9.0%	9	0.6%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	8.2%	66	3.4%	4	8.3%	7	7.0%	4	5.2%	5	15.0%	17	9.2%	12	10.4%	10	6.2%	7

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(Don't know / can't remember)	4.0%	32	8.5%	9	4.1%	4	9.1%	5	1.6%	1	3.0%	3	3.7%	5	3.3%	3	1.3%	2
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q27 Where did you last buy electrical items, such as televisions, washing machines and computers?																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	11.9%	96	21.1%	23	29.2%	25	16.1%	9	14.7%	14	3.0%	3	4.0%	5	4.5%	5	10.4%	12
Sainsbury's, Ashby Road, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Shelthorpe District Centre	0.0%	0	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, Park Road, Shelthorpe, Loughborough	1.8%	15	5.9%	6	3.5%	3	0.0%	0	2.6%	2	0.0%	0	1.1%	1	0.0%	0	1.1%	1
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Aldi, 51 Belton Road, Loughborough	0.0%	0	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&M, Willowbrook Park, Loughborough	0.0%	0	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, Jubilee Drive, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	10.9%	87	14.7%	16	25.6%	22	23.7%	13	8.2%	8	3.0%	3	1.9%	3	7.7%	8	13.3%	15
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	1.4%	11	4.0%	4	1.3%	1	3.0%	2	1.3%	1	0.0%	0	0.0%	0	0.6%	1	1.8%	2
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	0.6%	5	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Barrow Upon Star District Centre	0.0%	0	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.0%	0	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, Inglenook Park, Barkby Thorpe Lane,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Thurmaston																		
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other, Zone 5	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0
Syston District Centre	0.2%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0
Thurmaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Birstall Village Centre	0.0%	0	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, 132 Rothley Road, Mountsorrel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 17-25 Cropston Road, Anstey	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0
Co-op, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.3%	2	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	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, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Ruddington Village	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	0	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, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District Centre, Leicester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0

Weighted:	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Coalville Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	4.9%	40	2.0%	2	0.6%	1	3.4%	2	4.6%	4	6.1%	7	15.6%	21	0.0%	0	2.8%	3
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0
Ibstock Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Leicester City Centre	6.5%	52	3.0%	3	2.7%	2	2.4%	1	10.3%	10	11.4%	13	14.7%	19	0.6%	1	1.9%	2
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	3.1%	24	0.0%	0	0.9%	1	0.5%	0	0.0%	0	0.5%	1	0.0%	0	18.7%	19	3.7%	4
Other, Blaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Other, Rushcliffe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	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, Grove Farm Triangle, Fosse Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	0	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.2%	2	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
West Bridgford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Others																		
Abroad	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	23.6%	189	26.8%	29	17.8%	16	16.7%	9	30.9%	29	27.1%	31	23.3%	31	17.0%	17	24.4%	28
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	9.9%	79	7.2%	8	5.6%	5	13.2%	7	10.6%	10	9.9%	11	8.5%	11	15.6%	16	10.1%	12

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(Don't know / can't remember)	16.4%	131	14.0%	15	12.2%	11	18.1%	10	14.5%	14	26.5%	30	17.0%	22	18.7%	19	9.5%	11
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q28 Where did you last buy DIY (including gardening) goods?																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	6.1%	49	10.5%	11	9.0%	8	7.9%	4	10.6%	10	0.0%	0	2.9%	4	5.7%	6	4.9%	6
Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelthorpe District Centre	0.0%	0	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, Park Road, Shelthorpe, Loughborough	0.0%	0	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, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Aldi, 51 Belton Road, Loughborough	0.0%	0	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&M, Willowbrook Park, Loughborough	0.3%	2	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
B&Q, Jubilee Drive, Loughborough	40.4%	325	60.8%	66	56.0%	49	45.7%	25	59.2%	56	14.2%	16	29.4%	39	34.4%	34	35.6%	40
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.2%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.3%	2	0.0%	0	2.0%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Belton Road, Loughborough	2.3%	18	3.2%	3	4.4%	4	1.6%	1	5.8%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Willowbrook Retail Park, Derby Road, Loughborough	1.3%	11	1.2%	1	2.7%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	4.2%	5
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	0.0%	0	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 Extra, The Hallcroft, Shepshed	0.0%	0	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.3%	2	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Barrow Upon Star District Centre	0.0%	0	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane,	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Thurmaston																	
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Road Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%
Other, Zone 5	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%
Syston District Centre	2.1%	17	0.0%	0	0.0%	0	0.0%	0	1.9%	2	13.1%	15	0.0%	0	0.0%	0	0.0%
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%
Thurmaston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%
Zone 6																	
Anstey District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%
Birstall Village Centre	0.4%	3	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.4%	2	0.0%	0	0.0%
Co-op, 132 Rothley Road, Mountsorrel	0.0%	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, 17-25 Cropston Road, Anstey	0.0%	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, 19 Loughborough Road, Quorn	0.0%	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, 19 Wanlip Lane, Birstall	0.0%	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester Road / Market Place, Mountsorrel Local Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothley Local Centre	1.0%	8	1.7%	2	0.0%	0	0.0%	0	0.6%	1	1.1%	1	3.2%	4	0.0%	0	0.0%
Tesco Express, 139 Sibson Road, Birstall	0.0%	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.8%	6	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.4%	5	0.0%	0	0.0%
Zone 7																	
Bradmore Village Centre	0.9%	7	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	7	0.0%
Co-op, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Leake Village Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%
Ruddington Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%
Zone 8																	
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.4%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kegworth Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitwick Village Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area																	
Aldi, Thornborough Road, Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	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, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashby-de-la-Zouch — all locations	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
B&Q, Devonshire Road, Leicester LE4 0BG	5.2%	42	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.2%	6	26.4%	35	0.0%	0	0.0%
Beaumont Leys District Centre, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.1%	1	0.0%	0	0.0%

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Coalville Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	2.0%	16	0.5%	1	0.0%	0	3.2%	2	0.0%	0	8.3%	10	3.5%	5	0.0%	0	0.0%	0
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	1.1%	9	0.0%	0	1.3%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	7	0.0%	0
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	5
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other, Yorkshire	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	7	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.0%	0	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, Melton Road, Leicester LE4 7SJ	0.0%	0	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, Stoney Road, Beeston, Nottingham	0.0%	0	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.0%	0	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, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	0	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, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.0%	0	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Others																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	3.6%	29	0.5%	1	2.9%	2	5.6%	3	3.4%	3	4.8%	5	3.2%	4	4.3%	4	4.8%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	15.3%	123	13.0%	14	10.5%	9	14.4%	8	7.5%	7	29.0%	33	12.0%	16	17.2%	17	16.8%	19

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(Don't know / can't remember)	8.0%	65	5.8%	6	8.5%	7	7.9%	4	7.2%	7	9.3%	11	11.4%	15	6.5%	6	7.0%	8
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q29 Where did you last buy furniture, carpets and floor coverings?																	
Zone 1																	
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Town Centre Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	7.9%	64	19.3%	21	17.0%	15	8.0%	4	5.5%	5	0.5%	1	4.1%	5	6.3%	6	5.7%
Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	0.0%	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, Park Road, Shelthorpe, Loughborough	0.0%	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, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	0.0%	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&M, Willowbrook Park, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%
B&Q, Jubilee Drive, Loughborough	0.8%	7	0.0%	0	3.1%	3	1.4%	1	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Covert District Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Regents Place Retail Park, Derby Road, Loughborough	4.2%	33	5.5%	6	11.2%	10	2.4%	1	6.7%	6	4.1%	5	1.5%	2	1.5%	1	1.8%
Sharply Road Local Centre	0.0%	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, Jubilee Drive, Loughborough	0.2%	1	0.7%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowbrook Retail Park, Derby Road, Loughborough	0.9%	8	1.9%	2	0.6%	1	3.2%	2	0.8%	1	0.0%	0	0.5%	1	1.2%	1	0.6%
Zone 3																	
Asda, 25 Charnwood Street, Shepshed	0.0%	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 Extra, The Hallcroft, Shepshed	0.0%	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.5%	4	0.0%	0	0.0%	0	7.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Barrow Upon Star District Centre	0.0%	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sileby District Centre	0.8%	6	1.2%	1	0.0%	0	0.0%	0	5.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Aldi, 1169 Melton Road, Syston	0.0%	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, Inglenook Park, Barkby Thorpe Lane,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Thurmaston																		
East Goscote Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	1.3%	1	6.2%	7	0.6%	1	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	2.5%	20	1.3%	1	1.2%	1	1.0%	1	7.5%	7	3.5%	4	4.9%	6	0.0%	0	0.0%	0
Birstall Village Centre	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1	10.5%	14	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	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, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.6%	1
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	0	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, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
B&Q, Devonshire Road, Leicester LE4 0BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Birmingham City Centre	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	1.1%	9	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.1%	6
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.7%	6	0.5%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0	0.0%	0	2.6%	3
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	4.5%	36	5.0%	5	1.5%	1	3.3%	2	5.7%	5	6.6%	7	8.5%	11	0.0%	0	3.3%	4
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	2.8%	23	1.5%	2	0.0%	0	5.6%	3	0.6%	1	2.9%	3	3.4%	5	5.7%	6	3.4%	4
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	5.3%	43	11.4%	12	7.2%	6	3.3%	2	6.2%	6	5.6%	6	7.0%	9	0.0%	0	0.8%	1
Melton Mowbray — all locations	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	1.9%	15	1.9%	2	0.9%	1	0.5%	0	0.6%	1	0.0%	0	1.0%	1	8.5%	9	1.8%	2
Other, Blaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	4
Other, Hinkley & Bosworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other, Leicester	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.8%	4	0.0%	0	0.6%	1
Other, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other, Rushcliffe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other, South East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	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, Grove Farm Triangle, Fosse Park, Leicester	0.0%	0	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, Melton Road, Leicester LE4 7SJ	0.0%	0	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, Stoney Road, Beeston, Nottingham	0.0%	0	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.0%	0	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, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	0	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, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.0%	0	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 Bridgford Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	6.3%	50	5.9%	6	4.2%	4	3.2%	2	8.0%	8	6.6%	7	5.6%	7	12.2%	12	3.6%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	25.7%	206	19.4%	21	21.8%	19	30.4%	16	23.6%	22	26.0%	30	23.2%	31	26.0%	26	36.4%	41

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(Don't know / can't remember)	26.2%	210	23.7%	26	30.1%	26	25.0%	13	19.1%	18	29.5%	34	23.8%	31	31.9%	32	26.4%	30
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

Q30 Do you ever visit any of the following centres? [MR/PR]

Loughborough Town Centre	73.8%	593	94.1%	102	94.2%	82	89.5%	48	83.8%	79	35.6%	40	66.1%	87	66.7%	67	76.9%	87
Syston District Centre	23.9%	192	4.9%	5	2.9%	3	8.8%	5	31.0%	29	87.6%	100	34.0%	45	3.3%	3	1.8%	2
(Don't visit either of these)	16.4%	132	5.9%	6	5.8%	5	10.5%	6	13.5%	13	12.4%	14	21.7%	29	33.3%	33	23.1%	26
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

Q31 Which centre do you visit the most?

Those who visit more than one or more centres at Q30:

Loughborough Town Centre	79.6%	534	100.0%	102	100.0%	82	99.4%	48	83.0%	68	2.7%	3	76.1%	79	100.0%	67	99.3%	87
Syston District Centre	20.4%	137	0.0%	0	0.0%	0	0.6%	0	17.0%	14	97.3%	97	23.9%	25	0.0%	0	0.7%	1
Weighted base:		671		102		82		48		82		100		103		67		87
Sample:		677		94		92		86		86		91		79		70		79

MeanScore: visits per year

Q32 How often do you visit (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30)?

Those who visit a centre at Q30:

Daily	6.1%	41	12.8%	13	6.5%	5	3.5%	2	0.9%	1	14.6%	15	4.4%	5	0.0%	0	1.0%	1
At least two times a week	16.1%	108	27.5%	28	29.8%	24	17.7%	9	6.8%	6	30.9%	31	4.5%	5	3.8%	3	4.1%	4
At least once a week	28.0%	188	39.0%	40	43.8%	36	34.5%	17	28.3%	23	21.8%	22	12.8%	13	31.9%	21	18.3%	16
At least once a fortnight	16.1%	108	10.4%	11	9.4%	8	22.9%	11	31.5%	26	11.7%	12	13.2%	14	19.9%	13	16.7%	15
At least once a month	15.5%	104	5.0%	5	8.6%	7	13.4%	6	15.3%	12	14.5%	14	26.8%	28	14.1%	9	24.5%	21
At least every two months	5.9%	40	0.0%	0	1.3%	1	1.4%	1	10.5%	9	0.6%	1	18.3%	19	8.7%	6	4.6%	4
At least every 3 months	4.3%	29	0.0%	0	0.0%	0	1.8%	1	3.7%	3	0.6%	1	5.9%	6	5.1%	3	16.9%	15
At least every 6 months	2.2%	15	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	5.1%	3	6.2%	5
Less often than once every 6 months	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	3.6%	4	0.9%	1	2.3%	2
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.9%	33	4.2%	4	0.6%	1	4.7%	2	2.4%	2	5.4%	5	6.2%	6	10.4%	7	5.5%	5
Mean:		80.70		132.91		112.62		79.18		43.96		141.34		42.68		36.01		31.84
Weighted base:		671		102		82		48		82		100		103		67		87
Sample:		677		94		92		86		86		91		79		70		79

Q33 How do you usually travel to (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30) (main part of journey)?

Those who visit a centre at Q30:

Car / van (as driver)	70.7%	475	43.0%	44	51.7%	42	74.9%	36	80.6%	66	70.7%	71	78.8%	81	81.9%	55	91.2%	80
Car / van (as passenger)	5.9%	39	6.4%	7	5.2%	4	5.2%	3	11.0%	9	1.7%	2	9.5%	10	2.7%	2	4.3%	4
Bus, minibus or coach	8.6%	58	6.2%	6	14.5%	12	14.9%	7	6.4%	5	2.2%	2	10.6%	11	15.3%	10	4.5%	4
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	12.9%	87	42.5%	43	23.3%	19	4.1%	2	0.0%	0	21.9%	22	0.6%	1	0.0%	0	0.0%	0
Taxi	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.1%	7	1.3%	1	4.7%	4	0.8%	0	1.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Weighted base:		671		102		82		48		82		100		103		67		87
Sample:		677		94		92		86		86		91		79		70		79

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q34 What is the main reason for visiting (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30)?																		
<i>Those who visit a centre at Q30:</i>																		
Choice and range of shops	33.0%	222	35.3%	36	29.2%	24	32.8%	16	40.8%	33	42.8%	43	33.4%	35	26.7%	18	20.1%	18
Supermarket	3.1%	21	1.9%	2	2.5%	2	2.4%	1	9.2%	8	6.3%	6	0.8%	1	2.0%	1	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	8.6%	58	6.9%	7	13.2%	11	10.5%	5	5.6%	5	8.7%	9	9.3%	10	5.1%	3	9.9%	9
Choice of services (hairdressers, banks etc)	7.2%	48	9.5%	10	2.8%	2	3.8%	2	10.6%	9	7.7%	8	4.9%	5	12.0%	8	5.8%	5
Livestock market	3.2%	21	2.7%	3	5.4%	4	8.1%	4	1.3%	1	0.6%	1	2.1%	2	6.4%	4	2.3%	2
Environmental quality of centre	1.6%	11	1.3%	1	4.0%	3	1.1%	1	0.0%	0	0.6%	1	0.8%	1	0.0%	0	4.8%	4
Close to home	9.9%	66	13.8%	14	17.4%	14	15.0%	7	4.2%	3	8.8%	9	3.8%	4	7.8%	5	10.7%	9
Close to work	4.4%	29	6.0%	6	3.9%	3	8.3%	4	1.8%	1	3.8%	4	8.0%	8	1.3%	1	1.7%	2
Easily accessible by public transport	0.6%	4	3.4%	3	0.6%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	1.1%	7	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	5.6%	4	2.3%	2
Free car parking	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.9%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Compact layout	1.0%	7	1.9%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.8%	1	3.0%	3
Convenient for meeting family / friends	3.9%	26	2.1%	2	0.6%	1	4.9%	2	8.8%	7	2.2%	2	9.0%	9	3.8%	3	0.0%	0
Convenient generally	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Familiarity	0.5%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.8%	1	0.0%	0	1.8%	1	1.6%	1
For a change	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.5%	3	2.2%	1	0.0%	0
Good for walking	0.5%	4	1.9%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.7%	1
Good for window shopping / browsing	2.7%	18	1.9%	2	2.7%	2	0.8%	0	2.3%	2	2.9%	3	4.2%	4	0.0%	0	5.5%	5
Good market	3.5%	23	2.6%	3	6.7%	6	0.6%	0	4.6%	4	0.0%	0	3.6%	4	0.9%	1	7.6%	7
My doctor is located there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Pedestrianised	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Pleasant atmosphere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Quiet / not too busy	2.9%	19	4.1%	4	0.0%	0	4.2%	2	5.1%	4	0.0%	0	0.8%	1	4.9%	3	5.3%	5
(Nothing in particular)	10.6%	71	4.6%	5	9.3%	8	6.2%	3	4.8%	4	14.1%	14	12.8%	13	14.4%	10	17.3%	15
Weighted base:		671		102		82		48		82		100		103		67		87
Sample:		677		94		92		86		86		91		79		70		79

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q35 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30) more often?																	
<i>Those who visit a centre at Q30:</i>																	
1st Mention																	
Increased choice and range of shops	17.3%	116	25.1%	25	30.2%	25	10.3%	5	27.3%	22	4.4%	4	6.9%	7	20.2%	13	15.4%
Discount food stores within the town centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	2.0%	1	0.0%
Improved non-food shops within the town centre	0.9%	6	0.8%	1	3.9%	3	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved leisure facilities	0.9%	6	4.0%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%
Improved quality of shops	1.1%	8	0.8%	1	6.7%	6	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
More parking	5.1%	34	3.4%	3	2.7%	2	6.5%	3	6.7%	6	9.5%	9	4.7%	5	5.2%	3	2.2%
Cheaper parking	3.6%	24	5.6%	6	6.3%	5	0.0%	0	0.9%	1	0.8%	1	2.5%	3	1.3%	1	9.5%
Improved street cleaning	0.4%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.7%
Increased public transport	1.9%	13	3.4%	3	2.1%	2	0.8%	0	0.6%	1	4.0%	4	0.0%	0	0.9%	1	2.5%
Cheaper public transport	0.4%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%
Better environment	1.1%	7	3.0%	3	0.0%	0	0.6%	0	1.5%	1	0.6%	1	0.8%	1	1.3%	1	0.7%
Better security	1.0%	7	2.3%	2	0.6%	1	3.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Address the homeless issue	0.3%	2	0.0%	0	0.0%	0	2.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Better clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better disabled access / facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Better market	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Fewer betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fewer buses	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fewer market stalls	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Free car parking	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved access by car (e.g. better roads)	0.7%	5	2.6%	3	1.4%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Less betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less cafés / restaurants / takeaways	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%
Less charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less cheap shops	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less student housing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less vacant shops	1.4%	10	0.6%	1	0.6%	1	2.1%	1	0.0%	0	0.6%	1	3.6%	4	4.9%	3	0.0%
Long parking hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better cafés / restaurants	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%
More / better cycle paths	0.5%	3	0.0%	0	1.6%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better public toilets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%
More / better pubs	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More financial services (e.g. banks, post office etc.)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%
More independent shops	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More street furniture (e.g. benches, litter bins etc.)	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Open a community centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reduce business rates / rents	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%
Reduce traffic congestion	1.8%	12	0.0%	0	0.6%	1	1.8%	1	0.0%	0	8.3%	8	2.1%	2	0.0%	0	0.0%
Remove cycle lanes	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Repair roads (e.g. potholes)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stop building houses	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tighter parking regulations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing / Nothing else)	56.9%	382	46.0%	47	35.7%	29	63.4%	31	58.2%	48	59.1%	59	75.2%	78	58.8%	39	59.0%
(Don't know)	1.9%	13	0.0%	0	0.6%	1	0.0%	0	0.6%	1	3.5%	3	0.0%	0	2.2%	1	7.6%
Weighted base:		671		102		82		48		82		100		103		67	
Sample:		677		94		92		86		86		91		79		70	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
2nd Mention																		
Increased choice and range of shops	2.5%	17	2.8%	3	5.6%	5	0.6%	0	0.6%	1	2.1%	2	1.3%	1	3.3%	2	3.4%	3
Discount food stores within the town centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	2.4%	16	2.7%	3	6.7%	5	0.0%	0	2.3%	2	2.1%	2	0.0%	0	3.5%	2	1.7%	2
Improved leisure facilities	0.7%	5	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Improved quality of shops	0.7%	4	2.6%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
More parking	1.9%	13	0.8%	1	5.7%	5	1.3%	1	0.9%	1	4.2%	4	0.0%	0	2.6%	2	0.0%	0
Cheaper parking	2.3%	16	2.6%	3	2.7%	2	1.4%	1	6.4%	5	1.6%	2	2.1%	2	1.8%	1	0.0%	0
Improved street cleaning	0.6%	4	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Increased public transport	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Cheaper public transport	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.4%	3	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1
Better security	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access / facilities	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Better market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Fewer betting shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer buses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer market stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access by car (e.g. better roads)	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafés / restaurants / takeaways	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Less charity shops	0.7%	5	0.0%	0	3.7%	3	0.6%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Less cheap shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less student housing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	0.9%	6	4.0%	4	2.1%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Long parking hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.3%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
More / better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks, post office etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a community centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0
Reduce business rates / rents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	0.6%	4	0.0%	0	1.4%	1	1.3%	1	0.9%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Remove cycle lanes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair roads (e.g. potholes)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tighter parking regulations	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	80.6%	541	76.4%	78	62.5%	51	92.0%	44	87.6%	72	77.3%	77	90.1%	93	79.5%	53	82.9%	72
(Don't know)	2.5%	17	2.1%	2	1.6%	1	2.1%	1	0.6%	1	3.5%	3	0.0%	0	2.2%	1	7.6%	7
Weighted base:		671		102		82		48		82		100		103		67		87
Sample:		677		94		92		86		86		91		79		70		79

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
3rd Mention																		
Increased choice and range of shops	0.6%	4	0.8%	1	1.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.3%	1	0.7%	1
Discount food stores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.6%	4	0.8%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.0%	1
Improved leisure facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.6%	10	0.6%	1	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	7.1%	6
More parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.4%	3	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better clientele	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access / facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer buses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer market stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.3%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access by car (e.g. better roads)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Less cafés / restaurants / takeaways	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cheap shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less student housing	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long parking hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks, post office etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a community centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce business rates / rents	0.4%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Remove cycle lanes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair roads (e.g. potholes)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tighter parking regulations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	92.3%	619	90.5%	92	85.9%	70	97.3%	47	98.7%	81	93.3%	93	98.2%	101	92.5%	62	83.6%	73
(Don't know)	2.5%	17	2.1%	2	1.6%	1	2.1%	1	0.6%	1	4.0%	4	0.0%	0	2.2%	1	7.6%	7
Weighted base:		671		102		82		48		82		100		103		67		87
Sample:		677		94		92		86		86		91		79		70		79

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q35X Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30) more often? (Any mention) <i>Those who visit a centre at Q30:</i>																		
Increased choice and range of shops	19.8%	133	26.6%	27	36.6%	30	10.9%	5	27.3%	22	7.1%	7	8.2%	8	23.4%	16	19.5%	17
Discount food stores within the town centre	0.9%	6	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.3%	3	0.0%	0	2.0%	1	0.0%	0
Improved non-food shops within the town centre	4.0%	27	4.2%	4	12.0%	10	4.8%	2	2.3%	2	2.1%	2	0.0%	0	5.6%	4	2.7%	2
Improved leisure facilities	1.7%	12	6.6%	7	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	2.7%	2
Improved quality of shops	3.4%	23	3.9%	4	12.1%	10	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	7.8%	7
More parking	7.1%	48	4.2%	4	8.4%	7	7.8%	4	7.6%	6	14.5%	14	4.7%	5	7.8%	5	2.2%	2
Cheaper parking	6.0%	40	8.3%	8	9.1%	7	1.4%	1	7.3%	6	2.4%	2	4.6%	5	3.1%	2	9.5%	8
Improved street cleaning	1.1%	8	0.8%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	3.4%	2	1.7%	2
Increased public transport	1.9%	13	3.4%	3	2.1%	2	0.8%	0	0.6%	1	4.0%	4	0.0%	0	0.9%	1	2.5%	2
Cheaper public transport	0.5%	3	0.0%	0	0.9%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Better environment	1.9%	13	4.9%	5	2.1%	2	0.6%	0	1.5%	1	0.6%	1	1.4%	1	1.3%	1	1.7%	2
Better security	1.4%	9	2.3%	2	0.6%	1	3.5%	2	0.0%	0	2.6%	3	2.1%	2	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.3%	2	0.0%	0	0.0%	0	2.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better clientele	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access / facilities	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.7%	1
Better market	0.3%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Fewer betting shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer buses	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer market stalls	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.5%	3	2.1%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access by car (e.g. better roads)	0.9%	6	3.4%	3	1.4%	1	0.0%	0	0.9%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Less cafés / restaurants / takeaways	0.2%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.8%	1	0.0%	0	0.9%	1	0.0%	0
Less charity shops	0.8%	5	0.0%	0	3.7%	3	0.6%	0	0.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Less cheap shops	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less student housing	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	2.4%	16	4.6%	5	2.7%	2	2.1%	1	0.0%	0	1.1%	1	3.6%	4	4.9%	3	0.0%	0
Long parking hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.6%	4	2.1%	2	1.4%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths	0.6%	4	0.0%	0	1.6%	1	0.0%	0	2.3%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0
More / better public toilets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
More / better pubs	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks, post office etc.)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.3%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a community centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0
Reduce business rates / rents	0.5%	3	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	2.7%	18	0.0%	0	2.1%	2	3.1%	1	0.9%	1	9.9%	10	3.9%	4	0.0%	0	0.0%	0
Remove cycle lanes	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair roads (e.g. potholes)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tighter parking regulations	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	671		102		82		48		82		100		103		67		87	
Sample:	677		94		92		86		86		91		79		70		79	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q36 Why don't you visit Loughborough Town Centre? [MR]																		
<i>Those who do not visit Loughborough Town Centre at Q30:</i>																		
Lack of choice and range of shops	8.8%	19	0.0%	0	45.8%	2	24.5%	1	46.1%	7	2.4%	2	3.2%	1	1.8%	1	14.8%	4
Doesn't have preferred supermarket	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	3.2%	1	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	7.5%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Too far away from home or work	31.0%	65	8.9%	1	0.0%	0	27.9%	2	4.8%	1	41.6%	31	17.5%	8	56.1%	19	19.7%	5
Not accessible by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconveniently located car parking	4.8%	10	0.0%	0	20.8%	1	0.0%	0	12.7%	2	1.8%	1	8.2%	4	4.4%	1	2.4%	1
Expensive car parking	1.3%	3	0.0%	0	10.4%	1	4.9%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	4.8%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit	45.9%	96	8.9%	1	10.4%	1	37.7%	2	42.3%	6	51.9%	38	61.2%	27	32.2%	11	39.8%	10
General dislike of the town centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of time	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	2
Not enough disability parking spaces	0.3%	1	0.0%	0	10.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor road system	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.4%	1
Prefer to go elsewhere	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	5
Too many betting shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Too many charity shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Too old / ill / disabled	3.1%	7	26.8%	2	22.9%	1	4.9%	0	3.4%	1	1.5%	1	0.0%	0	5.5%	2	0.0%	0
Traffic congestion	1.7%	3	0.0%	0	0.0%	0	4.9%	0	12.7%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Unfamiliar with the area / layout	3.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	8.0%	4	0.0%	0	14.8%	4
(Don't know)	2.3%	5	55.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Weighted base:		210		6		5		6		15		73		45		33		26
Sample:		192		6		8		15		17		62		32		30		22

Q37 Why don't you visit Syston District Centre? [MR]																		
<i>Those who live in Zone 5 but don't visit Syston District Centre at Q30:</i>																		
Lack of choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have preferred supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away from home or work	8.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	1	0.0%	0	0.0%	0	0.0%	0
Not accessible by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconveniently located car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit	82.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	82.6%	12	0.0%	0	0.0%	0	0.0%	0
Too small	8.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		14		0		0		0		0		14		0		0		0
Sample:		9		0		0		0		0		9		0		0		0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q38 Do people in your household, including yourself, make use of home internet shopping, mobile internet shopping or TV shopping? [MR]																		
Yes, Internet (home)	67.3%	540	56.6%	61	69.2%	60	73.7%	40	76.9%	73	55.4%	63	76.0%	100	64.3%	64	69.4%	79
Yes, Portable internet shopping (through mobile phone / tablet)	30.8%	247	35.5%	38	34.0%	30	38.8%	21	28.1%	27	20.0%	23	40.2%	53	29.2%	29	23.4%	27
Yes, TV Shopping (No)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.8%	3	0.6%	1
	29.3%	235	31.5%	34	24.7%	22	23.0%	12	22.6%	21	44.1%	50	21.2%	28	34.0%	34	29.4%	33
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

Q39 Which goods or services does your household currently purchase via electronic (home / mobile / TV) shopping? [MR]

Those who purchase non-food goods via electronic (home / mobile / TV) shopping at Q38:

Banking / finance	3.3%	18	10.4%	8	7.8%	5	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	2.8%	2
Books	41.7%	237	52.3%	39	42.2%	28	39.8%	17	49.4%	36	32.7%	21	35.0%	36	31.1%	21	49.8%	40
CDs, DVDs, music	36.9%	210	48.3%	36	46.2%	30	41.2%	17	30.8%	23	44.2%	28	28.1%	29	25.4%	17	37.2%	30
Clothes	50.9%	289	60.1%	44	55.9%	37	63.5%	26	56.4%	41	48.1%	31	56.5%	59	26.1%	17	42.5%	34
DIY goods	7.1%	40	8.8%	7	10.0%	7	3.5%	1	9.1%	7	8.5%	5	2.6%	3	8.2%	5	7.1%	6
Food	10.0%	57	11.3%	8	17.1%	11	10.7%	4	13.7%	10	5.4%	3	4.7%	5	4.4%	3	14.6%	12
Furniture / carpets	5.7%	32	9.8%	7	4.5%	3	1.3%	1	8.3%	6	6.7%	4	1.6%	2	7.5%	5	5.8%	5
Garden items	4.7%	27	12.6%	9	7.3%	5	3.9%	2	0.7%	1	6.7%	4	1.8%	2	5.3%	3	0.8%	1
Holiday and / or travel tickets	3.9%	22	11.4%	8	6.1%	4	0.7%	0	0.0%	0	5.4%	3	1.3%	1	0.9%	1	5.3%	4
Jewellery	2.7%	16	3.6%	3	1.9%	1	0.0%	0	2.3%	2	4.1%	3	3.6%	4	5.4%	4	0.0%	0
Major electrical items	19.0%	108	17.9%	13	14.7%	10	13.2%	5	25.9%	19	29.7%	19	11.7%	12	23.4%	15	17.6%	14
Small electrical items	27.0%	153	28.9%	21	33.7%	22	25.5%	11	25.2%	18	37.5%	24	19.5%	20	27.2%	18	23.5%	19
Small household goods	18.2%	103	22.8%	17	22.2%	15	17.4%	7	4.3%	3	27.6%	18	17.9%	19	15.0%	10	19.2%	15
Sports goods	3.9%	22	5.0%	4	6.9%	5	6.3%	3	5.3%	4	1.9%	1	0.8%	1	4.3%	3	2.8%	2
Toys	11.2%	63	12.4%	9	12.9%	8	2.5%	1	6.3%	5	13.9%	9	7.7%	8	4.4%	3	25.3%	20
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camping / outdoor goods	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Craft / hobby items	4.6%	26	0.8%	1	7.6%	5	6.9%	3	6.4%	5	8.7%	6	4.8%	5	0.0%	0	3.3%	3
Gifts	0.9%	5	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.9%	1	1.9%	2
Greetings cards	2.7%	15	0.0%	0	1.1%	1	2.5%	1	2.7%	2	5.4%	3	7.7%	8	0.0%	0	0.0%	0
Health & beauty products, chemist goods	0.5%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.8%	1
Magazines	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Pet food / accessories	2.7%	15	1.1%	1	1.1%	1	2.4%	1	0.0%	0	0.0%	0	8.7%	9	2.6%	2	2.4%	2
Stationery	1.1%	6	2.9%	2	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0
Vehicle parts / accessories	1.6%	9	0.8%	1	0.0%	0	0.0%	0	3.2%	2	0.9%	1	3.5%	4	2.0%	1	0.8%	1
(Don't know / can't remember)	11.4%	65	3.7%	3	2.6%	2	9.4%	4	14.1%	10	4.7%	3	16.0%	17	28.3%	19	9.6%	8
Weighted base:		568		74		66		42		73		64		104		66		80
Sample:		538		69		67		72		72		55		74		59		70

Q40 For your household's last non-food electronic (home / mobile / TV) shopping order, how did you receive your goods?

Those who purchase non-food goods via electronic (home / mobile / TV) shopping at Q38:

Collection at store	3.7%	21	2.1%	2	0.8%	1	8.5%	4	6.0%	4	9.3%	6	3.0%	3	0.9%	1	1.7%	1
Home delivery	92.3%	524	94.0%	69	91.3%	60	91.5%	38	88.1%	64	88.8%	56	97.0%	101	90.1%	60	94.6%	76
Delivery to place of work	2.1%	12	2.8%	2	5.0%	3	0.0%	0	4.4%	3	0.0%	0	0.0%	0	1.3%	1	2.9%	2
Collection at click and collect hub (non-store location)	1.0%	6	0.0%	0	2.9%	2	0.0%	0	1.6%	1	1.9%	1	0.0%	0	2.0%	1	0.0%	0
Collection at other location	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.8%	1
Weighted base:		568		74		66		42		73		64		104		66		80
Sample:		538		69		67		72		72		55		74		59		70

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q41 Which of these leisure activities do you participate in? [MR/PR]																		
Health & fitness	21.3%	171	22.6%	24	26.3%	23	21.4%	12	26.1%	25	13.2%	15	18.4%	24	23.0%	23	22.1%	25
Leisure centre activities	16.0%	129	11.1%	12	20.1%	17	8.5%	5	33.9%	32	11.1%	13	10.8%	14	10.7%	11	21.9%	25
Cinema	50.0%	401	47.1%	51	48.6%	42	43.4%	23	58.8%	56	45.4%	52	56.7%	75	44.5%	45	51.2%	58
Restaurant	58.8%	472	53.3%	58	59.1%	51	45.4%	24	64.8%	61	53.2%	61	64.9%	86	53.2%	53	68.8%	78
Pub / bars	41.5%	334	32.6%	35	38.1%	33	32.2%	17	59.1%	56	47.4%	54	43.6%	58	30.6%	31	44.0%	50
Nightclub	3.2%	26	0.7%	1	2.3%	2	3.2%	2	7.6%	7	4.8%	5	3.8%	5	0.0%	0	3.3%	4
Social club	4.7%	37	1.1%	1	4.9%	4	0.0%	0	3.4%	3	10.8%	12	2.8%	4	9.6%	10	2.8%	3
Ten pin bowling	7.6%	61	13.2%	14	9.1%	8	3.0%	2	6.4%	6	5.9%	7	10.0%	13	6.9%	7	3.8%	4
Bingo	4.0%	32	10.4%	11	2.1%	2	0.7%	0	0.6%	1	8.5%	10	2.8%	4	0.9%	1	3.7%	4
Theatre / concert hall	28.7%	231	21.0%	23	28.6%	25	22.9%	12	44.1%	42	20.3%	23	32.4%	43	28.6%	29	30.3%	34
Museum / art galleries	20.1%	162	20.0%	22	22.0%	19	11.8%	6	25.9%	24	13.9%	16	17.5%	23	21.8%	22	25.8%	29
(None of these)	15.8%	127	22.8%	25	9.4%	8	23.4%	13	11.9%	11	17.0%	19	11.8%	16	21.1%	21	12.3%	14
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q42 Which centre / facility did you last visit for indoor sports or health and fitness activity?																	
<i>Those who visit for health & fitness at Q41:</i>																	
Zone 1																	
Anytime Fitness, Bridge Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CrossFit, Hanford Way, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dynamite Gym, High Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ease Fitness UK, Howard Close, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fit4Less, Wood Gate, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Holywell Fitness Centre, Loughborough Park, Oakwood Drive, Loughborough	1.4%	3	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Jim Play, High Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Leisure Centre, Browns Lane, Loughborough	14.6%	33	33.8%	8	26.2%	8	25.9%	3	21.6%	9	2.5%	1	4.7%	1	5.0%	1	3.9%
Loughborough Town Centre	12.2%	28	14.1%	4	35.6%	11	8.5%	1	9.2%	4	21.1%	5	2.7%	1	2.9%	1	6.3%
Other, Zone 1	3.0%	7	5.0%	1	6.5%	2	2.2%	0	1.8%	1	5.5%	1	4.3%	1	0.0%	0	0.0%
PureGym, The Rushes, Loughborough	4.9%	11	12.7%	3	19.4%	6	17.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Radmoor Centre, Radmoor Road, Loughborough	1.8%	4	3.2%	1	6.3%	2	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Other, Zone 3	0.3%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shephed District Centre	0.8%	2	3.2%	1	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Zone 4																	
Barrow Upon Star District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Physfit Gyms, Barrow Road Business Park, Barrow Road, Sileby, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sileby District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Melton Road Local Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%
Syston District Centre	2.0%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	1	15.4%	3	0.0%	0	0.0%	0	0.0%
Zone 6																	
Anstey District Centre	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	4	0.0%	0	0.0%
Birstall District Centre	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	3	0.0%	0	0.0%
Leicester Road / Market Place, Mountsorrel Local Centre	3.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	3	5.5%	2	0.0%	0	6.5%
Other, Zone 6	0.8%	2	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Soar Valley Leisure Centre, Kingfisher Road, Mountsorrel, Leicester	9.5%	21	0.0%	0	1.8%	1	0.0%	0	33.4%	13	0.0%	0	24.5%	8	0.0%	0	0.0%
South Charnwood Leisure Centre, Parkstone Road, Syston, Leicester	3.4%	8	0.0%	0	0.0%	0	0.0%	0	1.3%	1	21.6%	5	0.0%	0	7.7%	2	0.0%
Zone 7																	
Other, Zone 7	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3	0.0%
Zone 8																	
East Midlands Airport Yew Lodge Hotel, Packington Hill, Kegworth, Derby DE74 2DF	0.7%	2	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Hermitage Leisure Centre, Silver Street, Whitwick, Coalville LE67 5EU	4.1%	9	0.0%	0	0.0%	0	17.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.6%
Reeds Health Club, Packington Hill,	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	7.8%

by Zone		Charnwood Household Survey																		Page 155
Weighted:		For WYG																		July 2018
	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8				
Kegworth, Derby DE74 2DF																				
The Workhouse Gym, Maple Road, Castle Donington DE74 2UT	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	5		
Outside Study Area																				
Bannatyne Health Club, Welford Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bridge 4 Studio, Geoff Monk Way, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
East Leake Leisure Centre, Lantern Lane, East Leake, Loughborough LE12 6QN	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	5	0.0%	0		
FAST Fitness, Groby Community College, Groby, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Forest Hill Golf & Conference Centre, Markfield Lane, Botcheston, Leicester LE9 9FH	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.8%	1		
Leicester City Centre	2.0%	4	8.4%	2	0.0%	0	2.2%	0	0.0%	0	9.3%	2	0.0%	0	0.0%	0	0.0%	0		
Meltdown Gym, Loughborough Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Nuffield Health Fitness & Wellbeing, Byford Way, Leicester	0.3%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Other, East Midlands	2.9%	6	0.0%	0	0.0%	0	2.2%	0	1.8%	1	0.0%	0	0.0%	0	6.6%	2	9.9%	4		
Other, Harborough	1.1%	3	0.0%	0	0.0%	0	0.0%	0	4.9%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0		
Other, Hinkley & Bosworth	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0		
Other, Leicester	4.6%	10	8.4%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	1	24.1%	7	0.0%	0	0.0%	0		
Other, London	1.4%	3	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Other, N W Leicestershire	3.9%	9	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	8		
Other, Rushcliffe	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	3	0.0%	0		
PureGym, St Georges Way, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
PureGym, Walnut Street, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Rushcliffe Arena, Rugby Road, West Bridgford, Nottingham NG2 7HY	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	6	0.0%	0		
The Gym, Causeway Lane, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Others																				
Abroad	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
(Don't know / can't remember)	5.2%	12	6.3%	2	4.2%	1	0.0%	0	0.0%	0	0.0%	0	6.2%	2	20.3%	6	2.5%	1		
Weighted base:		225	25		30		12		40		22		31		29		36			
Sample:		203	26		31		24		35		16		21		24		26			

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q43 Which centre / facility did you last visit to go the cinema?																		
<i>Those who go to the cinema at Q41:</i>																		
Zone 1																		
Cineworld, Old Hospital Court, Loughborough	40.9%	164	62.3%	32	64.8%	27	48.5%	11	59.7%	33	21.6%	11	19.5%	15	33.3%	15	34.8%	20
FLIX, Epinal Way, Loughborough (Student Cinema)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Cattle Market, Loughborough	21.6%	87	37.7%	19	24.7%	10	34.7%	8	9.1%	5	8.2%	4	24.3%	18	14.8%	7	25.7%	15
Outside Study Area																		
Broadway Cinema, Broad Street, Nottingham	2.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.1%	10	1.1%	1
Cineworld, Forman Street, Nottingham	1.0%	4	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	2	1.1%	1
Cineworld, Guild Street, Burton-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Freemans Park, Leicester	0.9%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.6%	1	1.9%	1	0.0%	0	0.0%	0
Odeon, The Pipeworks, Coppice Side, Swadlincote DE11 9FQ	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4
Other, East Midlands	1.3%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	7.3%	4
Other, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other, South Yorkshire	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Cinema & Art Centre, Midland Street, Leicester	1.5%	6	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	5.7%	4	1.4%	1	0.0%	0
Piccadilly Cinema, Green Lane Road, Evington, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savoy Cinema, Derby Road, Nottingham	2.4%	10	0.0%	0	4.0%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	13.4%	6	2.4%	1
Showcase Cinema De Lux, Highcross Lane, Leicester	10.1%	41	0.0%	0	0.0%	0	0.0%	0	16.3%	9	22.1%	11	17.2%	13	4.4%	2	8.9%	5
Showcase Cinema De Lux, Redfield Way, Nottingham NG7 2UW	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Showcase, Foresters Park, Osmaston Park Road, Derby DE23 8AG	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3
Vue Cinema, Meridian Leisure Park, Lubbethorpe Way, Braunstone, Leicester	11.6%	46	0.0%	0	3.0%	1	9.8%	2	7.6%	4	34.1%	18	26.4%	20	0.0%	0	2.2%	1
Others																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.4%	14	0.0%	0	0.0%	0	2.6%	1	3.0%	2	9.3%	5	4.9%	4	1.4%	1	4.0%	2
Weighted base:		401		51		42		23		56		52		75		45		58
Sample:		368		43		41		37		55		40		56		46		50

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8																			
Q44 Which centre / facility did you last visit to go to a restaurant?																																				
<i>Those who go to restaurants at Q41:</i>																																				
Zone 1																																				
Loughborough Town Centre	30.2%	143	73.2%	42	73.3%	38	52.3%	13	29.8%	18	2.6%	2	15.2%	13	14.3%	8	12.4%	10																		
Shelthorpe District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0																		
Zone 2																																				
Gorse Covert District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Zone 3																																				
Hathern Village Centre	0.4%	2	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0																		
Shepshed District Centre	0.9%	4	0.0%	0	0.0%	0	13.1%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0																		
Zone 4																																				
Barrow-upon-Soar District Centre	2.3%	11	1.0%	1	0.0%	0	0.0%	0	14.1%	9	0.0%	0	0.0%	0	0.0%	0	1.9%	2																		
Hoton Village Centre	0.5%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0																		
Other, Zone 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																		
Sileby District Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Zone 5																																				
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Queniborough Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0																		
Syston District Centre	4.2%	20	0.0%	0	2.3%	1	0.0%	0	0.0%	0	27.7%	17	2.2%	2	0.0%	0	0.0%	0																		
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Thurmaston Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0																		
Zone 6																																				
Anstey District Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0																		
Birstall District Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0																		
Cropston Village Centre	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	4.3%	4	0.0%	0	2.6%	2																		
Mountsorrel Local Centre - Leicester Road / Market Place	0.7%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0																		
Newtown Linford Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.8%	1																		
Other, Zone 6	0.4%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0																		
Quorn Local Centre	3.4%	16	0.0%	0	2.5%	1	1.1%	0	12.0%	7	2.6%	2	5.7%	5	1.1%	1	0.0%	0																		
Rothley Local Centre	2.1%	10	0.0%	0	1.0%	1	0.0%	0	5.1%	3	5.0%	3	1.7%	1	1.1%	1	1.8%	1																		
Woodhouse Eaves Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0																		
Zone 7																																				
East Leake Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0																		
Keyworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Other, Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0																		
Ruddington Village	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	7	0.0%	0																		
Zone 8																																				
Castle Donington Town Centre	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	9																		
Kegworth Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0																		
Long Whatton Village Centre	0.7%	3	0.0%	0	0.0%	0	1.6%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2																		
Thringstone Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2																		
Whitwick Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1																		
Outside Study Area																																				
Ashby-de-la-Zouch — all locations	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3																		
Beaumont Leys District Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Birmingham City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1																		
Braunstone Town Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	2.6%	2	0.0%	0	0.0%	0																		
Central London	0.8%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0																		
Coalville Town Centre	1.8%	9	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	9.6%	7																		
Cotgrave Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.4%	2																		
Derby City Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	5																		
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant Town Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Leicester City Centre	17.0%	80	7.8%	4	7.2%	4	6.1%	1	9.6%	6	43.1%	26	38.7%	33	1.1%	1	6.4%	5
Melton Mowbray — all locations	0.5%	2	0.0%	0	0.0%	0	4.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	5.4%	26	6.0%	3	2.3%	1	4.2%	1	0.9%	1	0.0%	0	0.0%	0	34.7%	19	1.1%	1
Other, Blaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other, East England	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.8%	1
Other, East Midlands	1.4%	7	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.7%	1	3.4%	2	5.0%	4
Other, Harborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.4%	2	0.0%	0	1.0%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other, North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Other, Rushcliffe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other, Rutland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other, South West	0.7%	3	2.8%	2	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other, West Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other, Yorkshire & the Humber	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Shardlow Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
West Bridgford Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Others																		
Abroad	1.9%	9	3.7%	2	5.6%	3	0.0%	0	0.9%	1	3.4%	2	1.7%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	7.9%	37	3.5%	2	3.8%	2	5.2%	1	7.4%	5	5.5%	3	9.2%	8	9.8%	5	14.2%	11
Weighted base:	472			58		51		24		61		61		86		53		78
Sample:	473			55		58		41		62		54		73		56		74

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8																			
Q45 Which centre / facility did you last visit to go to bars, pubs and night / social clubs?																																				
<i>Those who go to bars, pubs and / or night / social clubs at Q41:</i>																																				
Zone 1																																				
Loughborough Town Centre	27.3%	95	68.9%	25	84.2%	29	56.2%	11	27.1%	15	1.4%	1	18.5%	11	3.4%	1	5.3%	3																		
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Zone 2																																				
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Zone 3																																				
Hathern Village Centre	1.0%	4	7.5%	3	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Shepshed District Centre	2.0%	7	0.0%	0	0.0%	0	26.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2																		
Zone 4																																				
Barrow-upon-Soar District Centre	3.1%	11	0.0%	0	0.0%	0	0.0%	0	17.9%	10	0.0%	0	0.0%	0	0.0%	0	1.7%	1																		
Hoton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0																		
Other, Zone 4	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0																		
Sileby District Centre	3.1%	11	0.0%	0	0.0%	0	0.0%	0	13.0%	7	6.3%	3	0.0%	0	0.0%	0	0.0%	0																		
Zone 5																																				
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Queniborough Village Centre	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	5	0.0%	0	0.0%	0	0.0%	0																		
Syston District Centre	6.1%	21	0.0%	0	0.0%	0	0.0%	0	1.3%	1	37.5%	21	0.0%	0	0.0%	0	0.0%	0																		
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0																		
Thurmaston Village Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0																		
Zone 6																																				
Anstey District Centre	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	5	0.0%	0	0.0%	0																		
Birstall District Centre	3.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	12	0.0%	0	0.0%	0																		
Cropston Village Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.4%	1	0.0%	0	3.8%	2																		
Mountsorrel Local Centre - Leicester Road / Market Place	1.3%	4	0.0%	0	0.0%	0	0.0%	0	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Newtown Linford Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0																		
Other, Zone 6	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.7%	1	0.0%	0																		
Quorn Local Centre	4.0%	14	2.2%	1	1.5%	1	0.0%	0	4.8%	3	0.0%	0	16.0%	10	0.0%	0	0.0%	0																		
Rothley Local Centre	3.4%	12	3.5%	1	0.0%	0	0.0%	0	11.2%	6	0.0%	0	7.0%	4	0.0%	0	0.0%	0																		
Woodhouse Eaves Village Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0																		
Zone 7																																				
East Leake Village Centre	2.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4	8.9%	3	0.0%	0																		
Keyworth Village Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0																		
Other, Zone 7	1.2%	4	1.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	8.9%	3	0.0%	0																		
Ruddington Village	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	3	0.0%	0																		
Zone 8																																				
Castle Donington Town Centre	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	5																		
Kegworth Village Centre	2.2%	8	5.9%	2	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	5																		
Long Whatton Village Centre	0.4%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1																		
Thringstone Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2																		
Whitwick Village Centre	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	5																		
Outside Study Area																																				
Ashby-de-la-Zouch — all locations	0.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1																		
Beaumont Leys District Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Braunstone Town Centre	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	1.0%	1	0.0%	0	0.0%	0																		
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		
Coalville Town Centre	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	5																		
Cotgrave Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1																		
Derby City Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3																		
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																		

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant Town Centre	0.3%	1	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Leicester City Centre	5.2%	18	0.0%	0	3.4%	1	1.4%	0	4.1%	2	13.6%	7	9.0%	5	4.1%	1	0.0%	0
Melton Mowbray — all locations	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	3.7%	13	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.7%	12	0.0%	0
Other, Blaby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	1.2%	1
Other, Harborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other, N W Leicestershire	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Other, North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Other, Rushcliffe	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0
Other, Rutland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.2%	1
Other, Yorkshire & the Humber	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Shardlow Village Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4
West Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	1.1%	4	0.0%	0	3.4%	1	3.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	8.5%	30	6.0%	2	3.7%	1	4.4%	1	9.0%	5	12.5%	7	5.7%	3	12.3%	4	10.8%	6
Weighted base:		349		36		34		19		56		55		61		36		53
Sample:		331		32		37		32		57		44		46		37		46

Q46 Which centre / facility did you last visit to go ten-pin bowling?

Those who go ten-pin bowling at Q41:

Outside Study Area																		
Hollywood Bowl, Lubbesthorpe Way, Leicester	60.9%	37	79.8%	11	65.8%	5	62.8%	1	68.1%	4	100.0%	7	59.5%	8	0.0%	0	20.6%	1
Hollywood Bowl, West Mall, Albion Street, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MFA Bowl, Belward Street, Nottingham	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	1	0.0%	0
MFA Bowl, Derby Road, Ilkeston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Namco Funscape (Stryker's Bowl), Castle Grounds, River Drive, Tamworth	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	1
Tenpin & Sector 7, Foresters Leisure Park, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin, Clifton Boulevard, Redfield Way, Nottingham	16.1%	10	20.2%	3	34.2%	3	37.3%	1	31.9%	2	0.0%	0	0.0%	0	24.6%	2	0.0%	0
Others																		
Abroad	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	19.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.2%	5	63.1%	4	64.7%	3
Weighted base:		61		14		8		2		6		7		13		7		4
Sample:		48		12		6		2		5		6		8		5		4

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q47 Which centre / facility did you last visit for bingo?																		
<i>Those who go to bingo at Q41:</i>																		
Zone 1																		
Beacon Bingo, The old cinema, Baxter Gate, Loughborough	53.4%	17	95.0%	11	41.1%	1	99.9%	0	100.0%	1	0.0%	0	100.0%	4	0.0%	0	29.8%	1
Zone 5																		
Other, Zone 5	14.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.6%	5	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Admiral Casino & Bingo, Southchurch Drive, Clifton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Beaumont Way, Leicester	13.5%	4	0.0%	0	58.9%	1	0.0%	0	0.0%	0	34.2%	3	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Gala Way, Nottingham	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0
Mecca, Freeman's Park Campus, Aylestone Road, Leicester	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0
Mecca, Queens Road, Beeston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	7.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.3%	2
Others																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.7%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	1
Weighted base:		32		11		2		0		1		10		4		1		4
Sample:		24		6		3		1		1		7		1		1		4

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q48 Which centre / facility did you last visit for art / culture activities (i.e. theatres / galleries / museums)?																		
<i>Those who visit for art / cultural activites at Q41:</i>																		
Zone 1																		
Loughborough Town Centre	16.2%	46	26.2%	8	32.4%	11	12.2%	2	17.2%	8	6.4%	2	11.6%	6	3.4%	1	20.2%	8
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Barrow-upon-Soar District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hoton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Melton Road Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cropston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrel Local Centre - Leicester Road / Market Place	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodhouse Eaves Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Whatton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thringstone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Ashby-de-la-Zouch — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District Centre, Leicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	1.7%	5	1.9%	1	3.4%	1	4.7%	1	1.5%	1	2.4%	1	1.7%	1	0.0%	0	0.0%	0
Braunstone Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	11.1%	32	5.3%	2	8.7%	3	45.0%	6	31.7%	15	2.4%	1	9.4%	5	0.0%	0	1.6%	1
Coalville Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotgrave Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Havant Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	34.7%	98	16.3%	5	24.1%	8	13.7%	2	30.1%	14	50.5%	16	66.3%	33	5.7%	2	44.2%	18
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	17.3%	49	26.0%	8	20.1%	7	14.2%	2	6.6%	3	12.4%	4	0.0%	0	52.2%	19	15.9%	6
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.5%	1	1.9%	1	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Other, Harborough	0.8%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.7%	1	1.2%	1	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North East	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	1.6%	1
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rutland	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.3%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	1.4%	4	4.2%	1	0.0%	0	8.0%	1	0.0%	0	1.7%	1	1.2%	1	0.0%	0	1.6%	1
Other, Yorkshire & the Humber	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.7%	1	0.0%	0
Shardlow Village Centre	0.0%	0	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	2.3%	6	1.9%	1	3.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.7%	1	8.4%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	9.7%	27	11.7%	3	8.0%	3	0.0%	0	4.9%	2	14.8%	5	7.0%	3	27.6%	10	1.6%	1
Weighted base:	283			30		35		13		47		32		50		36		40
Sample:	292			32		42		20		47		33		44		37		37

Q49 How do you normally travel when visiting leisure destinations?

Those who visit for one or more leisure activities at Q41:

Car / van (as driver)	63.6%	430	46.9%	39	61.5%	49	72.3%	30	75.0%	62	65.1%	62	58.3%	68	57.1%	45	75.6%	75
Car / van (as passenger)	9.3%	63	14.7%	12	4.0%	3	10.8%	4	9.6%	8	9.2%	9	15.0%	17	4.6%	4	5.1%	5
Bus, minibus or coach	7.8%	53	2.3%	2	9.1%	7	6.8%	3	5.1%	4	3.8%	4	9.2%	11	21.4%	17	5.6%	6
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	13.2%	89	28.4%	24	19.5%	15	3.7%	2	3.8%	3	13.9%	13	13.9%	16	10.9%	9	7.8%	8
Taxi	2.1%	14	3.3%	3	0.9%	1	4.1%	2	0.0%	0	3.5%	3	2.4%	3	1.7%	1	1.4%	1
Train	1.3%	9	1.0%	1	0.7%	1	2.1%	1	5.9%	5	0.0%	0	0.0%	0	1.1%	1	0.6%	1
Bicycle	0.7%	5	3.4%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride	0.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tram	0.5%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0
(Don't know / varies)	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.6%	1	4.5%	4	0.0%	0	0.0%	0	3.9%	4
Weighted base:	676			83		79		41		83		95		116		79		100
Sample:	680			78		87		76		88		85		92		84		90

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q50 Which leisure facilities would you like to see more of in your area? [MR]																		
Bars / pubs	1.7%	14	4.0%	4	1.2%	1	0.5%	0	0.0%	0	1.9%	2	1.7%	2	0.0%	0	3.4%	4
Better shopping facilities	3.6%	29	3.1%	3	0.9%	1	6.2%	3	2.1%	2	5.6%	6	3.8%	5	6.1%	6	1.7%	2
Bowling alley	5.5%	44	19.8%	21	11.0%	10	7.5%	4	0.0%	0	1.2%	1	1.9%	3	0.0%	0	4.5%	5
Cinema	3.3%	27	3.2%	3	0.0%	0	0.0%	0	3.4%	3	4.6%	5	2.6%	3	0.0%	0	10.1%	12
Concert hall / venue	0.5%	4	0.0%	0	2.0%	2	0.0%	0	0.8%	1	0.0%	0	0.5%	1	1.2%	1	0.0%	0
Cycle paths / area	0.9%	7	0.7%	1	1.3%	1	0.0%	0	0.8%	1	0.0%	0	1.0%	1	1.7%	2	1.3%	2
Dance facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skate park	0.5%	4	1.9%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health & fitness (gym)	0.8%	6	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.3%	4
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	0.8%	7	1.3%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Karting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	4.4%	35	0.5%	1	2.2%	2	15.0%	8	2.8%	3	1.1%	1	5.4%	7	2.8%	3	9.6%	11
More children facilities / activities	4.9%	39	7.9%	8	9.3%	8	4.8%	3	0.0%	0	7.6%	9	3.8%	5	0.0%	0	5.8%	7
More sports facilities (football pitches, tennis courts)	2.1%	17	0.7%	1	2.2%	2	1.9%	1	0.8%	1	3.0%	3	2.8%	4	0.6%	1	4.0%	5
Museum / art galleries	0.8%	7	0.0%	0	0.0%	0	0.5%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	3.4%	4
Outdoor play areas / park facilities	0.9%	7	0.0%	0	1.3%	1	0.7%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0
Paintballing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafes	3.8%	30	3.4%	4	0.0%	0	1.6%	1	0.0%	0	5.4%	6	9.9%	13	1.5%	1	4.5%	5
Swimming pool	5.7%	46	3.1%	3	3.8%	3	7.7%	4	2.3%	2	4.8%	5	11.8%	16	3.9%	4	7.3%	8
Theatre	1.3%	11	2.5%	3	0.0%	0	1.1%	1	2.0%	2	1.8%	2	0.6%	1	0.0%	0	2.3%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adult education classes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Climbing wall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Golf course	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1
More activities / facilities for the elderly (e.g. social club)	1.1%	9	0.5%	1	2.8%	2	3.4%	2	0.0%	0	0.5%	1	1.7%	2	1.2%	1	0.0%	0
Racing track	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Snooker hall	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
(None)	65.5%	526	51.6%	56	67.9%	59	61.9%	33	85.0%	80	65.5%	75	59.8%	79	81.5%	82	54.9%	63
(Don't know)	5.5%	44	8.3%	9	3.7%	3	4.2%	2	1.6%	1	8.9%	10	2.6%	3	2.2%	2	10.8%	12
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

GEN Gender of respondent.

Male	36.9%	296	39.9%	43	37.8%	33	41.2%	22	45.8%	43	36.4%	41	36.2%	48	31.9%	32	29.5%	34
Female	63.1%	507	60.1%	65	62.2%	54	58.8%	32	54.2%	51	63.6%	72	63.8%	84	68.1%	68	70.5%	80
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

AGE Could I ask, how old are you?

18 – 24 years	8.1%	65	3.2%	3	0.0%	0	6.3%	3	6.9%	6	9.1%	10	22.4%	30	7.5%	8	3.4%	4
25 – 34 years	13.9%	112	16.2%	17	7.5%	7	15.8%	9	10.3%	10	21.2%	24	14.0%	18	11.3%	11	13.7%	16
35 – 44 years	17.6%	141	25.3%	27	22.6%	20	19.0%	10	18.5%	17	16.4%	19	11.7%	15	9.0%	9	20.5%	23
45 – 54 years	18.5%	148	24.9%	27	21.3%	19	12.2%	7	27.9%	26	14.4%	16	19.0%	25	17.9%	18	9.3%	11
55 – 64 years	18.0%	145	10.4%	11	18.8%	16	22.6%	12	15.9%	15	17.3%	20	17.9%	24	21.4%	21	22.0%	25
65+ years	24.0%	192	19.9%	22	29.9%	26	24.1%	13	20.5%	19	21.6%	25	15.0%	20	32.9%	33	31.1%	35
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

		Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
PC	Postcode Sector:																	
DE74 2	5.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.2%	40
LE11 1	2.8%	23	10.5%	11	12.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE11 2	7.5%	60	56.0%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE11 3	4.6%	37	33.5%	36	0.6%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE11 4	5.1%	41	0.0%	0	46.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE11 5	4.3%	35	0.0%	0	39.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE12 5	3.1%	25	0.0%	0	0.0%	0	8.9%	5	3.6%	3	0.0%	0	0.0%	0	10.0%	10	5.6%	6
LE12 6	5.4%	44	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	41.9%	42	0.0%	0
LE12 7	7.7%	62	0.0%	0	0.0%	0	0.0%	0	65.6%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE12 8	6.1%	49	0.0%	0	0.0%	0	0.0%	0	27.7%	26	0.0%	0	17.4%	23	0.0%	0	0.0%	0
LE12 9	8.1%	65	0.0%	0	0.0%	0	90.6%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	16
LE14 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE4 3	3.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	30	0.0%	0	0.0%	0
LE4 4	3.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	26	0.0%	0	0.0%	0
LE4 8	3.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.8%	29	0.0%	0	0.0%	0	0.0%	0
LE6 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
LE67 3	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5
LE67 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
LE67 5	4.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.7%	37
LE67 8	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	7
LE67 9	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7	0.0%	0	0.0%	0
LE7 1	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	11	0.0%	0	0.0%	0	0.0%	0
LE7 2	5.2%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.3%	41	0.0%	0	0.0%	0	0.0%	0
LE7 3	2.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	20	0.0%	0	0.0%	0	0.0%	0
LE7 4	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	11	0.0%	0	0.0%	0	0.0%	0
LE7 7	5.7%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	46	0.0%	0	0.0%	0
LE7 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
NG11 6	3.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.8%	31	0.0%	0
NG12 5	2.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	17	0.0%	0
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

QUOTA Zone																		
Zone 1	13.4%	108	100.0%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	10.8%	87	0.0%	0	100.0%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	6.7%	54	0.0%	0	0.0%	0	100.0%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	11.8%	95	0.0%	0	0.0%	0	0.0%	0	100.0%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	14.2%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	114	0.0%	0	0.0%	0	0.0%	0
Zone 6	16.4%	132	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	132	0.0%	0	0.0%	0
Zone 7	12.5%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 8	14.2%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	114
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

Appendix 3:

Data Tabulations

By Zone – Filtered Nulls

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q01 Where did you last undertake your main food and grocery shopping?																	
<i>Excl. Nulls</i>																	
Zone 1																	
Co-operative, Market Street, Loughborough LE11 3EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.4%	3	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Markets, Loughborough Town Centre LE11 3EA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	1.1%	9	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2	3.0%	3	0.0%
One Stop, Ling Road, Loughborough LE11 2LW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Loughborough Town Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sainsbury's, Ashby Road, Loughborough	6.1%	49	13.0%	13	7.0%	7	11.0%	11	5.0%	5	0.0%	0	2.0%	2	9.0%	9	2.0%
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.0%	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, Park Road, Shelthorpe, Loughborough	15.7%	126	57.0%	57	17.0%	17	9.0%	9	27.0%	27	0.0%	0	10.0%	10	4.0%	4	2.0%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	2.1%	17	1.0%	1	1.0%	1	3.0%	3	5.0%	5	1.0%	1	0.0%	0	5.0%	5	1.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	9.0%	72	12.0%	12	20.0%	20	9.0%	9	10.0%	10	1.0%	1	7.0%	7	9.0%	9	4.0%
B&M, Willowbrook Park, Loughborough	0.0%	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-operative, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road West Extension, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Station Avenue, Loughborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Local shops, Long Whatton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	9.7%	78	6.0%	6	44.0%	44	8.0%	8	6.0%	6	0.0%	0	1.0%	1	7.0%	7	5.9%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.0%	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, 25 Charnwood Street, Shepshed	3.7%	30	0.0%	0	0.0%	0	23.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%
Zone 3																	
Co-operative Extra Foodstore, The Hallcroft, Shepshed	0.4%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Co-operative, Anson Road, Shepshed	0.5%	4	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Local shops, Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.0%	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, Charnwood Road, Shepshed LE12 9QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Barrow Upon Soar District Centre	0.0%	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-operative, 21 High Street, Barrow on Soar	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%

Column % ges.

Charnwood Household Survey For WYG

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Sileby																		
Leicester Road / Market Place, Mountsorrel Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	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, High Street, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	3.1%	25	0.0%	0	0.0%	0	0.0%	0	6.0%	6	17.0%	17	2.0%	2	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	5.4%	43	0.0%	0	1.0%	1	0.0%	0	10.0%	10	30.0%	30	2.0%	2	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Local shops, East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.5%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Melton Road, Thurmaston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	3.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	24	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Co-operative, 132 Rothley Road, Mountsorrel	0.6%	5	0.0%	0	0.0%	0	1.0%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.0%	0	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-operative, 19 Wanlip Lane, Birstall	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Co-operative, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodhouse Eaves Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	2.1%	17	2.0%	2	0.0%	0	2.0%	2	4.0%	4	2.0%	2	7.0%	7	0.0%	0	0.0%	0
Zone 7																		
Co-operative Food, 87 Main Street, East Leake	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	1.0%	1
Co-operative, Church Street, Ruddington NG11 6HD	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Local shops, Normanton on Soar Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Ruddington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham NG12 5GT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Charnwood Household Survey
For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8																	
Castle Donington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Co-operative, Market Place Whitwick LE67 5DT	0.0%	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-operative, Station Road, Castle Donington DE74 2NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Co-operative, The Green, Thringstone LE67 8NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Whitwick Road, Coalville	4.6%	37	0.0%	0	0.0%	0	9.0%	9	1.0%	1	0.0%	0	3.0%	3	0.0%	0	23.8%
Other, Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area																	
Aldi, Abbey Lane, Leicester	1.0%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	7.0%	7	0.0%	0	0.0%
Aldi, Adcock Road, Coalville	2.4%	19	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	13.9%
Aldi, Dents Road, Ashby-de-la-Zouch	0.5%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
Asda, 184 Loughborough Road, West Bridgford, Nottingham	2.6%	21	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	16.0%	16	1.0%
Asda, Exploration Drive, Leicester LE4 5NU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%
Asda, Midland Street, Long Eaton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
Asda, Narborough Road South, Leicester LE3 2LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Coalville Town Centre	0.0%	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-operative, Main Street, Markfield	0.0%	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-operative, Market Place, Kegworth DE74 2EE	0.4%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%
Co-operative, Station Road, Castle Donington DE74 2NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Leicester City Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Loughborough Road, Abbey LE4 5PN	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%
Lidl, Thornborough Road, Coalville LE67 3TH	0.3%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Long Eaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Market Harborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	12.0%	12	0.0%
Morrisons, Green Lane, Clifton NG11 9LQ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%
North East	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Blaby	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Other, East Midlands	0.4%	3	0.0%	D	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%
Other, Gedling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Other, Hinkley and Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Leicester	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%
Other, North West Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%
Other, Rushcliffe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%

Charnwood Household Survey For WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	5.0%	5	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	1.9%	15	0.0%	0	0.0%	0	0.0%	0	5.0%	5	6.0%	6	3.0%	3	1.0%	1	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.0%	6	0.0%	0
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	2.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	17.0%	17	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.3%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco, Resolution Road, Ashby-de-la-Zouch	1.1%	9	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.9%	6
West Midlands Others	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	6.4%	51	2.0%	2	5.0%	5	10.0%	10	7.0%	7	3.0%	3	7.0%	7	8.0%	8	8.9%	9
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	801	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Q02 Which retailer did you purchase your last main food internet / home delivery shopping from?

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

Asda	7.8%	4	0.0%	0	0.0%	0	10.0%	1	0.0%	0	33.3%	1	14.3%	1	0.0%	0	11.1%	1
Morrisons	15.7%	8	0.0%	0	20.0%	1	20.0%	2	14.3%	1	0.0%	0	14.3%	1	12.5%	1	22.2%	2
Iceland	2.0%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	11.8%	6	0.0%	0	0.0%	0	10.0%	1	14.3%	1	0.0%	0	14.3%	1	12.5%	1	22.2%	2
Tesco	43.1%	22	100.0%	2	80.0%	4	40.0%	4	57.1%	4	33.3%	1	42.9%	3	25.0%	2	22.2%	2
Ocado	15.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	14.3%	1	50.0%	4	22.2%	2
Waitrose	3.9%	2	0.0%	0	0.0%	0	10.0%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		51		2		5		10		7		3		7		8		9

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q03 What is the main reason you choose (STORE / LOCATION MENTIONED AT Q01) to do your main food and grocery shopping?																	
Accessibility by public transport	0.6%	5	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Car parking prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Car parking provision	2.6%	21	1.0%	1	3.0%	3	2.0%	2	4.0%	4	2.0%	2	4.0%	4	5.0%	5	0.0%
Choice of food goods available	7.2%	58	8.0%	8	5.0%	5	10.9%	11	5.0%	5	6.0%	6	4.0%	4	7.0%	7	11.9%
Choice of shops nearby selling non-food goods	0.7%	6	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	2.0%	2	0.0%	0	0.0%
Choice of shops selling food goods	0.5%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%
Cleanliness	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Delivery service	1.7%	14	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	2.0%	2	2.0%	2	6.9%
Click & Collect service	0.4%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%
Easy to get to by car	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%
Good internal layout	0.9%	7	3.0%	3	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%
Good service / friendly staff	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%
Habit / always use it / preference for retailer / familiarity	3.7%	30	6.0%	6	4.0%	4	2.0%	2	2.0%	2	3.0%	3	1.0%	1	4.0%	4	7.9%
Internet shopping is convenient	2.0%	16	1.0%	1	3.0%	3	3.0%	3	2.0%	2	0.0%	0	4.0%	4	2.0%	2	1.0%
Lower prices	15.7%	126	8.0%	8	15.0%	15	24.8%	25	12.0%	12	18.0%	18	20.8%	21	15.0%	15	11.9%
Loyalty card / points scheme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Near to home	33.1%	266	47.0%	47	41.0%	41	25.7%	26	25.0%	25	38.0%	38	29.7%	30	31.0%	31	27.7%
Near to work	2.5%	20	3.0%	3	2.0%	2	2.0%	2	3.0%	3	1.0%	1	4.0%	4	2.0%	2	3.0%
Nice shopping environment	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%
Only one in the area / no other choice	0.5%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%
Preference for retailer	2.0%	16	3.0%	3	1.0%	1	0.0%	0	3.0%	3	2.0%	2	2.0%	2	5.0%	5	0.0%
Provision of leisure facilities nearby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Provision of services nearby, such as banks and other financial services	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality of food goods available	6.7%	54	5.0%	5	3.0%	3	5.0%	5	8.0%	8	9.0%	9	8.9%	9	7.0%	7	7.9%
Quality of shops selling food goods	0.5%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Safety (during the evening / night time)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Staff discount / work there	1.4%	11	1.0%	1	1.0%	1	4.0%	4	2.0%	2	1.0%	1	1.0%	1	1.0%	1	0.0%
Value for money	3.0%	24	4.0%	4	3.0%	3	1.0%	1	0.0%	0	4.0%	4	2.0%	2	5.0%	5	5.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Convenient generally	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%
Easy checkout	0.6%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%
For a change	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%
Free car parking	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%
Good disabled access	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good in-store café	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Has an in-store opticians	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Has everything I need	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%
Has 'Scan & Shop' facility	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
I get a lift to the store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
In the area at the time	0.7%	6	0.0%	0	2.0%	2	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Large store	1.7%	14	1.0%	1	1.0%	1	3.0%	3	4.0%	4	2.0%	2	1.0%	1	0.0%	0	2.0%
Near to family / friends	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%
Offers 'cashback' service	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Quiet / not too busy	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%
Small store / not too big	0.4%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%
Wide aisles	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / no reason in particular)	5.6%	45	6.0%	6	8.0%	8	5.0%	5	11.0%	11	3.0%	3	5.0%	5	2.0%	2	5.0%
Base:		803		100		100		101		100		100		101		100	

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q04 What if anything is the one thing you most dislike about your main food shopping destination (STORE / LOCATION MENTIONED AT Q01)?																		
Change layout too often	1.7%	14	2.0%	2	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	6.9%	7
Difficult / expensive parking	1.1%	9	2.0%	2	1.0%	1	2.0%	2	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Difficult to get to	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Expensive	2.9%	23	1.0%	1	2.0%	2	5.0%	5	4.0%	4	2.0%	2	1.0%	1	4.0%	4	4.0%	4
Lack of cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of parking	1.0%	8	0.0%	0	1.0%	1	2.0%	2	1.0%	1	3.0%	3	0.0%	0	0.0%	0	1.0%	1
Lack of public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	3.5%	28	2.0%	2	4.0%	4	5.0%	5	6.0%	6	1.0%	1	3.0%	3	6.0%	6	1.0%	1
No petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor internal layout	0.7%	6	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Poor quality	1.1%	9	3.0%	3	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	2.0%	2
Preference for retailer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff rude / unhelpful	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Too busy / crowded	1.4%	11	2.0%	2	3.0%	3	1.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0	2.0%	2
Too far away	0.6%	5	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2
Too small	2.1%	17	4.0%	4	0.0%	0	6.9%	7	1.0%	1	3.0%	3	0.0%	0	1.0%	1	1.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discontinue items	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discounts / special offers too focussed on families	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Empty shelves / lack of stock	1.1%	9	1.0%	1	0.0%	0	2.0%	2	1.0%	1	2.0%	2	2.0%	2	1.0%	1	0.0%	0
Feeling rushed at the checkout	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Incorrect / misleading pricing	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Internet - can't choose / see the fresh goods myself	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Internet - not able to compare prices	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No phone signal	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Not enough branded goods	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Not enough staff / queues at the checkout	0.9%	7	0.0%	0	2.0%	2	0.0%	0	0.0%	0	3.0%	3	1.0%	1	1.0%	1	0.0%	0
Opening hours not long enough	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plants for sale are not watered / looked after	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor packaging	0.6%	5	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Self-service checkouts	0.4%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Short sell-by dates	0.4%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Tesco has the monopoly	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too cold in store	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too large	0.4%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Undesirable clientele	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	75.7%	608	76.0%	76	76.0%	76	71.3%	72	75.0%	75	77.0%	77	82.2%	83	81.0%	81	67.3%	68
(Don't know)	2.0%	16	1.0%	1	2.0%	2	0.0%	0	5.0%	5	2.0%	2	2.0%	2	0.0%	0	4.0%	4
Base:		803		100		100		101		100		100		101		100		101

Q05 How do you normally travel to (STORE / LOCATION MENTIONED AT Q01)?*Excluding those who do their main food shopping via the Internet at Q01:*

Car / van (as driver)	76.2%	573	64.3%	63	68.4%	65	82.4%	75	73.1%	68	77.3%	75	80.9%	76	80.4%	74	83.7%	77
Car / van (as passenger)	11.2%	84	19.4%	19	9.5%	9	8.8%	8	11.8%	11	9.3%	9	11.7%	11	7.6%	7	10.9%	10
Bus, minibus or coach	2.7%	20	0.0%	0	3.2%	3	3.3%	3	4.3%	4	2.1%	2	2.1%	2	4.3%	4	2.2%	2
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	9.0%	68	14.3%	14	15.8%	15	4.4%	4	9.7%	9	11.3%	11	5.3%	5	7.6%	7	3.3%	3
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.5%	4	2.0%	2	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.3%	2	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		752		98		95		91		93		97		94		92		92

Charnwood Household Survey For WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
MeanScore: minutes																		
Q06 How long did your last journey to (STORE / LOCATION MENTIONED AT Q01) take?																		
Excluding those who do their main food shopping via the Internet at Q01:																		
1 - 5 minutes	34.3%	258	52.0%	51	53.7%	51	28.6%	26	11.8%	11	42.3%	41	23.4%	22	13.0%	12	47.8%	44
6 - 10 minutes	31.9%	240	27.6%	27	36.8%	35	27.5%	25	37.6%	35	40.2%	39	39.4%	37	28.3%	26	17.4%	16
11 - 15 minutes	19.7%	148	10.2%	10	5.3%	5	25.3%	23	33.3%	31	9.3%	9	23.4%	22	35.9%	33	16.3%	15
16 - 20 minutes	9.4%	71	5.1%	5	1.1%	1	12.1%	11	10.8%	10	5.2%	5	7.4%	7	19.6%	18	15.2%	14
21 - 25 minutes	0.7%	5	0.0%	0	0.0%	0	1.1%	1	2.2%	2	1.0%	1	0.0%	0	0.0%	0	1.1%	1
26 - 30 minutes	2.0%	15	1.0%	1	0.0%	0	4.4%	4	1.1%	1	1.0%	1	4.3%	4	3.3%	3	1.1%	1
31 - 35 minutes	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
36 - 40 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
41 - 45 minutes	0.4%	3	1.0%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
46 - 50 minutes	0.3%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
51 - 55 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
56 - 60 minutes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
61 - 65 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
66 - 70 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
71 - 75 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
76 - 80 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
81 - 85 minutes	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
86 - 90 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
91 - 95 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
96 - 100 minutes	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.7%	5	2.0%	2	1.1%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
(Refused)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	10.89		8.99		8.22		12.70		12.82		9.26		11.71		13.38		10.29	
Base:	752		98		95		91		93		97		94		92		92	
Q07 When you undertook the main food shop at (STORE / LOCATION MENTIONED AT Q01), did you link your trip with any other activity?																		
Excluding those who do their main food shopping via the Internet at Q01:																		
Yes – non-food shopping	8.2%	62	4.1%	4	9.5%	9	3.3%	3	15.1%	14	2.1%	2	6.4%	6	10.9%	10	15.2%	14
Yes – other-food shopping	3.1%	23	1.0%	1	2.1%	2	4.4%	4	3.2%	3	6.2%	6	3.2%	3	1.1%	1	3.3%	3
Yes – visiting services such as banks and other financial institutions	1.6%	12	1.0%	1	2.1%	2	1.1%	1	1.1%	1	1.0%	1	1.1%	1	2.2%	2	3.3%	3
Yes – leisure activity	1.9%	14	2.0%	2	3.2%	3	1.1%	1	0.0%	0	1.0%	1	3.2%	3	3.3%	3	1.1%	1
Yes – travelling to / from work	2.0%	15	2.0%	2	1.1%	1	1.1%	1	0.0%	0	0.0%	0	3.2%	3	5.4%	5	3.3%	3
Yes – travelling to / from school / college / university	0.3%	2	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	1.6%	12	2.0%	2	6.3%	6	0.0%	0	0.0%	0	1.0%	1	2.1%	2	0.0%	0	1.1%	1
Yes – visiting café / pub / restaurant	2.5%	19	4.1%	4	3.2%	3	1.1%	1	2.2%	2	3.1%	3	4.3%	4	2.2%	2	0.0%	0
Yes – visiting family / friends	0.9%	7	1.0%	1	0.0%	0	0.0%	0	2.2%	2	2.1%	2	1.1%	1	1.1%	1	0.0%	0
Yes – visiting health service such as doctor, dentist, hospital	0.8%	6	0.0%	0	2.1%	2	3.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	1.1%	8	1.0%	1	1.1%	1	0.0%	0	0.0%	0	2.1%	2	3.2%	3	0.0%	0	1.1%	1
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - attended a funeral	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - returning from holiday	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Yes - visited amenity tip	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Yes - window shopping / browsing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
(No activity)	73.9%	556	79.6%	78	67.4%	64	83.5%	76	75.3%	70	79.4%	77	69.1%	65	67.4%	62	69.6%	64
(Don't know / varies)	1.5%	11	1.0%	1	1.1%	1	0.0%	0	0.0%	0	1.0%	1	3.2%	3	3.3%	3	2.2%	2
Base:	752		98		95		91		93		97		94		92		92	

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q08 Where do you do this linked trip?																		
<i>Those who link their main food shopping trip with other shopping, visiting other services and / or leisure activities at Q07: AND Excl. Nulls</i>																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	1.0%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	44.8%	43	57.1%	4	80.0%	12	62.5%	5	50.0%	9	11.1%	1	20.0%	2	54.5%	6	22.2%	4
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelthorpe District Centre	0.0%	0	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, Park Road, Shelthorpe, Loughborough	0.0%	0	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, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Aldi, 51 Belton Road, Loughborough	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Willowbrook Park, Loughborough	0.0%	0	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, Jubilee Drive, Loughborough	4.2%	4	0.0%	0	13.3%	2	0.0%	0	11.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	1.0%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	2.1%	2	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	0.0%	0	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 Extra, The Hallcroft, Shepshed	1.0%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	2.1%	2	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Zone 4																		
Barrow Upon Star District Centre	0.0%	0	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sileby District Centre	2.1%	2	0.0%	0	0.0%	0	0.0%	0	11.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.0%	0	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, Inglenook Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Barkby Thorpe Lane, Thurmaston																	
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Syston District Centre	7.3%	7	0.0%	0	0.0%	0	0.0%	0	5.6%	1	55.6%	5	10.0%	1	0.0%	0	0.0%
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	5.2%	5	0.0%	0	0.0%	0	0.0%	0	11.1%	2	33.3%	3	0.0%	0	0.0%	0	0.0%
Thurmaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6																	
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birstall Village Centre	0.0%	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, 132 Rothley Road, Mountsorrel	0.0%	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, 17-25 Cropston Road, Anstey	0.0%	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, 19 Loughborough Road, Quorn	0.0%	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, 19 Wanlip Lane, Birstall	0.0%	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester Road / Market Place, Mountsorrel Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothley Local Centre	0.0%	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, 139 Sibson Road, Birstall	0.0%	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	1.0%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7																	
Bradmore Village Centre	0.0%	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Leake Village Centre	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8																	
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area																	
Aldi, Thornborough Road, Coalville	0.0%	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, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	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, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashby-de-la-Zouch — all locations	3.1%	3	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Leys District	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	3	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																	
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville Town Centre	10.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	50.0%
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	3	0.0%
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	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, Grove Farm Triangle, Fosse Park, Leicester	0.0%	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, Melton Road, Leicester LE4 7SJ	0.0%	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, Stoney Road, Beeston, Nottingham	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	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, Waverley Street, Long Eaton	0.0%	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, Resolution Road, Ashby-de-la-Zouch	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%
West Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others																	
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey
For WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
remember)									
Base:	96	7	15	8	18	9	10	11	18

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q09 Where did you undertake your main food and grocery shopping the time before your last visit to (STORE / LOCATION MENTIONED AT Q01) was it the same place, or different, and if so, please specify?																	
<i>Excl. Nulls</i>																	
Zone 1																	
Co-operative, Market Street, Loughborough LE11 3EP	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Iceland, Market Street, Loughborough	0.6%	5	2.0%	2	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Markets, Loughborough Town Centre LE11 3EA	0.8%	6	0.0%	0	2.1%	2	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	1.0%	8	2.0%	2	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%
One Stop, Ling Road, Loughborough LE11 2LW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Loughborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sainsbury's, Ashby Road, Loughborough	8.0%	63	16.0%	16	12.4%	12	11.1%	11	6.1%	6	0.0%	0	4.0%	4	8.2%	8	6.0%
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.0%	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, Park Road, Shelthorpe, Loughborough	14.5%	115	46.0%	46	12.4%	12	9.1%	9	36.4%	36	1.0%	1	6.0%	6	2.0%	2	3.0%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	2.5%	20	2.0%	2	5.2%	5	1.0%	1	4.0%	4	0.0%	0	2.0%	2	4.1%	4	2.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	8.5%	67	11.0%	11	15.5%	15	9.1%	9	10.1%	10	1.0%	1	8.0%	8	9.2%	9	4.0%
B&M, Willowbrook Park, Loughborough	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative, Knightthorpe Road, Loughborough	0.4%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Home Bargains, Belton Road West Extension, Loughborough	0.3%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Station Avenue, Loughborough	0.8%	6	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%
Local shops, Long Whatton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	8.7%	69	9.0%	9	39.2%	38	9.1%	9	2.0%	2	1.0%	1	1.0%	1	6.1%	6	3.0%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.0%	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, 25 Charnwood Street, Shepshed	1.5%	12	0.0%	0	0.0%	0	11.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Zone 3																	
Co-operative Extra Foodstore, The Hallcroft, Shepshed	1.1%	9	1.0%	1	0.0%	0	6.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Co-operative, Anson Road, Shepshed	0.9%	7	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Local shops, Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.0%	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, Charnwood Road, Shepshed LE12 9QF	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Barrow Upon Soar District Centre	0.0%	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-operative, 21 High Street, Barrow on Soar	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%

Charnwood Household Survey For WYG

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Costcutter, Barrow Road, Sileby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	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, High Street, Sileby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	3.2%	25	0.0%	0	0.0%	0	0.0%	0	4.0%	4	19.2%	19	2.0%	2	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	4.9%	39	1.0%	1	1.0%	1	1.0%	1	4.0%	4	26.3%	26	6.0%	6	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.5%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2
Local shops, East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.9%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	2.0%	2	1.0%	1	0.0%	0
Melton Road, Thurmaston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	2.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	20	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0
Co-operative, 132 Rothley Road, Mountsorrel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-operative, 19 Wanlip Lane, Birstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-operative, 931 Loughborough Road, Rothley	0.5%	4	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodhouse Eaves Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	2.4%	19	3.0%	3	0.0%	0	2.0%	2	5.1%	5	2.0%	2	6.0%	6	1.0%	1	0.0%	0
Zone 7																		
Co-operative Food, 87 Main Street, East Leake	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	8	1.0%	1
Co-operative, Church Street, Ruddington NG11 6HD	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0
Local shops, Normanton on Soar Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ruddington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

Charnwood Household Survey
For WYG

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
NG12 5GT																		
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Zone 8																		
Castle Donington Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Co-operative, Market Place Whitwick LE67 5DT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-operative, Station Road, Castle Donington DE74 2NJ	0.0%	0	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-operative, The Green, Thringstone LE67 8NR	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Local shops, Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	3.2%	25	0.0%	0	0.0%	0	6.1%	6	1.0%	1	1.0%	1	2.0%	2	0.0%	0	15.0%	15
Other, Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Abbey Lane, Leicester	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	9.0%	9	0.0%	0	0.0%	0
Aldi, Adcock Road, Coalville	2.3%	18	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	2.0%	2	0.0%	0	12.0%	12
Aldi, Dents Road, Ashby-de-la-Zouch	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Asda, 184 Loughborough Road, West Bridgford, Nottingham	2.4%	19	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	15.3%	15	1.0%	1
Asda, Exploration Drive, Leicester LE4 5NU	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Asda, Narborough Road South, Leicester LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Co-operative, Main Street, Markfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-operative, Market Place, Kegworth DE74 2EE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2
Co-operative, Station Road, Castle Donington DE74 2NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Loughborough Road, Abbey LE4 5PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Lidl, Thornborough Road, Coalville LE67 3TH	0.6%	5	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Long Eaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Market Harborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	13	0.0%	0
Morrisons, Green Lane, Clifton NG11 9LQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Blaby	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other, Gedling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley and Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicestershire																		
Other, Nottingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Other, Rushcliffe	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6	4.0%	4	1.0%	1	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	2.1%	17	0.0%	0	0.0%	0	0.0%	0	3.0%	3	6.1%	6	7.0%	7	1.0%	1	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.1%	3	0.0%	0
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	11.0%	11	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.8%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.1%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Tesco, Resolution Road, Ashby-de-la-Zouch	1.8%	14	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10
West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	5.7%	45	2.0%	2	5.2%	5	10.1%	10	10.1%	10	1.0%	1	5.0%	5	7.1%	7	5.0%	5
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		792		100		97		99		99		99		100		98		100

Q10 From which retailer did you purchase this main food internet / home delivery shopping?

Those who do their main food shopping via the Internet at Q09:

Asda	8.9%	4	0.0%	0	20.0%	1	10.0%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	20.0%	1
Morrisons	13.3%	6	0.0%	0	20.0%	1	20.0%	2	0.0%	0	0.0%	0	0.0%	0	14.3%	1	40.0%	2
Iceland	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0
Sainsbury's	13.3%	6	0.0%	0	0.0%	0	10.0%	1	20.0%	2	0.0%	0	40.0%	2	0.0%	0	20.0%	1
Tesco	46.7%	21	100.0%	2	60.0%	3	50.0%	5	50.0%	5	0.0%	0	40.0%	2	42.9%	3	20.0%	1
Ocado	13.3%	6	0.0%	0	0.0%	0	10.0%	1	20.0%	2	100.0%	1	0.0%	0	28.6%	2	0.0%	0
Waitrose	2.2%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		45		2		5		10		10		1		5		7		5

Charnwood Household Survey

For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
MeanScore: £																	
Q11 Approximately how much money do you normally spend on your household's main food and grocery shop?																	
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£6 - £10	0.5%	4	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£11 - £15	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
£16 - £20	2.1%	17	2.0%	2	3.0%	3	2.0%	2	1.0%	1	3.0%	3	3.0%	3	0.0%	0	3.0%
£21 - £25	1.7%	14	2.0%	2	5.0%	5	1.0%	1	0.0%	0	2.0%	2	2.0%	2	1.0%	1	1.0%
£26 - £30	4.5%	36	4.0%	4	8.0%	8	1.0%	1	3.0%	3	3.0%	3	5.0%	5	8.0%	8	4.0%
£31 - £35	2.1%	17	1.0%	1	3.0%	3	3.0%	3	3.0%	3	4.0%	4	1.0%	1	0.0%	0	2.0%
£36 - £40	4.6%	37	3.0%	3	6.0%	6	5.0%	5	4.0%	4	5.0%	5	7.9%	8	1.0%	1	5.0%
£41 - £45	3.5%	28	6.0%	6	2.0%	2	3.0%	3	2.0%	2	5.0%	5	3.0%	3	3.0%	3	4.0%
£46 - £50	9.1%	73	12.0%	12	7.0%	7	7.9%	8	8.0%	8	10.0%	10	11.9%	12	9.0%	9	6.9%
£51 - £55	2.0%	16	4.0%	4	3.0%	3	0.0%	0	1.0%	1	3.0%	3	3.0%	3	0.0%	0	2.0%
£56 - £60	6.7%	54	8.0%	8	7.0%	7	5.0%	5	8.0%	8	10.0%	10	4.0%	4	7.0%	7	5.0%
£61 - £65	2.0%	16	3.0%	3	3.0%	3	3.0%	3	3.0%	3	1.0%	1	1.0%	1	1.0%	1	1.0%
£66 - £70	6.1%	49	5.0%	5	7.0%	7	2.0%	2	4.0%	4	6.0%	6	7.9%	8	9.0%	9	7.9%
£71 - £75	2.5%	20	3.0%	3	2.0%	2	3.0%	3	1.0%	1	3.0%	3	1.0%	1	3.0%	3	4.0%
£76 - £80	7.3%	59	2.0%	2	10.0%	10	8.9%	9	12.0%	12	5.0%	5	4.0%	4	8.0%	8	8.9%
£81 - £85	1.7%	14	0.0%	0	2.0%	2	2.0%	2	3.0%	3	1.0%	1	2.0%	2	4.0%	4	0.0%
£86 - £90	3.4%	27	0.0%	0	4.0%	4	5.0%	5	5.0%	5	5.0%	5	4.0%	4	1.0%	1	3.0%
£91 - £95	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£96 - £100	10.8%	87	11.0%	11	8.0%	8	11.9%	12	15.0%	15	4.0%	4	11.9%	12	14.0%	14	10.9%
£101 - £120	4.5%	36	4.0%	4	3.0%	3	9.9%	10	4.0%	4	6.0%	6	4.0%	4	3.0%	3	2.0%
£121 - £140	1.5%	12	4.0%	4	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	3.0%
£141 - £160	3.5%	28	2.0%	2	1.0%	1	4.0%	4	6.0%	6	5.0%	5	5.9%	6	4.0%	4	0.0%
£161 - £180	0.4%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%
£181 - £200	0.9%	7	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%
£201 - £250	0.6%	5	2.0%	2	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%
£250+	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	14.6%	117	14.0%	14	12.0%	12	14.9%	15	13.0%	13	13.0%	13	11.9%	12	16.0%	16	21.8%
(Refused)	2.9%	23	4.0%	4	0.0%	0	1.0%	1	2.0%	2	4.0%	4	3.0%	3	6.0%	6	3.0%
Mean:	74.75	73.78		64.47		85.46		81.53		71.40		75.31		74.33		71.61	
Base:	803	100		100		101		100		100		101		100		101	
MeanScore: visits per week																	
Q12 How often does your household normally do a main food and grocery shop?																	
Daily	2.1%	17	6.0%	6	1.0%	1	1.0%	1	4.0%	4	4.0%	4	0.0%	0	0.0%	0	1.0%
At least two times a week	10.1%	81	15.0%	15	12.0%	12	8.9%	9	3.0%	3	16.0%	16	8.9%	9	8.0%	8	8.9%
At least once a week	71.7%	576	68.0%	68	75.0%	75	69.3%	70	75.0%	75	68.0%	68	75.2%	76	66.0%	66	77.2%
At least once a fortnight	10.6%	85	8.0%	8	8.0%	8	9.9%	10	12.0%	12	9.0%	9	11.9%	12	17.0%	17	8.9%
At least once a month	2.9%	23	2.0%	2	2.0%	2	6.9%	7	3.0%	3	1.0%	1	3.0%	3	3.0%	3	2.0%
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	2.5%	20	1.0%	1	2.0%	2	4.0%	4	3.0%	3	1.0%	1	1.0%	1	6.0%	6	2.0%
Mean:	1.36	1.76		1.37		1.24		1.26		1.67		1.19		1.14		1.27	
Base:	803	100		100		101		100		100		101		100		101	
Q13 When do you normally do your household's main food shop?																	
Weekdays during the day	49.1%	394	52.0%	52	45.0%	45	54.5%	55	41.0%	41	53.0%	53	34.7%	35	57.0%	57	55.4%
Weekdays during the evening	9.8%	79	8.0%	8	12.0%	12	7.9%	8	13.0%	13	13.0%	13	13.9%	14	6.0%	6	5.0%
Saturday	13.2%	106	11.0%	11	14.0%	14	14.9%	15	15.0%	15	17.0%	17	10.9%	11	11.0%	11	11.9%
Sunday	4.2%	34	9.0%	9	6.0%	6	2.0%	2	6.0%	6	2.0%	2	6.9%	7	1.0%	1	1.0%
(Don't know / varies)	23.7%	190	20.0%	20	23.0%	23	20.8%	21	25.0%	25	15.0%	15	33.7%	34	25.0%	25	26.7%
Base:	803	100		100		101		100		100		101		100		101	
Q14 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping?																	
Yes	70.2%	564	69.0%	69	70.0%	70	74.3%	75	70.0%	70	61.0%	61	75.2%	76	74.0%	74	68.3%
No	29.8%	239	31.0%	31	30.0%	30	25.7%	26	30.0%	30	39.0%	39	24.8%	25	26.0%	26	31.7%
Base:	803	100		100		101		100		100		101		100		101	

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q15 Where did you last undertake this 'top-up' food shopping?																	
<i>Those who make top-up shopping trips at Q14: AND Excl. Nulls</i>																	
Zone 1																	
Co-operative, Market Street, Loughborough LE11 3EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Cattle Market, Loughborough	0.6%	3	3.0%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.9%	5	1.5%	1	1.5%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	1.5%
Iceland, Market Street, Loughborough	1.3%	7	3.0%	2	4.5%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%
Loughborough Markets, Loughborough Town Centre LE11 3EA	0.7%	4	1.5%	1	0.0%	0	1.4%	1	1.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	0.7%	4	1.5%	1	3.0%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Ling Road, Loughborough LE11 2LW	1.5%	8	7.6%	5	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Loughborough Town Centre	1.1%	6	4.5%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.5%
Other, Zone 1	0.4%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Ashby Road, Loughborough	4.4%	24	12.1%	8	10.6%	7	2.7%	2	1.5%	1	0.0%	0	1.3%	1	7.1%	5	0.0%
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.4%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Park Road, Shelthorpe, Loughborough	5.7%	31	34.8%	23	6.1%	4	2.7%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	1.7%	9	7.6%	5	3.0%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.4%	1	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	3.7%	20	4.5%	3	15.2%	10	1.4%	1	5.9%	4	1.7%	1	0.0%	0	1.4%	1	0.0%
B&M, Willowbrook Park, Loughborough	0.6%	3	0.0%	0	1.5%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%
Co-operative, Knightthorpe Road, Loughborough	0.9%	5	1.5%	1	4.5%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road West Extension, Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Long Whatton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	5.7%	31	3.0%	2	37.9%	25	2.7%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 2	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.6%	3	0.0%	0	3.0%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, 25 Charnwood Street, Shepshed	6.2%	34	0.0%	0	0.0%	0	35.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%
Zone 3																	
Co-operative Extra Foodstore, The Hallcroft, Shepshed	1.3%	7	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%
Co-operative, Anson Road, Shepshed	3.7%	20	0.0%	0	0.0%	0	24.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
Local shops, Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.9%	5	1.5%	1	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Charnwood Road, Shepshed LE12 9QF	1.3%	7	0.0%	0	0.0%	0	8.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Zone 4																	
Barrow Upon Soar District Centre	0.0%	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-operative, 21 High Street, Barrow on Soar	2.6%	14	0.0%	0	0.0%	0	0.0%	0	20.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road,	1.5%	8	0.0%	0	0.0%	0	0.0%	0	10.3%	7	1.7%	1	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey For WYG

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Sileby																		
Leicester Road / Market Place, Mountsorrel Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Sileby	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	2.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.3%	12	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	1.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	10	0.0%	0	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Melton Road, Thurmaston Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	3.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.5%	18	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0
Birstall District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	1.7%	9	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	10.7%	8	0.0%	0	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	2.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	13	0.0%	0	0.0%	0
Co-operative, 132 Rothley Road, Mountsorrel	2.2%	12	0.0%	0	0.0%	0	0.0%	0	17.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.9%	5	3.0%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Co-operative, 19 Wanlip Lane, Birstall	2.6%	14	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	14.7%	11	0.0%	0	1.5%	1
Co-operative, 931 Loughborough Road, Rothley	1.1%	6	0.0%	0	0.0%	0	1.4%	1	2.9%	2	0.0%	0	2.7%	2	0.0%	0	1.5%	1
Local shops, Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodhouse Eaves Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Rothley Local Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	6.7%	5	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	5	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	2.6%	14	0.0%	0	0.0%	0	1.4%	1	8.8%	6	0.0%	0	9.3%	7	0.0%	0	0.0%	0
Zone 7																		
Co-operative Food, 87 Main Street, East Leake	5.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.4%	29	1.5%	1
Co-operative, Church Street, Ruddington NG11 6HD	2.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	13	0.0%	0
Local shops, Normanton on Soar Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ruddington Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham NG12 5GT	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0

Charnwood Household Survey
For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8																	
Castle Donington Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Co-operative, Market Place Whitwick LE67 5DT	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%
Co-operative, Station Road, Castle Donington DE74 2NJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Co-operative, The Green, Thringstone LE67 8NR	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
Local shops, Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Whitwick Road, Coalville	2.2%	12	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%
Other, Zone 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Outside Study Area																	
Aldi, Abbey Lane, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Adcock Road, Coalville	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%
Aldi, Dents Road, Ashby-de-la-Zouch	0.0%	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, 184 Loughborough Road, West Bridgford, Nottingham	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Exploration Drive, Leicester LE4 5NU	0.0%	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, Midland Street, Long Eaton	0.0%	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, Narborough Road South, Leicester LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Co-operative, Main Street, Markfield	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%
Co-operative, Market Place, Kegworth DE74 2EE	2.4%	13	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	13.4%
Co-operative, Station Road, Castle Donington DE74 2NJ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%
Leicester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Lidl, Loughborough Road, Abbey LE4 5PN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Lidl, Thornborough Road, Coalville LE67 3TH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Long Eaton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Market Harborough Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%
Morrisons, Green Lane, Clifton NG11 9LQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.5%
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%
Other, Gedling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Hinkley and Bosworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%
Other, Leicester	0.7%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	1.5%
Other, North West Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	2.7%	2	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	5	0.0%	0	1.5%	1
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4
West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		545		66		66		74		68		59		75		70		67

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q16 Where did you undertake your top-up shopping the time before your last visit to (STORE / LOCATION MENTIONED AT Q15) was it the same place, or different, and if so, please specify?																	
<i>Those who make top-up shopping trips at Q14: AND Excl. Nulls</i>																	
Zone 1																	
Co-operative, Market Street, Loughborough LE11 3EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Cattle Market, Loughborough	0.6%	3	3.1%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.6%	3	1.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.8%	4	1.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%
Loughborough Markets, Loughborough Town Centre LE11 3EA	1.3%	7	3.1%	2	1.5%	1	1.4%	1	3.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	2.4%	13	4.6%	3	6.1%	4	5.4%	4	1.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%
One Stop, Ling Road, Loughborough LE11 2LW	1.5%	8	6.2%	4	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Loughborough Town Centre	1.5%	8	7.7%	5	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%
Other, Zone 1	0.4%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Ashby Road, Loughborough	5.3%	28	15.4%	10	10.6%	7	4.1%	3	1.6%	1	0.0%	0	1.3%	1	8.6%	6	0.0%
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.4%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Park Road, Shelthorpe, Loughborough	4.3%	23	18.5%	12	9.1%	6	1.4%	1	1.6%	1	0.0%	0	1.3%	1	1.4%	1	1.6%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	1.9%	10	6.2%	4	6.1%	4	1.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	3.8%	20	4.6%	3	13.6%	9	4.1%	3	4.8%	3	0.0%	0	1.3%	1	1.4%	1	0.0%
B&M, Willowbrook Park, Loughborough	0.9%	5	0.0%	0	1.5%	1	0.0%	0	1.6%	1	0.0%	0	2.7%	2	1.4%	1	0.0%
Co-operative, Knightthorpe Road, Loughborough	0.9%	5	0.0%	0	6.1%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road West Extension, Loughborough	0.0%	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, Station Avenue, Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Local shops, Long Whatton Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	5.8%	31	7.7%	5	27.3%	18	4.1%	3	4.8%	3	0.0%	0	0.0%	0	2.9%	2	0.0%
Other, Zone 2	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, 25 Charnwood Street, Shepshed	6.4%	34	0.0%	0	3.0%	2	40.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%
Zone 3																	
Co-operative Extra Foodstore, The Hallcroft, Shepshed	2.3%	12	0.0%	0	0.0%	0	9.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%
Co-operative, Anson Road, Shepshed	2.6%	14	0.0%	0	0.0%	0	14.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%
Local shops, Hathern Village Centre	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.6%	3	1.5%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Charnwood Road, Shepshed LE12 9QF	1.5%	8	0.0%	0	0.0%	0	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%
Zone 4																	
Barrow Upon Soar District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative, 21 High Street, Barrow on Soar	1.9%	10	0.0%	0	0.0%	0	0.0%	0	15.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%

Charnwood Household Survey For WYG

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Costcutter, Barrow Road, Sileby	0.8%	4	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Sileby	0.8%	4	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	10	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	3.0%	16	1.5%	1	0.0%	0	0.0%	0	1.6%	1	25.5%	14	0.0%	0	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Local shops, East Goscote Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.8%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0
Melton Road, Thurmaston Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	2.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	11	0.0%	0	1.4%	1	0.0%	0
Zone 6																		
Anstey District Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Birstall District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	1.3%	7	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	8.0%	6	0.0%	0	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	2.1%	11	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	13.3%	10	0.0%	0	0.0%	0
Co-operative, 132 Rothley Road, Mountsorrel	1.7%	9	0.0%	0	0.0%	0	0.0%	0	14.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.9%	5	3.1%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Co-operative, 19 Wanlip Lane, Birstall	1.9%	10	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	8.0%	6	0.0%	0	1.6%	1
Co-operative, 931 Loughborough Road, Rothley	1.3%	7	0.0%	0	0.0%	0	1.4%	1	3.2%	2	0.0%	0	4.0%	3	0.0%	0	1.6%	1
Local shops, Newtown Linford Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Local shops, Woodhouse Eaves Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Rothley Local Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	2.1%	11	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	13.3%	10	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	3.2%	17	4.6%	3	1.5%	1	0.0%	0	9.5%	6	0.0%	0	8.0%	6	1.4%	1	0.0%	0
Zone 7																		
Co-operative Food, 87 Main Street, East Leake	4.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.4%	22	1.6%	1
Co-operative, Church Street, Ruddington NG11 6HD	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	8	0.0%	0
Local shops, Normanton on Soar Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ruddington Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0

Charnwood Household Survey
For WYG

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
NG12 5GT																		
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Zone 8																		
Castle Donington Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Co-operative, Market Place Whitwick LE67 5DT	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	5
Co-operative, Station Road, Castle Donington DE74 2NJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Co-operative, The Green, Thringstone LE67 8NR	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4
Local shops, Kegworth Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Morrisons, Whitwick Road, Coalville	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	7
Other, Zone 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Outside Study Area																		
Aldi, Abbey Lane, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Aldi, Adcock Road, Coalville	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	6.3%	4
Aldi, Dents Road, Ashby-de-la-Zouch	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Asda, Exploration Drive, Leicester LE4 5NU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	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, Narborough Road South, Leicester LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Co-operative, Main Street, Markfield	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Co-operative, Market Place, Kegworth DE74 2EE	2.8%	15	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	5	14.1%	9
Co-operative, Station Road, Castle Donington DE74 2NJ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Leicester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lidl, Loughborough Road, Abbey LE4 5PN	0.0%	0	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, Thornborough Road, Coalville LE67 3TH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Long Eaton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Morrisons, Green Lane, Clifton NG11 9LQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.6%	1
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Other, Gedling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley and Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.9%	5	1.5%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	2	2.7%	2	0.0%	0	0.0%	0
Other, North West Leicestershire	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Charnwood Household Survey
For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Other, Rushcliffe	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.8%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.6%	2	0.0%	0	1.4%	1	0.0%
Sainsbury's, Melton Road, Leicester LE4 7SJ	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	6.7%	5	0.0%	0	0.0%
Sainsbury's, Stoney Road, Beeston, Nottingham	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.0%	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%
Tesco Extra, Waverley Street, Long Eaton	0.0%	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, Resolution Road, Ashby-de-la-Zouch	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%
West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others																	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:	532		65		66		74		63		55		75		70		64

MeanScore: £

Q17 Approximately how much money do you normally spend on your household's 'top-up' food and grocery shop?

Those who make top-up shopping trips at Q14:

£1 - £5	15.1%	85	18.8%	13	17.1%	12	14.7%	11	14.3%	10	14.8%	9	10.5%	8	14.9%	11	15.9%	11
£6 - £10	18.8%	106	18.8%	13	14.3%	10	21.3%	16	12.9%	9	19.7%	12	19.7%	15	13.5%	10	30.4%	21
£11 - £15	13.5%	76	10.1%	7	20.0%	14	13.3%	10	17.1%	12	14.8%	9	15.8%	12	5.4%	4	11.6%	8
£16 - £20	15.4%	87	18.8%	13	12.9%	9	18.7%	14	20.0%	14	9.8%	6	15.8%	12	14.9%	11	11.6%	8
£21 - £25	6.0%	34	8.7%	6	5.7%	4	4.0%	3	5.7%	4	4.9%	3	6.6%	5	9.5%	7	2.9%	2
£26 - £30	5.7%	32	2.9%	2	8.6%	6	6.7%	5	4.3%	3	3.3%	2	10.5%	8	8.1%	6	0.0%	0
£31 - £35	1.1%	6	0.0%	0	1.4%	1	1.3%	1	2.9%	2	1.6%	1	1.3%	1	0.0%	0	0.0%	0
£36 - £40	1.8%	10	0.0%	0	2.9%	2	0.0%	0	1.4%	1	4.9%	3	0.0%	0	2.7%	2	2.9%	2
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	1.1%	6	2.9%	2	0.0%	0	0.0%	0	1.4%	1	1.6%	1	1.3%	1	1.4%	1	0.0%	0
£51 - £55	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	0.7%	4	1.4%	1	1.4%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
£61 - £65	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0
£101 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 +	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	16.7%	94	13.0%	9	15.7%	11	17.3%	13	15.7%	11	16.4%	10	15.8%	12	17.6%	13	21.7%	15
(Refused)	3.0%	17	2.9%	2	0.0%	0	0.0%	0	1.4%	1	4.9%	3	1.3%	1	10.8%	8	2.9%	2
Mean:	17.10		18.02		16.25		16.35		18.21		19.08		17.52		18.92		12.48	
Base:	564		69		70		75		70		61		76		74		69	

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
MeanScore: visits per week																		
Q18 How often does your household normally do a 'top up' food and grocery shop?																		
Those who make top-up shopping trips at Q14:																		
Daily	5.7%	32	13.0%	9	7.1%	5	8.0%	6	4.3%	3	3.3%	2	2.6%	2	5.4%	4	1.4%	1
At least two times a week	34.9%	197	31.9%	22	40.0%	28	45.3%	34	27.1%	19	32.8%	20	44.7%	34	32.4%	24	23.2%	16
At least once a week	37.6%	212	46.4%	32	31.4%	22	33.3%	25	48.6%	34	47.5%	29	32.9%	25	24.3%	18	39.1%	27
At least once a fortnight	8.7%	49	7.2%	5	11.4%	8	2.7%	2	8.6%	6	4.9%	3	10.5%	8	12.2%	9	11.6%	8
At least once a month	1.1%	6	0.0%	0	1.4%	1	1.3%	1	1.4%	1	0.0%	0	1.3%	1	2.7%	2	0.0%	0
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	12.1%	68	1.4%	1	8.6%	6	9.3%	7	10.0%	7	11.5%	7	7.9%	6	23.0%	17	24.6%	17
Mean:	2.52		2.73		2.71		3.00		2.13		2.31		2.56		2.58		1.96	
Base:	564		69		70		75		70		61		76		74		69	

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q19 Where did you last buy clothing or footwear goods?																		
<i>Excl. Nulls</i>																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	19.2%	137	24.1%	19	38.2%	34	29.8%	28	25.0%	22	3.2%	3	7.7%	7	14.3%	13	12.6%	11
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.3%	2	1.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelthorpe District Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	2.5%	18	10.1%	8	5.6%	5	3.2%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Zone 2																		
Aldi, 51 Belton Road, Loughborough	0.0%	0	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&M, Willowbrook Park, Loughborough	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.3%	2	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	0.4%	3	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	2.0%	14	1.3%	1	2.2%	2	1.1%	1	1.1%	1	1.1%	1	0.0%	0	1.1%	1	8.0%	7
Zone 4																		
Barrow Upon Star District Centre	0.0%	0	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.0%	0	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, Inglenook Park,	2.0%	14	2.5%	2	0.0%	0	0.0%	0	1.1%	1	11.7%	11	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey For WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	2.8%	20	1.3%	1	1.1%	1	0.0%	0	3.4%	3	9.6%	9	6.6%	6	0.0%	0	0.0%	0
Thurmaston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	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, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	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, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.4%	3	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District	1.4%	10	1.3%	1	1.1%	1	0.0%	0	0.0%	0	3.2%	3	5.5%	5	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey For WYG

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Centre, Leicester																		
Birmingham City Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.3%	2
Burton-upon-Trent Town Centre	0.4%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Coalville Town Centre	1.0%	7	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.6%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.3%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	6.5%	46	12.7%	10	3.4%	3	5.3%	5	4.5%	4	8.5%	8	9.9%	9	3.3%	3	4.6%	4
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.3%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	16.1%	115	7.6%	6	12.4%	11	5.3%	5	26.1%	23	31.9%	30	35.2%	32	1.1%	1	8.0%	7
Melton Mowbray — all locations	0.6%	4	1.3%	1	0.0%	0	0.0%	0	1.1%	1	1.1%	1	1.1%	1	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Nottingham City Centre	8.0%	57	1.3%	1	4.5%	4	2.1%	2	1.1%	1	1.1%	1	1.1%	1	42.9%	39	9.2%	8
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other, East England	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.6%	4	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Other, Hinkley & Bosworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	0.3%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.3%	2
Other, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.4%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Other, South West	0.3%	2	1.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other, Yorkshire	0.3%	2	1.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	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, Grove Farm Triangle, Fosse Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	2.2%	2	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco, Resolution Road, Ashby-de-la-Zouch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
West Bridgford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	1.5%	11	2.5%	2	0.0%	0	0.0%	0	2.3%	2	1.1%	1	1.1%	1	2.2%	2	3.4%	3
Internet / Delivery	25.8%	184	27.8%	22	23.6%	21	37.2%	35	26.1%	23	20.2%	19	23.1%	21	19.8%	18	28.7%	25
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
shopping) (Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	713		79		89		94		88		94		91		91		87	

MeanScore: visits per year

Q20 How often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q19)?

Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q19:

Daily	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.8%	4	1.8%	1	0.0%	0	3.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
At least once a week	4.8%	25	5.5%	3	4.4%	3	6.8%	4	6.3%	4	6.8%	5	1.4%	1	4.2%	3	3.4%	2
At least once a fortnight	5.0%	26	3.6%	2	10.3%	7	3.4%	2	3.2%	2	5.4%	4	5.8%	4	5.6%	4	1.7%	1
At least once a month	23.4%	121	21.8%	12	20.6%	14	20.3%	12	23.8%	15	20.3%	15	29.0%	20	25.4%	18	25.4%	15
At least every two months	13.3%	69	14.5%	8	16.2%	11	11.9%	7	11.1%	7	14.9%	11	18.8%	13	7.0%	5	11.9%	7
At least every 3 months	14.1%	73	14.5%	8	11.8%	8	16.9%	10	15.9%	10	10.8%	8	14.5%	10	12.7%	9	16.9%	10
At least every 6 months	10.4%	54	9.1%	5	7.4%	5	8.5%	5	15.9%	10	9.5%	7	10.1%	7	12.7%	9	10.2%	6
Less often than once every 6 months	5.2%	27	9.1%	5	2.9%	2	1.7%	1	9.5%	6	5.4%	4	5.8%	4	0.0%	0	8.5%	5
Have only visited once	0.6%	3	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
(Don't know / varies)	22.2%	115	18.2%	10	23.5%	16	27.1%	16	14.3%	9	25.7%	19	14.5%	10	31.0%	22	22.0%	13
Mean:	13.56		22.67		11.85		21.23		10.15		15.78		9.02		11.43		8.89	
Base:	518		55		68		59		63		74		69		71		59	

Q21 How do you normally travel to (LOCATION MENTIONED AT Q19)?

Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q19:

Car / van (as driver)	64.9%	336	49.1%	27	55.9%	38	64.4%	38	73.0%	46	77.0%	57	69.6%	48	49.3%	35	79.7%	47
Car / van (as passenger)	9.3%	48	18.2%	10	10.3%	7	11.9%	7	4.8%	3	8.1%	6	4.3%	3	8.5%	6	10.2%	6
Bus, minibus or coach	17.2%	89	9.1%	5	23.5%	16	11.9%	7	22.2%	14	12.2%	9	18.8%	13	32.4%	23	3.4%	2
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	4.8%	25	20.0%	11	5.9%	4	8.5%	5	0.0%	0	2.7%	2	4.3%	3	0.0%	0	0.0%	0
Taxi	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.0%	5	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0
Bicycle	0.6%	3	0.0%	0	2.9%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride	1.0%	5	1.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	1.7%	1
Tram	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	3.4%	2
(Don't know / varies)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.7%	1
Base:		518		55		68		59		63		74		69		71		59

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q22 When you go shopping for clothing or footwear, do you link this trip with another activity?																		
<i>Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q19:</i>																		
Yes – food shopping	4.2%	22	5.5%	3	1.5%	1	5.1%	3	1.6%	1	8.1%	6	1.4%	1	4.2%	3	6.8%	4
Yes – non-food shopping	4.2%	22	5.5%	3	2.9%	2	10.2%	6	6.3%	4	2.7%	2	2.9%	2	2.8%	2	1.7%	1
Yes – visiting services such as banks and other financial institutions	1.2%	6	1.8%	1	2.9%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Yes – leisure activity	2.7%	14	5.5%	3	1.5%	1	3.4%	2	3.2%	2	0.0%	0	5.8%	4	0.0%	0	3.4%	2
Yes – travelling to / from work	1.2%	6	0.0%	0	1.5%	1	1.7%	1	0.0%	0	1.4%	1	1.4%	1	0.0%	0	3.4%	2
Yes – travelling to / from school / college / university	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting café / pub / restaurant	16.8%	87	12.7%	7	20.6%	14	8.5%	5	12.7%	8	13.5%	10	14.5%	10	16.9%	12	35.6%	21
Yes – visiting family/friends	3.3%	17	5.5%	3	5.9%	4	1.7%	1	4.8%	3	1.4%	1	2.9%	2	1.4%	1	3.4%	2
Yes – visiting health service such as doctor, dentist, hospital	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.4%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	59.3%	307	61.8%	34	54.4%	37	67.8%	40	58.7%	37	68.9%	51	58.0%	40	60.6%	43	42.4%	25
Yes - going to church	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Yes - visiting the market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - window shopping / browsing	2.1%	11	0.0%	0	2.9%	2	1.7%	1	3.2%	2	1.4%	1	2.9%	2	4.2%	3	0.0%	0
(Don't know / varies)	3.7%	19	0.0%	0	4.4%	3	0.0%	0	3.2%	2	1.4%	1	10.1%	7	7.0%	5	1.7%	1
Base:		518		55		68		59		63		74		69		71		59

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q23 Where did you last buy books, CDs, DVDs?																	
<i>Excl. Nulls</i>																	
Zone 1																	
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Town Centre	17.6%	84	40.3%	25	36.7%	22	10.9%	6	16.9%	11	1.9%	1	9.1%	6	12.3%	7	10.5%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	0.6%	3	1.6%	1	1.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Park Road, Shelthorpe, Loughborough	0.0%	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, Unit 1, The Rushes Shopping Centre, Loughborough	3.2%	15	9.7%	6	5.0%	3	1.8%	1	4.6%	3	0.0%	0	1.5%	1	0.0%	0	1.8%
	0.4%	2	0.0%	0	1.7%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Willowbrook Park, Loughborough	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	1.1%	5	0.0%	0	6.7%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Regents Place Retail Park, Derby Road, Loughborough	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sharply Road Local Centre	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Asda, 25 Charnwood Street, Shepshed	0.6%	3	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op Extra, The Hallcroft, Shepshed	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.8%	4	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Zone 4																	
Barrow Upon Star District Centre	0.0%	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Aldi, 1169 Melton Road, Syston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%
Asda, Inglenook Park,	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	1.5%	1	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey
For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Barkby Thorpe Lane, Thurmaston																	
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Syston District Centre	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	6	0.0%	0	0.0%	0	0.0%
Tesco Metro, 1197 Melton Road, Syston	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurmaston Village Centre Zone 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birstall Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%
Co-op, 132 Rothley Road, Mountsorrel	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 17-25 Cropston Road, Anstey	0.0%	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, 19 Loughborough Road, Quorn	0.0%	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, 19 Wanlip Lane, Birstall	0.0%	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester Road / Market Place, Mountsorrel Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quorn Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothley Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, 139 Sibson Road, Birstall	0.0%	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7																	
Bradmore Village Centre	0.0%	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ruddington Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%
Zone 8																	
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kegworth Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area																	
Aldi, Thornborough Road, Coalville	0.0%	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, 184 Loughborough Road, West Bridgford, Nottingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%
Asda, Midland Street, Long Eaton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Ashby-de-la-Zouch — all locations	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Leys District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Centre, Leicester																		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	12.3%	7
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.4%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	4.0%	19	0.0%	0	0.0%	0	0.0%	0	4.6%	3	11.1%	6	12.1%	8	0.0%	0	3.5%	2
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	3.6%	17	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	22.8%	13	5.3%	3
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	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, Grove Farm Triangle, Fosse Park, Leicester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.5%	1	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	0	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	0	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, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.0%	0	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	0.8%	4	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	1.8%	1
Internet / Delivery	56.9%	271	48.4%	30	45.0%	27	65.5%	36	61.5%	40	59.3%	32	65.2%	43	56.1%	32	54.4%	31
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
shopping) (Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		476		62		60		55		65		54		66		57		57

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q24 Where did you last buy small household goods such as home furnishings, glass and china items?																	
<i>Excl. Nulls</i>																	
Zone 1																	
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Town Centre	18.5%	74	23.3%	14	38.6%	17	24.5%	13	24.1%	13	1.9%	1	5.7%	3	16.7%	7	14.6%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	0.5%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%
Tesco Extra, Park Road, Shelthorpe, Loughborough	0.0%	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, Unit 1, The Rushes Shopping Centre, Loughborough	3.8%	15	8.3%	5	6.8%	3	1.9%	1	3.7%	2	1.9%	1	1.9%	1	2.4%	1	2.4%
	0.8%	3	0.0%	0	2.3%	1	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	0.0%	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&M, Willowbrook Park, Loughborough	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road, West Extension, Loughborough	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Station Avenue, Loughborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	2.4%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Regents Place Retail Park, Derby Road, Loughborough	3.8%	15	6.7%	4	11.4%	5	3.8%	2	1.9%	1	0.0%	0	0.0%	0	4.8%	2	2.4%
Sharply Road Local Centre	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowbrook Retail Park, Derby Road, Loughborough	2.5%	10	5.0%	3	2.3%	1	5.7%	3	3.7%	2	0.0%	0	0.0%	0	2.4%	1	0.0%
Zone 3																	
Asda, 25 Charnwood Street, Shepshed	1.0%	4	0.0%	0	0.0%	0	7.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op Extra, The Hallcroft, Shepshed	0.0%	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Barrow Upon Star District Centre	0.0%	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mountsorrell Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Aldi, 1169 Melton Road, Syston	0.0%	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, Inglenook Park,	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey For WYG

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	2.3%	9	0.0%	0	0.0%	0	0.0%	0	3.7%	2	11.5%	6	1.9%	1	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	4.8%	19	0.0%	0	0.0%	0	0.0%	0	7.4%	4	23.1%	12	5.7%	3	0.0%	0	0.0%	0
Thurmaston Village Centre Zone 6	0.8%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.9%	1	1.9%	1	0.0%	0	0.0%	0
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.8%	2	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	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, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	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, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Whitwick Village Centre Outside Study Area	0.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Thornborough Road, Coalville	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																	
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville Town Centre	0.8%	3	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	1.3%	5	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	7.3%
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	3.8%	15	5.0%	3	0.0%	0	3.8%	2	5.6%	3	1.9%	1	3.8%	2	0.0%	0	9.8%
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	7.5%	30	8.3%	5	11.4%	5	5.7%	3	7.4%	4	5.8%	3	9.4%	5	7.1%	3	4.9%
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	12.8%	51	20.0%	12	2.3%	1	7.5%	4	16.7%	9	13.5%	7	22.6%	12	4.8%	2	9.8%
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	6.0%	24	0.0%	0	4.5%	2	3.8%	2	1.9%	1	0.0%	0	3.8%	2	31.0%	13	9.8%
Other, Blaby	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.9%	1	0.0%	0	0.0%
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Melton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, North West	0.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Other, Yorkshire	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	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, Grove Farm Triangle, Fosse Park, Leicester	0.5%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.8%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	3.8%	2	0.0%	0	0.0%
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	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, Waverley Street, Long Eaton	0.0%	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, Resolution Road, Ashby-de-la-Zouch	0.0%	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Others																	
Abroad	0.5%	2	0.0%	0	2.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	19.3%	77	18.3%	11	15.9%	7	26.4%	14	11.1%	6	21.2%	11	20.8%	11	23.8%	10	17.1%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Charnwood Household Survey
For WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
shopping) (Don't know / can't remember)	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0
Base:	399	60	44	53	54	52	53	42	41

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q25 Where did you last buy goods such as toys, games, bicycles and recreation goods?																	
<i>Excl. Nulls</i>																	
Zone 1																	
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Town Centre	19.2%	63	28.6%	14	28.3%	13	26.8%	11	32.6%	14	0.0%	0	4.5%	2	19.2%	5	9.5%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	0.9%	3	0.0%	0	4.3%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Park Road, Shelthorpe, Loughborough	0.0%	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, Unit 1, The Rushes Shopping Centre, Loughborough	2.4%	8	6.1%	3	4.3%	2	0.0%	0	4.7%	2	0.0%	0	2.3%	1	0.0%	0	0.0%
	1.2%	4	2.0%	1	2.2%	1	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	0.0%	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&M, Willowbrook Park, Loughborough	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Jubilee Drive, Loughborough	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.6%	2	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%
Regents Place Retail Park, Derby Road, Loughborough	2.4%	8	6.1%	3	4.3%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	7.7%	2	0.0%
Sharply Road Local Centre	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowbrook Retail Park, Derby Road, Loughborough	3.0%	10	8.2%	4	4.3%	2	0.0%	0	4.7%	2	2.7%	1	0.0%	0	3.8%	1	0.0%
Zone 3																	
Asda, 25 Charnwood Street, Shepshed	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%
Co-op Extra, The Hallcroft, Shepshed	0.0%	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.9%	3	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Zone 4																	
Barrow Upon Star District Centre	0.0%	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Aldi, 1169 Melton Road, Syston	0.0%	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, Inglenook Park,	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Barkby Thorpe Lane, Thurmaston																	
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Syston District Centre	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	4	0.0%	0	0.0%	0	0.0%
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%
Thurmaston Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%
Zone 6																	
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birstall Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%
Co-op, 132 Rothley Road, Mountsorrel	0.0%	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, 17-25 Cropston Road, Anstey	0.0%	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, 19 Loughborough Road, Quorn	0.0%	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, 19 Wanlip Lane, Birstall	0.0%	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester Road / Market Place, Mountsorrel Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothley Local Centre	0.0%	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, 139 Sibson Road, Birstall	0.0%	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7																	
Bradmore Village Centre	0.0%	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Leake Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8																	
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Whitwick Road, Coalville	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area																	
Aldi, Thornborough Road, Coalville	0.0%	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, 184 Loughborough Road, West Bridgford, Nottingham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashby-de-la-Zouch — all locations	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%
B&Q, Devonshire Road, Leicester LE4 0BG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%
Beaumont Leys District	0.9%	3	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey
For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																	
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville Town Centre	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	1.5%	5	2.0%	1	0.0%	0	2.4%	1	0.0%	0	2.7%	1	2.3%	1	0.0%	0	2.4%
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	2.4%	8	2.0%	1	4.3%	2	0.0%	0	0.0%	0	2.7%	1	0.0%	0	15.4%	4	0.0%
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	8.5%	28	2.0%	1	6.5%	3	2.4%	1	7.0%	3	24.3%	9	18.2%	8	0.0%	0	7.1%
Melton Mowbray — all locations	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	1.5%	5	0.0%	0	2.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	11.5%	3	0.0%
Other, Blaby	0.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Derby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Other, East England	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Other, East Midlands	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Other, Hinkley & Bosworth	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Leicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%
Other, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	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, Grove Farm Triangle, Fosse Park, Leicester	0.0%	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, Melton Road, Leicester LE4 7SJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	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, Waverley Street, Long Eaton	0.0%	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, Resolution Road, Ashby-de-la-Zouch	0.0%	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others																	
Abroad	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	40.2%	132	36.7%	18	23.9%	11	48.8%	20	44.2%	19	40.5%	15	50.0%	22	30.8%	8	45.2%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Charnwood Household Survey
For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
shopping) (Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	328		49		46		41		43		37		44		26		42	

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q26 Where did you last buy chemist goods (including health and beauty products)?																		
Excl. Nulls																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	32.2%	227	59.3%	51	77.5%	69	38.8%	31	37.9%	36	2.4%	2	15.2%	14	18.4%	16	8.6%	8
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelthorpe District Centre	1.6%	11	2.3%	2	4.5%	4	5.0%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	0.4%	3	2.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	4.1%	29	14.0%	12	3.4%	3	2.5%	2	7.4%	7	0.0%	0	4.3%	4	1.1%	1	0.0%	0
	1.1%	8	2.3%	2	2.2%	2	1.3%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Zone 2																		
Aldi, 51 Belton Road, Loughborough	0.7%	5	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1	2.3%	2	1.1%	1
B&M, Willowbrook Park, Loughborough	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Jubilee Drive, Loughborough	0.0%	0	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, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.4%	3	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	1.3%	9	0.0%	0	6.7%	6	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.3%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	1.0%	7	0.0%	0	0.0%	0	6.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	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, Anson Road, Shepshed	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Shepshed District Centre	3.7%	26	1.2%	1	0.0%	0	21.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	8
Zone 4																		
Barrow Upon Star District Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	8.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sileby District Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	6.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park,	2.6%	18	0.0%	0	0.0%	0	0.0%	0	2.1%	2	16.7%	14	2.2%	2	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Barkby Thorpe Lane, Thurmaston																	
East Goscote Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Road Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Syston District Centre	2.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	19	0.0%	0	0.0%	0	0.0%
Tesco Metro, 1197 Melton Road, Syston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	4.0%	28	1.2%	1	0.0%	0	0.0%	0	6.3%	6	20.2%	17	4.3%	4	0.0%	0	0.0%
Thurmaston Village Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.8%	4	2.2%	2	0.0%	0	0.0%
Zone 6																	
Anstey District Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%
Birstall Village Centre	2.3%	16	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	16.3%	15	0.0%	0	0.0%
Co-op, 132 Rothley Road, Mountsorrel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 17-25 Cropston Road, Anstey	0.0%	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, 19 Loughborough Road, Quorn	0.0%	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, 19 Wanlip Lane, Birstall	0.0%	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester Road / Market Place, Mountsorrel Local Centre	1.1%	8	2.3%	2	0.0%	0	0.0%	0	6.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Markfield Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%
Other, Zone 6	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%
Quorn Local Centre	1.3%	9	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	7.6%	7	0.0%	0	0.0%
Rothley Local Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	4.3%	4	0.0%	0	0.0%
Tesco Express, 139 Sibson Road, Birstall	0.0%	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7																	
Bradmore Village Centre	0.0%	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Leake Village Centre	2.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.8%	19	0.0%
Other, Rushcliffe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ruddington Village	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	8	0.0%
Zone 8																	
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castle Donington Town Centre	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%
Kegworth Village Centre	2.3%	16	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	6	9.7%
Morrisons, Whitwick Road, Coalville	0.9%	6	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.2%
Whitwick Village Centre	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%
Outside Study Area																	
Aldi, Thornborough Road, Coalville	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashby-de-la-Zouch — all locations	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Leys District	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	8	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey
For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																	
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton-upon-Trent Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Coalville Town Centre	3.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	1.0%	7	0.0%	0	0.0%	0	2.5%	2	0.0%	0	4.8%	4	1.1%	1	0.0%	0	0.0%
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	3.1%	22	0.0%	0	0.0%	0	0.0%	0	2.1%	2	13.1%	11	7.6%	7	0.0%	0	2.2%
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%
Nottingham City Centre	2.0%	14	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0	11.5%	10	2.2%
Other, Blaby	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	1	0.0%	0	3.2%
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	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, Grove Farm Triangle, Fosse Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%
Sainsbury's, Stoney Road, Beeston, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5	0.0%	0	0.0%
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Tesco Extra, Waverley Street, Long Eaton	0.0%	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, Resolution Road, Ashby-de-la-Zouch	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
West Bridgford Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others																	
Abroad	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Internet / Delivery	6.1%	43	11.6%	10	1.1%	1	15.0%	12	6.3%	6	1.2%	1	4.3%	4	9.2%	8	1.1%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Charnwood Household Survey
For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
shopping) (Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	706		86		89		80		95		84		92		87		93	

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q27 Where did you last buy electrical items, such as televisions, washing machines and computers?																		
Excl. Nulls																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	16.9%	100	27.5%	22	29.9%	23	23.9%	16	21.8%	17	1.5%	1	6.3%	5	7.8%	5	13.6%	11
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	0.0%	0	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, Ashby Road, Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Shelthorpe District Centre	0.0%	0	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, Park Road, Shelthorpe, Loughborough	2.9%	17	8.8%	7	3.9%	3	0.0%	0	3.8%	3	0.0%	0	2.5%	2	0.0%	0	2.5%	2
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Aldi, 51 Belton Road, Loughborough	0.0%	0	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&M, Willowbrook Park, Loughborough	0.0%	0	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, Jubilee Drive, Loughborough	0.3%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	15.5%	92	21.3%	17	31.2%	24	28.4%	19	10.3%	8	1.5%	1	3.8%	3	14.1%	9	13.6%	11
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	1.7%	10	2.5%	2	1.3%	1	3.0%	2	2.6%	2	0.0%	0	0.0%	0	1.6%	1	2.5%	2
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	0.5%	3	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Barrow Upon Star District Centre	0.0%	0	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.0%	0	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, Inglenook Park,	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	5	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Barkby Thorpe Lane, Thurmaston																	
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Road Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Other, Zone 5	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.3%	1	0.0%	0	0.0%
Syston District Centre	0.5%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%
Tesco Metro, 1197 Melton Road, Syston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.3%	1	0.0%	0	0.0%
Thurmaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6																	
Anstey District Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5	0.0%	0	0.0%
Birstall Village Centre	0.0%	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, 132 Rothley Road, Mountsorrel	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 17-25 Cropston Road, Anstey	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%
Co-op, 19 Loughborough Road, Quorn	0.0%	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, 19 Wanlip Lane, Birstall	0.0%	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester Road / Market Place, Mountsorrel Local Centre	0.3%	2	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothley Local Centre	0.0%	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, 139 Sibson Road, Birstall	0.0%	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7																	
Bradmore Village Centre	0.0%	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%
Ruddington Village	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%
Zone 8																	
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castle Donington Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area																	
Aldi, Thornborough Road, Coalville	0.0%	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, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	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, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashby-de-la-Zouch — all locations	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Leys District	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Centre, Leicester																		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Coalville Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	6
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	6.1%	36	3.8%	3	1.3%	1	7.5%	5	6.4%	5	13.4%	9	12.7%	10	0.0%	0	3.7%	3
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0
Ibstock Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Leicester City Centre	10.3%	61	6.3%	5	5.2%	4	4.5%	3	16.7%	13	22.4%	15	21.5%	17	1.6%	1	3.7%	3
Melton Mowbray — all locations	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	4.7%	28	0.0%	0	1.3%	1	1.5%	1	0.0%	0	1.5%	1	0.0%	0	31.3%	20	6.2%	5
Other, Blaby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Other, Rushcliffe	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	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, Grove Farm Triangle, Fosse Park, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	0	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.0%	2	1.3%	1	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.3%	1	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
West Bridgford Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Others																		
Abroad	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	28.5%	169	28.8%	23	24.7%	19	25.4%	17	34.6%	27	32.8%	22	31.6%	25	21.9%	14	27.2%	22
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
shopping) (Don't know / can't remember)	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0
Base:	593	80	77	67	78	67	79	64	81

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q28 Where did you last buy DIY (including gardening) goods?																	
<i>Excl. Nulls</i>																	
Zone 1																	
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Town Centre	8.9%	54	13.6%	11	13.0%	10	11.1%	8	9.4%	8	0.0%	0	5.1%	4	9.6%	7	7.9%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	0.0%	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, Park Road, Shelthorpe, Loughborough	0.0%	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, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	0.0%	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&M, Willowbrook Park, Loughborough	0.7%	4	0.0%	0	2.6%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
B&Q, Jubilee Drive, Loughborough	53.6%	324	72.8%	59	62.3%	48	65.3%	47	69.4%	59	19.0%	12	37.2%	29	45.2%	33	48.7%
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Regents Place Retail Park, Derby Road, Loughborough	0.5%	3	0.0%	0	2.6%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sharply Road Local Centre	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Belton Road, Loughborough	2.8%	17	1.2%	1	7.8%	6	2.8%	2	7.1%	6	0.0%	0	0.0%	0	0.0%	0	2.6%
Willowbrook Retail Park, Derby Road, Loughborough	1.7%	10	1.2%	1	5.2%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	2.6%
Zone 3																	
Asda, 25 Charnwood Street, Shepshed	0.0%	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 Extra, The Hallcroft, Shepshed	0.0%	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.5%	3	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Barrow Upon Star District Centre	0.0%	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Aldi, 1169 Melton Road, Syston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%
Asda, Inglenook Park,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey
For WYG

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.5%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	3.1%	19	0.0%	0	0.0%	0	0.0%	0	3.5%	3	25.4%	16	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1
Birstall Village Centre	0.8%	5	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.8%	3	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	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, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.3%	2	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	1.5%	9	2.5%	2	0.0%	0	0.0%	0	1.2%	1	1.6%	1	6.4%	5	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.8%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	2	2.6%	2	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.8%	5	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0
Co-op, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Ruddington Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.5%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	0	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, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4
B&Q, Devonshire Road, Leicester LE4 0BG	4.3%	26	0.0%	0	0.0%	0	0.0%	0	1.2%	1	7.9%	5	25.6%	20	0.0%	0	0.0%	0
Beaumont Leys District	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.6%	2	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																	
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton-upon-Trent Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Coalville Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	2.5%	15	1.2%	1	0.0%	0	1.4%	1	0.0%	0	12.7%	8	6.4%	5	0.0%	0	0.0%
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	1.5%	9	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	9.6%	7	0.0%
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Derby	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Hinkley & Bosworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Melton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.5%	3	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Other, Yorkshire	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5	0.0%
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.0%	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, Melton Road, Leicester LE4 7SJ	0.0%	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, Stoney Road, Beeston, Nottingham	0.0%	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.0%	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, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	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, Waverley Street, Long Eaton	0.0%	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, Resolution Road, Ashby-de-la-Zouch	0.0%	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Others																	
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	4.6%	28	1.2%	1	2.6%	2	4.2%	3	3.5%	3	7.9%	5	5.1%	4	5.5%	4	7.9%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey
For WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
shopping) (Don't know / can't remember)	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0
Base:	605	81	77	72	85	63	78	73	76

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q29 Where did you last buy furniture, carpets and floor coverings?																		
<i>Excl. Nulls</i>																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	17.4%	67	33.3%	19	28.6%	12	17.1%	7	10.5%	6	2.0%	1	13.2%	7	18.6%	8	17.5%	7
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelthorpe District Centre	0.0%	0	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, Park Road, Shelthorpe, Loughborough	0.0%	0	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, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Aldi, 51 Belton Road, Loughborough	0.0%	0	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&M, Willowbrook Park, Loughborough	0.5%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
B&Q, Jubilee Drive, Loughborough	1.3%	5	0.0%	0	4.8%	2	4.9%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	9.1%	35	12.3%	7	26.2%	11	4.9%	2	12.3%	7	3.9%	2	3.8%	2	4.7%	2	5.0%	2
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.5%	2	1.8%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	2.1%	8	1.8%	1	2.4%	1	2.4%	1	1.8%	1	0.0%	0	1.9%	1	4.7%	2	2.5%	1
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	0.0%	0	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 Extra, The Hallcroft, Shepshed	0.0%	0	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	1.6%	6	0.0%	0	0.0%	0	14.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Barrow Upon Star District Centre	0.0%	0	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sileby District Centre	2.1%	8	1.8%	1	0.0%	0	0.0%	0	12.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.0%	0	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, Inglenook Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	3.1%	12	0.0%	0	0.0%	0	0.0%	0	3.5%	2	17.6%	9	1.9%	1	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.9%	1	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	5.2%	20	3.5%	2	4.8%	2	4.9%	2	10.5%	6	7.8%	4	7.5%	4	0.0%	0	0.0%	0
Birstall Village Centre	2.6%	10	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.0%	1	15.1%	8	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	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, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	2.5%	1
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.5%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	0	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, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
B&Q, Devonshire Road, Leicester LE4 0BG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																	
Birmingham City Centre	0.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville Town Centre	2.6%	10	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	20.0%
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	1.6%	6	1.8%	1	0.0%	0	0.0%	0	3.5%	2	2.0%	1	0.0%	0	0.0%	0	5.0%
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	8.1%	31	10.5%	6	4.8%	2	7.3%	3	7.0%	4	11.8%	6	11.3%	6	0.0%	0	10.0%
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	4.9%	19	3.5%	2	0.0%	0	9.8%	4	1.8%	1	7.8%	4	3.8%	2	11.6%	5	2.5%
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	12.2%	47	17.5%	10	14.3%	6	9.8%	4	14.0%	8	13.7%	7	20.8%	11	0.0%	0	2.5%
Melton Mowbray — all locations	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	3.9%	15	1.8%	1	2.4%	1	2.4%	1	1.8%	1	0.0%	0	1.9%	1	18.6%	8	5.0%
Other, Blaby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	1.0%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	7.5%
Other, Hinkley & Bosworth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%
Other, Leicester	0.8%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.9%	1	0.0%	0	2.5%
Other, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.5%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%
Other, Rushcliffe	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%
Other, South East	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wales	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	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, Grove Farm Triangle, Fosse Park, Leicester	0.0%	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, Melton Road, Leicester LE4 7SJ	0.0%	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, Stoney Road, Beeston, Nottingham	0.0%	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.0%	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, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	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, Waverley Street, Long Eaton	0.0%	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, Resolution Road, Ashby-de-la-Zouch	0.0%	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 Bridgford Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others																	
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	10.7%	41	8.8%	5	7.1%	3	12.2%	5	8.8%	5	9.8%	5	11.3%	6	20.9%	9	7.5%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
shopping) (Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	384		57		42		41		57		51		53		43		40	

Q30 Do you ever visit any of the following centres? [MR/PR]

Loughborough Town Centre	76.1%	611	94.0%	94	92.0%	92	85.1%	86	83.0%	83	38.0%	38	68.3%	69	70.0%	70	78.2%	79
Syston District Centre	22.2%	178	7.0%	7	4.0%	4	5.9%	6	32.0%	32	91.0%	91	32.7%	33	3.0%	3	2.0%	2
(Don't visit either of these)	15.7%	126	6.0%	6	8.0%	8	14.9%	15	14.0%	14	9.0%	9	21.8%	22	30.0%	30	21.8%	22
Base:		803		100		100		101		100		100		101		100		101

Q31 Which centre do you visit the most?*Those who visit more than one or more centres at Q30:*

Loughborough Town Centre	82.6%	559	100.0%	94	100.0%	92	98.8%	85	84.9%	73	4.4%	4	79.7%	63	100.0%	70	98.7%	78
Syston District Centre	17.4%	118	0.0%	0	0.0%	0	1.2%	1	15.1%	13	95.6%	87	20.3%	16	0.0%	0	1.3%	1
Base:		677		94		92		86		86		91		79		70		79

MeanScore: visits per year**Q32 How often do you visit (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30)?***Those who visit a centre at Q30:*

Daily	5.8%	39	13.8%	13	6.5%	6	1.2%	1	1.2%	1	16.5%	15	2.5%	2	0.0%	0	1.3%	1
At least two times a week	17.7%	120	31.9%	30	30.4%	28	22.1%	19	5.8%	5	29.7%	27	6.3%	5	4.3%	3	3.8%	3
At least once a week	29.0%	196	35.1%	33	40.2%	37	30.2%	26	32.6%	28	24.2%	22	12.7%	10	34.3%	24	20.3%	16
At least once a fortnight	17.6%	119	10.6%	10	9.8%	9	24.4%	21	26.7%	23	12.1%	11	20.3%	16	21.4%	15	17.7%	14
At least once a month	15.2%	103	5.3%	5	9.8%	9	14.0%	12	16.3%	14	11.0%	10	24.1%	19	14.3%	10	30.4%	24
At least every two months	4.7%	32	0.0%	0	2.2%	2	2.3%	2	9.3%	8	1.1%	1	13.9%	11	5.7%	4	5.1%	4
At least every 3 months	4.0%	27	0.0%	0	0.0%	0	2.3%	2	3.5%	3	1.1%	1	8.9%	7	5.7%	4	12.7%	10
At least every 6 months	1.8%	12	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	5.7%	4	3.8%	3
Less often than once every 6 months	0.7%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	1	1.4%	1	2.5%	2
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.5%	24	2.1%	2	1.1%	1	3.5%	3	3.5%	3	4.4%	4	5.1%	4	7.1%	5	2.5%	2
Mean:		82.77		141.55		113.10		76.86		44.43		145.41		40.49		37.40		33.05
Base:		677		94		92		86		86		91		79		70		79

Q33 How do you usually travel to (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30) (main part of journey)?*Those who visit a centre at Q30:*

Car / van (as driver)	67.7%	458	41.5%	39	46.7%	43	72.1%	62	76.7%	66	68.1%	62	79.7%	63	78.6%	55	86.1%	68
Car / van (as passenger)	6.5%	44	6.4%	6	8.7%	8	4.7%	4	9.3%	8	3.3%	3	7.6%	6	4.3%	3	7.6%	6
Bus, minibus or coach	12.1%	82	6.4%	6	21.7%	20	19.8%	17	11.6%	10	4.4%	4	10.1%	8	17.1%	12	6.3%	5
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	12.0%	81	42.6%	40	18.5%	17	2.3%	2	0.0%	0	23.1%	21	1.3%	1	0.0%	0	0.0%	0
Taxi	0.3%	2	1.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.2%	8	2.1%	2	3.3%	3	1.2%	1	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Base:		677		94		92		86		86		91		79		70		79

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q34 What is the main reason for visiting (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30)?																		
<i>Those who visit a centre at Q30:</i>																		
Choice and range of shops	33.7%	228	33.0%	31	29.3%	27	39.5%	34	39.5%	34	44.0%	40	35.4%	28	22.9%	16	22.8%	18
Supermarket	3.8%	26	3.2%	3	3.3%	3	3.5%	3	9.3%	8	7.7%	7	1.3%	1	1.4%	1	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	7.4%	50	6.4%	6	8.7%	8	11.6%	10	4.7%	4	6.6%	6	8.9%	7	5.7%	4	6.3%	5
Choice of services (hairdressers, banks etc)	8.4%	57	10.6%	10	4.3%	4	5.8%	5	12.8%	11	7.7%	7	7.6%	6	14.3%	10	5.1%	4
Livestock market	3.8%	26	4.3%	4	4.3%	4	8.1%	7	2.3%	2	1.1%	1	1.3%	1	7.1%	5	2.5%	2
Environmental quality of centre	2.4%	16	2.1%	2	5.4%	5	2.3%	2	0.0%	0	1.1%	1	1.3%	1	0.0%	0	6.3%	5
Close to home	10.6%	72	12.8%	12	18.5%	17	11.6%	10	5.8%	5	9.9%	9	6.3%	5	10.0%	7	8.9%	7
Close to work	3.3%	22	4.3%	4	3.3%	3	3.5%	3	2.3%	2	4.4%	4	3.8%	3	1.4%	1	2.5%	2
Easily accessible by public transport	0.4%	3	1.1%	1	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	0.7%	5	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	2.5%	2
Free car parking	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Compact layout	1.3%	9	3.2%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.9%	2	3.8%	3
Convenient for meeting family / friends	4.0%	27	3.2%	3	1.1%	1	3.5%	3	8.1%	7	4.4%	4	7.6%	6	4.3%	3	0.0%	0
Convenient generally	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Familiarity	0.7%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	2.9%	2	1.3%	1
For a change	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.5%	2	2.9%	2	0.0%	0
Good for walking	0.9%	6	3.2%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1
Good for window shopping / browsing	2.2%	15	3.2%	3	3.3%	3	1.2%	1	2.3%	2	2.2%	2	2.5%	2	0.0%	0	2.5%	2
Good market	3.7%	25	3.2%	3	4.3%	4	1.2%	1	2.3%	2	0.0%	0	6.3%	5	1.4%	1	11.4%	9
My doctor is located there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Pedestrianised	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Pleasant atmosphere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Quiet / not too busy	2.1%	14	2.1%	2	0.0%	0	2.3%	2	4.7%	4	0.0%	0	1.3%	1	4.3%	3	2.5%	2
(Nothing in particular)	8.7%	59	4.3%	4	10.9%	10	3.5%	3	4.7%	4	8.8%	8	8.9%	7	12.9%	9	17.7%	14
Base:		677		94		92		86		86		91		79		70		79

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8																	
Q35 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30) more often?																																	
<i>Those who visit a centre at Q30:</i>																																	
1st Mention																																	
Increased choice and range of shops	18.2%	123	28.7%	27	30.4%	28	10.5%	9	25.6%	22	4.4%	4	10.1%	8	21.4%	15	12.7%	10															
Discount food stores within the town centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.4%	1	0.0%	0															
Improved non-food shops within the town centre	0.9%	6	1.1%	1	3.3%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0															
Improved leisure facilities	0.7%	5	4.3%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0															
Improved quality of shops	1.0%	7	1.1%	1	4.3%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1															
More parking	6.2%	42	3.2%	3	3.3%	3	8.1%	7	8.1%	7	12.1%	11	6.3%	5	4.3%	3	3.8%	3															
Cheaper parking	2.8%	19	5.3%	5	4.3%	4	0.0%	0	1.2%	1	1.1%	1	2.5%	2	1.4%	1	6.3%	5															
Improved street cleaning	0.6%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.5%	2															
Increased public transport	1.6%	11	1.1%	1	2.2%	2	1.2%	1	1.2%	1	2.2%	2	0.0%	0	1.4%	1	3.8%	3															
Cheaper public transport	0.4%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0															
Better environment	1.5%	10	3.2%	3	0.0%	0	1.2%	1	2.3%	2	1.1%	1	1.3%	1	1.4%	1	1.3%	1															
Better security	0.9%	6	3.2%	3	1.1%	1	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0															
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0															
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0															
Address the homeless issue	0.3%	2	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0															
Better clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0															
Better disabled access / facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1															
Better market	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0															
Fewer betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0															
Fewer buses	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0															
Fewer market stalls	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0															
Free car parking	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0															
Improved access by car (e.g. better roads)	0.6%	4	2.1%	2	1.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0															
Less betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0															
Less cafés / restaurants / takeaways	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0															
Less charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0															
Less cheap shops	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0															
Less student housing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0															
Less vacant shops	1.2%	8	1.1%	1	1.1%	1	1.2%	1	0.0%	0	1.1%	1	1.3%	1	4.3%	3	0.0%	0															
Long parking hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0															
More / better cafés / restaurants	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0															
More / better cycle paths	0.6%	4	0.0%	0	2.2%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0															
More / better public toilets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0															
More / better pubs	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0															
More financial services (e.g. banks, post office etc.)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0															
More independent shops	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0															
More street furniture (e.g. benches, litter bins etc.)	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0															
Open a community centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0															
Reduce business rates / rents	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0															
Reduce traffic congestion	1.5%	10	0.0%	0	1.1%	1	2.3%	2	0.0%	0	5.5%	5	2.5%	2	0.0%	0	0.0%	0															
Remove cycle lanes	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0															
Repair roads (e.g. potholes)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0															
Stop building houses	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0															
Tighter parking regulations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0															
(Nothing / Nothing else)	56.3%	381	42.6%	40	35.9%	33	67.4%	58	55.8%	48	62.6%	57	70.9%	56	58.6%	41	60.8%	48															
(Don't know)	1.5%	10	0.0%	0	1.1%	1	0.0%	0	1.2%	1	1.1%	1	0.0%	0	2.9%	2	6.3%	5															
Base:		677		94		92		86		86		91		79		70		79															

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
2nd Mention																		
Increased choice and range of shops	2.5%	17	2.1%	2	7.6%	7	1.2%	1	1.2%	1	1.1%	1	1.3%	1	2.9%	2	2.5%	2
Discount food stores within the town centre	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	2.7%	18	4.3%	4	6.5%	6	0.0%	0	2.3%	2	1.1%	1	0.0%	0	4.3%	3	2.5%	2
Improved leisure facilities	0.4%	3	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Improved quality of shops	0.9%	6	3.2%	3	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
More parking	1.8%	12	1.1%	1	3.3%	3	1.2%	1	1.2%	1	4.4%	4	0.0%	0	2.9%	2	0.0%	0
Cheaper parking	2.5%	17	2.1%	2	3.3%	3	2.3%	2	4.7%	4	2.2%	2	2.5%	2	2.9%	2	0.0%	0
Improved street cleaning	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Increased public transport	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Cheaper public transport	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.6%	4	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1
Better security	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access / facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Better market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Fewer betting shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer buses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer market stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access by car (e.g. better roads)	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafés / restaurants / takeaways	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Less charity shops	0.7%	5	0.0%	0	3.3%	3	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Less cheap shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less student housing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	0.7%	5	2.1%	2	2.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Long parking hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
More / better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks, post office etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a community centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Reduce business rates / rents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	0.7%	5	0.0%	0	1.1%	1	1.2%	1	1.2%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Remove cycle lanes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair roads (e.g. potholes)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tighter parking regulations	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	81.5%	552	78.7%	74	63.0%	58	90.7%	78	87.2%	75	81.3%	74	89.9%	71	78.6%	55	84.8%	67
(Don't know)	1.9%	13	1.1%	1	2.2%	2	1.2%	1	1.2%	1	1.1%	1	0.0%	0	2.9%	2	6.3%	5
Base:		677		94		92		86		86		91		79		70		79

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
3rd Mention																		
Increased choice and range of shops	0.7%	5	1.1%	1	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.4%	1	1.3%	1
Discount food stores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.7%	5	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.3%	
Improved leisure facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.2%	8	1.1%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	5.1%	4
More parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.4%	3	2.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better clientele	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access / facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer buses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer market stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access by car (e.g. better roads)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Less cafés / restaurants / takeaways	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cheap shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less student housing	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long parking hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks, post office etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a community centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce business rates / rents	0.3%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Remove cycle lanes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair roads (e.g. potholes)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tighter parking regulations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	92.6%	627	89.4%	84	89.1%	82	97.7%	84	97.7%	84	93.4%	85	97.5%	77	90.0%	63	86.1%	68
(Don't know)	2.1%	14	1.1%	1	2.2%	2	1.2%	1	1.2%	1	2.2%	2	0.0%	0	2.9%	2	6.3%	5
Base:		677		94		92		86		86		91		79		70		79

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q35X Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30) more often? (Any mention) <i>Those who visit a centre at Q30:</i>																		
Increased choice and range of shops	20.8%	141	30.9%	29	38.0%	35	11.6%	10	25.6%	22	6.6%	6	11.4%	9	24.3%	17	16.5%	13
Discount food stores within the town centre	0.6%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.4%	1	0.0%	0
Improved non-food shops within the town centre	4.3%	29	6.4%	6	10.9%	10	2.3%	2	2.3%	2	1.1%	1	0.0%	0	7.1%	5	3.8%	3
Improved leisure facilities	1.3%	9	6.4%	6	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.3%	1
Improved quality of shops	3.1%	21	5.3%	5	8.7%	8	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	6.3%	5
More parking	8.1%	55	4.3%	4	6.5%	6	9.3%	8	9.3%	8	17.6%	16	6.3%	5	7.1%	5	3.8%	3
Cheaper parking	5.3%	36	7.4%	7	7.6%	7	2.3%	2	5.8%	5	3.3%	3	5.1%	4	4.3%	3	6.3%	5
Improved street cleaning	1.0%	7	1.1%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	2.5%	2
Increased public transport	1.6%	11	1.1%	1	2.2%	2	1.2%	1	1.2%	1	2.2%	2	0.0%	0	1.4%	1	3.8%	3
Cheaper public transport	0.6%	4	0.0%	0	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Better environment	2.5%	17	6.4%	6	2.2%	2	1.2%	1	2.3%	2	1.1%	1	2.5%	2	1.4%	1	2.5%	2
Better security	1.2%	8	3.2%	3	1.1%	1	1.2%	1	0.0%	0	2.2%	2	1.3%	1	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.3%	2	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better clientele	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access / facilities	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1
Better market	0.4%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Fewer betting shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer buses	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer market stalls	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.3%	2	1.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access by car (e.g. better roads)	0.9%	6	3.2%	3	1.1%	1	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Less cafés / restaurants / takeaways	0.4%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	1.4%	1	0.0%	0
Less charity shops	0.9%	6	0.0%	0	3.3%	3	1.2%	1	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Less cheap shops	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less student housing	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	1.9%	13	3.2%	3	3.3%	3	1.2%	1	0.0%	0	2.2%	2	1.3%	1	4.3%	3	0.0%	0
Long parking hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.4%	3	1.1%	1	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths	0.7%	5	0.0%	0	2.2%	2	0.0%	0	2.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0
More / better public toilets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
More / better pubs	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks, post office etc.)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.3%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a community centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Reduce business rates / rents	0.4%	3	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	2.5%	17	0.0%	0	2.2%	2	3.5%	3	1.2%	1	7.7%	7	5.1%	4	0.0%	0	0.0%	0
Remove cycle lanes	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair roads (e.g. potholes)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tighter parking regulations	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		677		94		92		86		86		91		79		70		79

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q36 Why don't you visit Loughborough Town Centre? [MR]																		
<i>Those who do not visit Loughborough Town Centre at Q30:</i>																		
Lack of choice and range of shops	9.9%	19	0.0%	0	50.0%	4	33.3%	5	23.5%	4	3.2%	2	6.3%	2	3.3%	1	4.5%	1
Doesn't have preferred supermarket	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	6.3%	2	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Too far away from home or work	27.6%	53	16.7%	1	0.0%	0	20.0%	3	5.9%	1	37.1%	23	12.5%	4	46.7%	14	31.8%	7
Not accessible by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconveniently located car parking	4.7%	9	0.0%	0	25.0%	2	0.0%	0	5.9%	1	3.2%	2	3.1%	1	6.7%	2	4.5%	1
Expensive car parking	2.6%	5	0.0%	0	12.5%	1	6.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	9.1%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit	44.3%	85	16.7%	1	12.5%	1	33.3%	5	58.8%	10	51.6%	32	62.5%	20	33.3%	10	27.3%	6
General dislike of the town centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of time	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Not enough disability parking spaces	0.5%	1	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor road system	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	4.5%	1
Prefer to go elsewhere	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2
Too many betting shops	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Too many charity shops	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Too old / ill / disabled	5.7%	11	50.0%	3	12.5%	1	6.7%	1	5.9%	1	3.2%	2	0.0%	0	10.0%	3	0.0%	0
Traffic congestion	2.1%	4	0.0%	0	0.0%	0	6.7%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	2
Unfamiliar with the area / layout	3.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	12.5%	4	0.0%	0	4.5%	1
(Don't know)	1.6%	3	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2
Base:		192		6		8		15		17		62		32		30		22
Q37 Why don't you visit Syston District Centre? [MR]																		
<i>Those who live in Zone 5 but don't visit Syston District Centre at Q30:</i>																		
Lack of choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have preferred supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away from home or work	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Not accessible by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconveniently located car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit	77.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	77.8%	7	0.0%	0	0.0%	0	0.0%	0
Too small	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		9		0		0		0		0		9		0		0		0

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q38 Do people in your household, including yourself, make use of home internet shopping, mobile internet shopping or TV shopping? [MR]																		
Yes, Internet (home)	64.6%	519	61.0%	61	65.0%	65	68.3%	69	71.0%	71	54.0%	54	72.3%	73	57.0%	57	68.3%	69
Yes, Portable internet shopping (through mobile phone / tablet)	26.0%	209	35.0%	35	24.0%	24	34.7%	35	20.0%	20	15.0%	15	30.7%	31	29.0%	29	19.8%	20
Yes, TV Shopping (No)	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	1.0%	1
	33.0%	265	31.0%	31	33.0%	33	28.7%	29	28.0%	28	45.0%	45	26.7%	27	41.0%	41	30.7%	31
Base:		803		100		100		101		100		100		101		100		101
Q39 Which goods or services does your household currently purchase via electronic (home / mobile / TV) shopping? [MR]																		
<i>Those who purchase non-food goods via electronic (home / mobile / TV) shopping at Q38:</i>																		
Banking / finance	2.6%	14	10.1%	7	6.0%	4	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.9%	2
Books	39.2%	211	47.8%	33	37.3%	25	43.1%	31	43.1%	31	27.3%	15	29.7%	22	37.3%	22	45.7%	32
CDs, DVDs, music	35.1%	189	39.1%	27	38.8%	26	41.7%	30	33.3%	24	41.8%	23	24.3%	18	28.8%	17	34.3%	24
Clothes	47.0%	253	55.1%	38	46.3%	31	58.3%	42	52.8%	38	47.3%	26	51.4%	38	27.1%	16	34.3%	24
DIY goods	7.6%	41	8.7%	6	11.9%	8	5.6%	4	5.6%	4	9.1%	5	4.1%	3	8.5%	5	8.6%	6
Food	9.9%	53	10.1%	7	13.4%	9	9.7%	7	11.1%	8	1.8%	1	9.5%	7	6.8%	4	14.3%	10
Furniture / carpets	5.0%	27	10.1%	7	6.0%	4	2.8%	2	6.9%	5	3.6%	2	2.7%	2	5.1%	3	2.9%	2
Garden items	4.6%	25	10.1%	7	10.4%	7	2.8%	2	1.4%	1	3.6%	2	2.7%	2	5.1%	3	1.4%	1
Holiday and / or travel tickets	3.7%	20	8.7%	6	9.0%	6	1.4%	1	0.0%	0	1.8%	1	1.4%	1	1.7%	1	5.7%	4
Jewellery	2.0%	11	2.9%	2	3.0%	2	0.0%	0	2.8%	2	3.6%	2	1.4%	1	3.4%	2	0.0%	0
Major electrical items	16.5%	89	17.4%	12	16.4%	11	13.9%	10	18.1%	13	25.5%	14	10.8%	8	13.6%	8	18.6%	13
Small electrical items	26.0%	140	27.5%	19	32.8%	22	29.2%	21	20.8%	15	34.5%	19	18.9%	14	18.6%	11	27.1%	19
Small household goods	16.4%	88	21.7%	15	20.9%	14	20.8%	15	5.6%	4	18.2%	10	9.5%	7	16.9%	10	18.6%	13
Sports goods	4.3%	23	4.3%	3	7.5%	5	5.6%	4	6.9%	5	1.8%	1	1.4%	1	3.4%	2	2.9%	2
Toys	8.7%	47	11.6%	8	7.5%	5	1.4%	1	8.3%	6	7.3%	4	8.1%	6	6.8%	4	18.6%	13
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camping / outdoor goods	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Craft / hobby items	3.5%	19	1.4%	1	4.5%	3	6.9%	5	4.2%	3	3.6%	2	2.7%	2	0.0%	0	4.3%	3
Gifts	1.3%	7	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.7%	1	2.9%	2
Greetings cards	1.3%	7	0.0%	0	1.5%	1	1.4%	1	1.4%	1	1.8%	1	4.1%	3	0.0%	0	0.0%	0
Health & beauty products, chemist goods	0.7%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	1.4%	1
Magazines	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Pet food / accessories	2.4%	13	1.4%	1	1.5%	1	2.8%	2	0.0%	0	0.0%	0	5.4%	4	3.4%	2	4.3%	3
Stationery	1.3%	7	4.3%	3	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Vehicle parts / accessories	1.7%	9	1.4%	1	0.0%	0	0.0%	0	2.8%	2	1.8%	1	4.1%	3	1.7%	1	1.4%	1
(Don't know / can't remember)	10.4%	56	5.8%	4	3.0%	2	9.7%	7	12.5%	9	9.1%	5	13.5%	10	23.7%	14	7.1%	5
Base:		538		69		67		72		72		55		74		59		70
Q40 For your household's last non-food electronic (home / mobile / TV) shopping order, how did you receive your goods?																		
<i>Those who purchase non-food goods via electronic (home / mobile / TV) shopping at Q38:</i>																		
Collection at store	4.8%	26	2.9%	2	1.5%	1	8.3%	6	5.6%	4	12.7%	7	5.4%	4	1.7%	1	1.4%	1
Home delivery	92.4%	497	94.2%	65	94.0%	63	91.7%	66	88.9%	64	85.5%	47	94.6%	70	93.2%	55	95.7%	67
Delivery to place of work	1.3%	7	1.4%	1	1.5%	1	0.0%	0	4.2%	3	0.0%	0	0.0%	0	1.7%	1	1.4%	1
Collection at click and collect hub (non-store location)	0.9%	5	0.0%	0	3.0%	2	0.0%	0	1.4%	1	1.8%	1	0.0%	0	1.7%	1	0.0%	0
Collection at other location	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.6%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.4%	1
Base:		538		69		67		72		72		55		74		59		70
Q41 Which of these leisure activities do you participate in? [MR/PR]																		
Health & fitness	18.9%	152	25.0%	25	22.0%	22	20.8%	21	22.0%	22	12.0%	12	16.8%	17	16.0%	16	16.8%	17
Leisure centre activities	14.1%	113	11.0%	11	17.0%	17	10.9%	11	27.0%	27	8.0%	8	9.9%	10	10.0%	10	18.8%	19
Cinema	45.8%	368	43.0%	43	41.0%	41	36.6%	37	55.0%	55	40.0%	40	55.4%	56	46.0%	46	49.5%	50
Restaurant	58.9%	473	55.0%	55	58.0%	58	40.6%	41	62.0%	62	54.0%	54	72.3%	73	56.0%	56	73.3%	74
Pub / bars	39.7%	319	31.0%	31	36.0%	36	30.7%	31	57.0%	57	43.0%	43	44.6%	45	34.0%	34	41.6%	42
Nightclub	1.6%	13	1.0%	1	1.0%	1	1.0%	1	3.0%	3	3.0%	3	2.0%	2	0.0%	0	2.0%	2
Social club	3.5%	28	2.0%	2	3.0%	3	0.0%	0	1.0%	1	7.0%	7	1.0%	1	9.0%	9	5.0%	5
Ten pin bowling	6.0%	48	12.0%	12	6.0%	6	2.0%	2	5.0%	5	6.0%	6	7.9%	8	5.0%	5	4.0%	4
Bingo	3.0%	24	6.0%	6	3.0%	3	1.0%	1	1.0%	1	7.0%	7	1.0%	1	1.0%	1	4.0%	4
Theatre / concert hall	30.5%	245	26.0%	26	32.0%	32	17.8%	18	42.0%	42	25.0%	25	40.6%	41	31.0%	31	29.7%	30
Museum / art galleries	18.9%	152	21.0%	21	22.0%	22	9.9%	10	25.0%	25	15.0%	15	17.8%	18	17.0%	17	23.8%	24
(None of these)	15.3%	123	22.0%	22	13.0%	13	24.8%	25	12.0%	12	15.0%	15	8.9%	9	16.0%	16	10.9%	11
Base:		803		100		100		101		100		100		101		100		101

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q42 Which centre / facility did you last visit for indoor sports or health and fitness activity?																	
<i>Those who visit for health & fitness at Q41: AND Excl. Nulls</i>																	
Zone 1																	
Anytime Fitness, Bridge Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CrossFit, Hanford Way, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dynamite Gym, High Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ease Fitness UK, Howard Close, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fit4Less, Wood Gate, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Holywell Fitness Centre, Loughborough Park, Oakwood Drive, Loughborough	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Jim Play, High Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Leisure Centre, Browns Lane, Loughborough	19.2%	37	37.5%	9	31.0%	9	25.0%	6	20.0%	7	6.3%	1	10.5%	2	9.5%	2	4.0%
Loughborough Town Centre	16.1%	31	20.8%	5	41.4%	12	12.5%	3	14.3%	5	12.5%	2	5.3%	1	4.8%	1	8.0%
Other, Zone 1	3.1%	6	4.2%	1	3.4%	1	4.2%	1	2.9%	1	6.3%	1	5.3%	1	0.0%	0	0.0%
PureGym, The Rushes, Loughborough	5.2%	10	16.7%	4	13.8%	4	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Radmoor Centre, Radmoor Road, Loughborough	2.6%	5	4.2%	1	6.9%	2	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Other, Zone 3	0.5%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shephed District Centre	1.6%	3	4.2%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%
Zone 4																	
Barrow Upon Star District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Physfit Gyms, Barrow Road Business Park, Barrow Road, Sileby, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sileby District Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Melton Road Local Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%
Syston District Centre	2.1%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	1	18.8%	3	0.0%	0	0.0%	0	0.0%
Zone 6																	
Anstey District Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%
Birstall District Centre	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	3	0.0%	0	0.0%
Leicester Road / Market Place, Mountsorrel Local Centre	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	2	10.5%	2	0.0%	0	4.0%
Other, Zone 6	1.0%	2	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Soar Valley Leisure Centre, Kingfisher Road, Mountsorrel, Leicester	9.3%	18	0.0%	0	3.4%	1	0.0%	0	34.3%	12	0.0%	0	26.3%	5	0.0%	0	0.0%
South Charnwood Leisure Centre, Parkstone Road, Syston, Leicester	2.6%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	1	18.8%	3	0.0%	0	4.8%	1	0.0%
Zone 7																	
Other, Zone 7	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	4	0.0%
Zone 8																	
East Midlands Airport Yew Lodge Hotel, Packington Hill, Kegworth, Derby DE74 2DF	1.6%	3	0.0%	0	0.0%	0	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%
Hermitage Leisure Centre, Silver Street, Whitwick, Coalville LE67 5EU	5.2%	10	0.0%	0	0.0%	0	16.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%
Reeds Health Club, Packington Hill,	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	8.0%

Column %ges.

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Kegworth, Derby DE74 2DF																		
The Workhouse Gym, Maple Road, Castle Donington DE74 2UT	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2
Outside Study Area																		
Bannatyne Health Club, Welford Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge 4 Studio, Geoff Monk Way, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Leisure Centre, Lantern Lane, East Leake, Loughborough LE12 6QN	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	5	0.0%	0
FAST Fitness, Groby Community College, Groby, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Hill Golf & Conference Centre, Markfield Lane, Botcheston, Leicester LE9 9FH	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	4.0%	1
Leicester City Centre	1.6%	3	4.2%	1	0.0%	0	4.2%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0
Meltdown Gym, Loughborough Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing, Byford Way, Leicester	0.5%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	4.1%	8	0.0%	0	0.0%	0	4.2%	1	2.9%	1	0.0%	0	0.0%	0	9.5%	2	16.0%	4
Other, Harborough	1.0%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Other, Leicester	2.1%	4	4.2%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	10.5%	2	0.0%	0	0.0%	0
Other, London	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	2.1%	4	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	3
Other, Rushcliffe	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0
PureGym, St Georges Way, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Walnut Street, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushcliffe Arena, Rugby Road, West Bridgford, Nottingham NG2 7HY	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	3	0.0%	0
The Gym, Causeway Lane, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	193		24		29		24		35		16		19		21		25	

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q43 Which centre / facility did you last visit to go the cinema?																		
<i>Those who go to the cinema at Q41: AND Excl. Nulls</i>																		
Zone 1																		
Cineworld, Old Hospital Court, Loughborough	40.9%	146	51.2%	22	61.0%	25	44.4%	16	56.6%	30	21.6%	8	26.4%	14	35.6%	16	30.6%	15
FLIX, Epinal Way, Loughborough (Student Cinema)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Cattle Market, Loughborough	26.3%	94	48.8%	21	24.4%	10	41.7%	15	15.1%	8	16.2%	6	24.5%	13	17.8%	8	26.5%	13
Outside Study Area																		
Broadway Cinema, Broad Street, Nottingham	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	5	2.0%	1
Cineworld, Forman Street, Nottingham	1.4%	5	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	3	2.0%	1
Cineworld, Guild Street, Burton-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Freemans Park, Leicester	1.4%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	1	5.4%	2	3.8%	2	0.0%	0	0.0%	0
Odeon, The Pipeworks, Coppice Side, Swadlincote DE11 9FQ	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3
Other, East Midlands	1.4%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	8.2%	4
Other, London	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Other, South Yorkshire	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Cinema & Art Centre, Midland Street, Leicester	1.4%	5	0.0%	0	2.4%	1	0.0%	0	0.0%	0	2.7%	1	3.8%	2	2.2%	1	0.0%	0
Piccadilly Cinema, Green Lane Road, Evington, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savoy Cinema, Derby Road, Nottingham	3.1%	11	0.0%	0	4.9%	2	0.0%	0	0.0%	0	2.7%	1	0.0%	0	15.6%	7	2.0%	1
Showcase Cinema De Lux, Highcross Lane, Leicester	9.5%	34	0.0%	0	0.0%	0	0.0%	0	15.1%	8	24.3%	9	18.9%	10	4.4%	2	10.2%	5
Showcase Cinema De Lux, Redfield Way, Nottingham NG7 2UW	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0
Showcase, Foresters Park, Osmaston Park Road, Derby DE23 8AG	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3
Vue Cinema, Meridian Leisure Park, Lubbethorpe Way, Braunstone, Leicester	9.5%	34	0.0%	0	4.9%	2	11.1%	4	7.5%	4	27.0%	10	22.6%	12	0.0%	0	4.1%	2
Others																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		357		43		41		36		53		37		53		45		49

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q44 Which centre / facility did you last visit to go to a restaurant?																		
<i>Those who go to restaurants at Q41: AND Excl. Nulls</i>																		
Zone 1																		
Loughborough Town Centre	31.0%	136	71.7%	38	70.2%	40	39.5%	15	26.3%	15	4.0%	2	16.4%	11	13.2%	7	12.5%	8
Shelthorpe District Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Zone 2																		
Gorse Covert District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Hathern Village Centre	0.7%	3	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Shepshed District Centre	2.1%	9	0.0%	0	0.0%	0	21.1%	8	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Zone 4																		
Barrow-upon-Soar District Centre	2.7%	12	1.9%	1	0.0%	0	0.0%	0	15.8%	9	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Hoton Village Centre	0.9%	4	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0
Other, Zone 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
Sileby District Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queniborough Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	4.6%	20	0.0%	0	1.8%	1	0.0%	0	0.0%	0	34.0%	17	3.0%	2	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	4.5%	3	0.0%	0	0.0%	0
Birstall District Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Cropston Village Centre	1.4%	6	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	4.5%	3	0.0%	0	3.1%	2
Mountsorrel Local Centre - Leicester Road / Market Place	1.1%	5	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Newtown Linford Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	1.6%	1
Other, Zone 6	0.5%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Quorn Local Centre	4.1%	18	0.0%	0	3.5%	2	2.6%	1	12.3%	7	4.0%	2	7.5%	5	1.9%	1	0.0%	0
Rothley Local Centre	2.7%	12	0.0%	0	1.8%	1	0.0%	0	7.0%	4	6.0%	3	3.0%	2	1.9%	1	1.6%	1
Woodhouse Eaves Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Zone 7																		
East Leake Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0
Keyworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Ruddington Village	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	5	0.0%	0
Zone 8																		
Castle Donington Town Centre	1.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	8
Kegworth Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Long Whatton Village Centre	0.9%	4	0.0%	0	0.0%	0	2.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Thringstone Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Whitwick Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Outside Study Area																		
Ashby-de-la-Zouch — all locations	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4
Beaumont Leys District Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Braunstone Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.5%	1	0.0%	0	0.0%	0
Central London	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Coalville Town Centre	1.4%	6	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	6.3%	4
Cotgrave Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	4.7%	3
Derby City Centre	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	6
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant Town Centre	0.5%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Leicester City Centre	15.0%	66	7.5%	4	8.8%	5	13.2%	5	8.8%	5	40.0%	20	32.8%	22	1.9%	1	6.3%	4
Melton Mowbray — all locations	0.7%	3	0.0%	0	0.0%	0	2.6%	1	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	5.7%	25	5.7%	3	1.8%	1	2.6%	1	1.8%	1	0.0%	0	0.0%	0	34.0%	18	1.6%	1
Other, Blaby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Other, East England	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.6%	1
Other, East Midlands	2.3%	10	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.5%	1	5.7%	3	7.8%	5
Other, Harborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.5%	2	0.0%	0	1.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Other, North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Other, Rushcliffe	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Other, Rutland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Other, South West	1.1%	5	3.8%	2	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Other, West Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Other, Yorkshire & the Humber	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Shardlow Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
West Bridgford Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0
Others																		
Abroad	2.7%	12	5.7%	3	8.8%	5	0.0%	0	1.8%	1	2.0%	1	3.0%	2	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	439		53		57		38		57		50		67		53		64	

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q45 Which centre / facility did you last visit to go to bars, pubs and night / social clubs?																		
<i>Those who go to bars, pubs and / or night / social clubs at Q41: AND Excl. Nulls</i>																		
Zone 1																		
Loughborough Town Centre	28.7%	87	72.4%	21	85.7%	30	37.9%	11	25.5%	13	2.5%	1	16.3%	7	5.7%	2	4.9%	2
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Hathern Village Centre	1.3%	4	6.9%	2	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	5.0%	15	0.0%	0	0.0%	0	41.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3
Zone 4																		
Barrow-upon-Soar District Centre	3.6%	11	0.0%	0	0.0%	0	0.0%	0	19.6%	10	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Hoton Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Other, Zone 4	0.7%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Sileby District Centre	3.3%	10	0.0%	0	0.0%	0	0.0%	0	17.6%	9	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queniborough Village Centre	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	5	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	5.3%	16	0.0%	0	0.0%	0	0.0%	0	2.0%	1	37.5%	15	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	4	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0
Birstall District Centre	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	6	0.0%	0	0.0%	0
Cropston Village Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.3%	1	0.0%	0	4.9%	2
Mountsorrel Local Centre - Leicester Road / Market Place	1.7%	5	0.0%	0	0.0%	0	0.0%	0	9.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Linford Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.9%	1	0.0%	0
Quorn Local Centre	4.6%	14	3.4%	1	2.9%	1	0.0%	0	3.9%	2	0.0%	0	23.3%	10	0.0%	0	0.0%	0
Rothley Local Centre	3.6%	11	3.4%	1	0.0%	0	0.0%	0	11.8%	6	0.0%	0	9.3%	4	0.0%	0	0.0%	0
Woodhouse Eaves Village Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0
Zone 7																		
East Leake Village Centre	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	11.4%	4	0.0%	0
Keyworth Village Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	4	0.0%	0
Other, Zone 7	2.0%	6	3.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	11.4%	4	0.0%	0
Ruddington Village	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	3	0.0%	0
Zone 8																		
Castle Donington Town Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	4
Kegworth Village Centre	1.7%	5	3.4%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3
Long Whatton Village Centre	0.7%	2	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Thringstone Village Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Whitwick Village Centre	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	6
Outside Study Area																		
Ashby-de-la-Zouch — all locations	0.7%	2	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Beaumont Leys District Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braunstone Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.3%	1	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Cotgrave Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Derby City Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Havant Town Centre	0.7%	2	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Leicester City Centre	6.3%	19	0.0%	0	2.9%	1	3.4%	1	3.9%	2	17.5%	7	14.0%	6	5.7%	2	0.0%
Melton Mowbray — all locations	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	3.3%	10	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.7%	9	0.0%
Other, Blaby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	2.4%
Other, Harborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%
Other, Hinkley & Bosworth	0.7%	2	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Other, N W Leicestershire	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%
Other, North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, North West	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Other, Rushcliffe	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%
Other, Rutland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.4%
Other, Yorkshire & the Humber	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Shardlow Village Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%
West Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others																	
Abroad	1.3%	4	0.0%	0	2.9%	1	3.4%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.4%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:	303			29		35		29		51		40		43		35	41

Q46 Which centre / facility did you last visit to go ten-pin bowling?

Those who go ten-pin bowling at Q41: AND Excl. Nulls

Outside Study Area

Hollywood Bowl, Lubbethorpe Way, Leicester	73.8%	31	83.3%	10	66.7%	4	50.0%	1	80.0%	4	100.0%	6	83.3%	5	0.0%	0	50.0%
Hollywood Bowl, West Mall, Albion Street, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
MFA Bowl, Belward Street, Nottingham	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%
MFA Bowl, Derby Road, Ilkeston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Namco Funscape (Stryker's Bowl), Castle Grounds, River Drive, Tamworth	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%
Tenpin & Sector 7, Foresters Leisure Park, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tenpin, Clifton Boulevard, Redfield Way, Nottingham	19.0%	8	16.7%	2	33.3%	2	50.0%	1	20.0%	1	0.0%	0	0.0%	0	66.7%	2	0.0%
Others																	
Abroad	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:	42			12		6		2		5		6		6		3	2

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q47 Which centre / facility did you last visit for bingo?																		
<i>Those who go to bingo at Q41: AND Excl. Nulls</i>																		
Zone 1																		
Beacon Bingo, The old cinema, Baxter Gate, Loughborough	50.0%	11	100.0%	5	33.3%	1	100.0%	1	100.0%	1	0.0%	0	100.0%	1	0.0%	0	66.7%	2
Zone 5																		
Other, Zone 5	13.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.9%	3	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Admiral Casino & Bingo, Southchurch Drive, Clifton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Beaumont Way, Leicester	18.2%	4	0.0%	0	66.7%	2	0.0%	0	0.0%	0	28.6%	2	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Gala Way, Nottingham	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0
Mecca, Freeman's Park Campus, Aylestone Road, Leicester	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0
Mecca, Queens Road, Beeston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1
Others																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		22		5		3		1		1		7		1		1		3

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q48 Which centre / facility did you last visit for art / culture activities (i.e. theatres / galleries / museums)?																		
<i>Those who visit for art / cultural activites at Q41: AND Excl. Nulls</i>																		
Zone 1																		
Loughborough Town Centre	19.4%	52	31.0%	9	36.8%	14	15.0%	3	18.6%	8	3.3%	1	19.5%	8	6.5%	2	19.4%	7
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Barrow-upon-Soar District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hoton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Melton Road Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cropston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrel Local Centre - Leicester Road / Market Place	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodhouse Eaves Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Whaddon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thringstone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Ashby-de-la-Zouch — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District Centre, Leicester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	2.2%	6	3.4%	1	2.6%	1	5.0%	1	2.3%	1	3.3%	1	2.4%	1	0.0%	0	0.0%	0
Braunstone Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	10.4%	28	6.9%	2	7.9%	3	35.0%	7	20.9%	9	3.3%	1	12.2%	5	0.0%	0	2.8%	1
Coalville Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotgrave Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Havant Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	36.9%	99	17.2%	5	28.9%	11	20.0%	4	39.5%	17	70.0%	21	58.5%	24	9.7%	3	38.9%	14
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	19.4%	52	24.1%	7	21.1%	8	15.0%	3	9.3%	4	6.7%	2	0.0%	0	67.7%	21	19.4%	7
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	1.1%	3	3.4%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Other, Harborough	1.1%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	1	3.3%	1	2.4%	1	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North East	0.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.8%	1
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rutland	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	1.9%	5	3.4%	1	0.0%	0	5.0%	1	0.0%	0	3.3%	1	2.4%	1	0.0%	0	2.8%	1
Other, Yorkshire & the Humber	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	3.2%	1	0.0%	0
Shardlow Village Centre	0.0%	0	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	2.6%	7	3.4%	1	2.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.2%	1	8.3%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		268		29		38		20		43		30		41		31		36

Q49 How do you normally travel when visiting leisure destinations?

Those who visit for one or more leisure activities at Q41:

Car / van (as driver)	63.1%	429	42.3%	33	55.2%	48	73.7%	56	76.1%	67	65.9%	56	58.7%	54	58.3%	49	73.3%	66
Car / van (as passenger)	10.7%	73	19.2%	15	6.9%	6	10.5%	8	9.1%	8	9.4%	8	15.2%	14	7.1%	6	8.9%	8
Bus, minibus or coach	8.4%	57	3.8%	3	11.5%	10	6.6%	5	5.7%	5	7.1%	6	8.7%	8	17.9%	15	5.6%	5
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	11.9%	81	24.4%	19	17.2%	15	5.3%	4	4.5%	4	12.9%	11	12.0%	11	10.7%	9	8.9%	8
Taxi	1.9%	13	5.1%	4	1.1%	1	1.3%	1	0.0%	0	2.4%	2	3.3%	3	1.2%	1	1.1%	1
Train	1.3%	9	1.3%	1	1.1%	1	2.6%	2	3.4%	3	0.0%	0	0.0%	0	1.2%	1	1.1%	1
Bicycle	0.9%	6	3.8%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride	0.4%	3	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tram	0.6%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0
(Don't know / varies)	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.4%	2	0.0%	0	0.0%	0	1.1%	1
Base:		680		78		87		76		88		85		92		84		90

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q50 Which leisure facilities would you like to see more of in your area? [MR]																		
Bars / pubs	1.2%	10	2.0%	2	2.0%	2	1.0%	1	0.0%	0	3.0%	3	1.0%	1	0.0%	0	1.0%	1
Better shopping facilities	3.6%	29	4.0%	4	1.0%	1	6.9%	7	1.0%	1	5.0%	5	4.0%	4	4.0%	4	3.0%	3
Bowling alley	4.9%	39	17.0%	17	9.0%	9	5.0%	5	0.0%	0	2.0%	2	3.0%	3	0.0%	0	3.0%	3
Cinema	2.5%	20	3.0%	3	0.0%	0	0.0%	0	1.0%	1	5.0%	5	3.0%	3	0.0%	0	7.9%	8
Concert hall / venue	0.7%	6	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Cycle paths / area	1.0%	8	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	2.0%	2
Dance facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skate park	0.2%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health & fitness (gym)	0.6%	5	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	0.6%	5	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Karting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	4.5%	36	1.0%	1	2.0%	2	12.9%	13	2.0%	2	1.0%	1	5.0%	5	3.0%	3	8.9%	9
More children facilities / activities	4.4%	35	8.0%	8	10.0%	10	5.0%	5	0.0%	0	4.0%	4	3.0%	3	0.0%	0	5.0%	5
More sports facilities (football pitches, tennis courts)	1.5%	12	1.0%	1	2.0%	2	1.0%	1	1.0%	1	3.0%	3	1.0%	1	1.0%	1	2.0%	2
Museum / art galleries	0.5%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Outdoor play areas / park facilities	0.6%	5	0.0%	0	1.0%	1	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Paintballing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafes	2.7%	22	4.0%	4	0.0%	0	2.0%	2	0.0%	0	5.0%	5	5.9%	6	2.0%	2	3.0%	3
Swimming pool	5.6%	45	4.0%	4	1.0%	1	7.9%	8	3.0%	3	5.0%	5	14.9%	15	4.0%	4	5.0%	5
Theatre	1.5%	12	4.0%	4	0.0%	0	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	3.0%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adult education classes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Climbing wall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Golf course	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
More activities / facilities for the elderly (e.g. social club)	1.4%	11	1.0%	1	3.0%	3	3.0%	3	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0
Racing track	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Snooker hall	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(None)	69.4%	557	55.0%	55	71.0%	71	65.3%	66	88.0%	88	69.0%	69	60.4%	61	82.0%	82	64.4%	65
(Don't know)	3.7%	30	6.0%	6	3.0%	3	3.0%	3	2.0%	2	7.0%	7	3.0%	3	2.0%	2	4.0%	4
Base:		803		100		100		101		100		100		101		100		101
GEN Gender of respondent.																		
Male	36.5%	293	33.0%	33	38.0%	38	42.6%	43	42.0%	42	37.0%	37	33.7%	34	35.0%	35	30.7%	31
Female	63.5%	510	67.0%	67	62.0%	62	57.4%	58	58.0%	58	63.0%	63	66.3%	67	65.0%	65	69.3%	70
Base:		803		100		100		101		100		100		101		100		101
AGE Could I ask, how old are you?																		
18 – 24 years	2.4%	19	1.0%	1	0.0%	0	2.0%	2	2.0%	2	3.0%	3	7.9%	8	2.0%	2	1.0%	1
25 – 34 years	4.2%	34	5.0%	5	2.0%	2	5.0%	5	3.0%	3	7.0%	7	5.0%	5	3.0%	3	4.0%	4
35 – 44 years	9.0%	72	13.0%	13	10.0%	10	9.9%	10	9.0%	9	9.0%	9	6.9%	7	4.0%	4	9.9%	10
45 – 54 years	24.4%	196	34.0%	34	25.0%	25	16.8%	17	36.0%	36	21.0%	21	29.7%	30	21.0%	21	11.9%	12
55 – 64 years	15.4%	124	9.0%	9	14.0%	14	19.8%	20	13.0%	13	16.0%	16	17.8%	18	16.0%	16	17.8%	18
65+ years	44.6%	358	38.0%	38	49.0%	49	46.5%	47	37.0%	37	44.0%	44	32.7%	33	54.0%	54	55.4%	56
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		803		100		100		101		100		100		101		100		101

Charnwood Household Survey For WYG

		Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
PC	Postcode Sector:																		
DE74 2		4.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.7%	33
LE11 1		2.5%	20	10.0%	10	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE11 2		6.6%	53	53.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE11 3		4.9%	39	37.0%	37	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE11 4		6.4%	51	0.0%	0	51.0%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE11 5		4.7%	38	0.0%	0	38.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE12 5		3.5%	28	0.0%	0	0.0%	0	7.9%	8	3.0%	3	0.0%	0	0.0%	0	12.0%	12	5.0%	5
LE12 6		5.7%	46	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	43.0%	43	0.0%	0
LE12 7		7.7%	62	0.0%	0	0.0%	0	0.0%	0	62.0%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE12 8		6.7%	54	0.0%	0	0.0%	0	0.0%	0	31.0%	31	0.0%	0	22.8%	23	0.0%	0	0.0%	0
LE12 9		13.2%	106	0.0%	0	0.0%	0	91.1%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	14
LE14 3		0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE4 3		2.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	21	0.0%	0	0.0%	0
LE4 4		1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	15	0.0%	0	0.0%	0
LE4 8		3.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0	0.0%	0
LE6 0		0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
LE67 3		0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
LE67 4		0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
LE67 5		4.4%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.7%	35
LE67 8		1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	9
LE67 9		0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	0.0%	0	0.0%	0
LE7 1		1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	15	0.0%	0	0.0%	0	0.0%	0
LE7 2		3.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	25	0.0%	0	0.0%	0	0.0%	0
LE7 3		2.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	22	0.0%	0	0.0%	0	0.0%	0
LE7 4		1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.0%	0	0.0%	0	0.0%	0
LE7 7		4.4%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.7%	35	0.0%	0	0.0%	0
LE7 9		0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
NG11 6		3.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0
NG12 5		2.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	19	0.0%	0
Base:		803		100		100		101		100		100		101		100		101	

QUOTA Zone

Zone 1	12.5%	100	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	12.5%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	12.6%	101	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	12.5%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	12.5%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 6	12.6%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%	0
Zone 7	12.5%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 8	12.6%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101
Base:		803		100		100		101		100		100		101		100		101

Appendix 4:

Data Tabulations

By Zone – Filtered Nulls

(Weighted)

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q01 Where did you last undertake your main food and grocery shopping?																	
<i>Excl. Nulls</i>																	
Zone 1																	
Co-operative, Market Street, Loughborough LE11 3EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.2%	2	0.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Markets, Loughborough Town Centre LE11 3EA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	0.9%	7	1.1%	1	0.0%	0	0.5%	0	0.8%	1	0.0%	0	1.3%	2	3.5%	3	0.0%
One Stop, Ling Road, Loughborough LE11 2LW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Loughborough Town Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sainsbury's, Ashby Road, Loughborough	4.6%	36	12.3%	13	7.1%	6	8.0%	4	3.2%	3	0.0%	0	0.9%	1	7.2%	7	1.1%
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.0%	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, Park Road, Shelthorpe, Loughborough	15.6%	125	59.3%	64	16.8%	15	8.1%	4	31.4%	30	0.0%	0	5.6%	7	3.2%	3	1.8%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	1.6%	12	0.7%	1	1.3%	1	1.5%	1	3.4%	3	0.7%	1	0.0%	0	4.3%	4	1.2%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	9.9%	79	11.9%	13	22.8%	20	9.7%	5	10.1%	10	0.5%	1	10.7%	14	8.8%	9	7.4%
B&M, Willowbrook Park, Loughborough	0.0%	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-operative, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road West Extension, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Station Avenue, Loughborough	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%
Local shops, Long Whatton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	8.4%	67	4.8%	5	41.4%	36	10.7%	6	5.7%	5	0.0%	0	1.0%	1	8.1%	8	4.8%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.0%	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, 25 Charnwood Street, Shepshed	2.9%	24	0.0%	0	0.0%	0	25.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%
Zone 3																	
Co-operative Extra Foodstore, The Hallcroft, Shepshed	0.2%	1	0.5%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Co-operative, Anson Road, Shepshed	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Local shops, Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.0%	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, Charnwood Road, Shepshed LE12 9QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Barrow Upon Soar District Centre	0.0%	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-operative, 21 High Street, Barrow on Soar	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Sileby																		
Leicester Road / Market Place, Mountsorrel Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	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, High Street, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	3.8%	31	0.0%	0	0.0%	0	0.0%	0	7.1%	7	17.2%	20	3.3%	4	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	6.1%	49	0.0%	0	0.9%	1	0.0%	0	11.4%	11	28.5%	33	3.9%	5	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	1
Local shops, East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.5%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.8%	2	1.0%	1	0.0%	0	0.0%	0
Melton Road, Thurmaston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	4.3%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.3%	34	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Co-operative, 132 Rothley Road, Mountsorrel	0.3%	3	0.0%	0	0.0%	0	0.5%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.0%	0	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-operative, 19 Wanlip Lane, Birstall	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	12	0.0%	0	0.0%	0
Co-operative, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodhouse Eaves Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	1.5%	12	1.1%	1	0.0%	0	1.2%	1	2.9%	3	1.4%	2	4.6%	6	0.0%	0	0.0%	0
Zone 7																		
Co-operative Food, 87 Main Street, East Leake	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5	0.6%	1
Co-operative, Church Street, Ruddington NG11 6HD	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Local shops, Normanton on Soar Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Local shops, Ruddington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham NG12 5GT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8																	
Castle Donington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Co-operative, Market Place Whitwick LE67 5DT	0.0%	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-operative, Station Road, Castle Donington DE74 2NJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Co-operative, The Green, Thringstone LE67 8NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Whitwick Road, Coalville	3.7%	29	0.0%	0	0.0%	0	10.2%	5	0.8%	1	0.0%	0	2.0%	3	0.0%	0	18.2%
Other, Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area																	
Aldi, Abbey Lane, Leicester	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	6.2%	8	0.0%	0	0.0%
Aldi, Adcock Road, Coalville	2.1%	17	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	2.1%	3	0.0%	0	11.1%
Aldi, Dents Road, Ashby-de-la-Zouch	0.3%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%
Asda, 184 Loughborough Road, West Bridgford, Nottingham	3.6%	29	0.7%	1	0.0%	0	0.0%	0	3.4%	3	0.0%	0	1.1%	1	21.6%	22	1.2%
Asda, Exploration Drive, Leicester LE4 5NU	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	0.0%	0	0.0%
Asda, Midland Street, Long Eaton	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%
Asda, Narborough Road South, Leicester LE3 2LL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
Coalville Town Centre	0.0%	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-operative, Main Street, Markfield	0.0%	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-operative, Market Place, Kegworth DE74 2EE	0.3%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.2%
Co-operative, Station Road, Castle Donington DE74 2NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Leicester City Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Loughborough Road, Abbey LE4 5PN	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	3.3%	4	0.0%	0	0.0%
Lidl, Thornborough Road, Coalville LE67 3TH	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Long Eaton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Market Harborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	9.4%	9	0.0%
Morrisons, Green Lane, Clifton NG11 9LQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%
North East	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Blaby	0.4%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Other, East Midlands	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.6%	1	0.0%
Other, Gedling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%
Other, Hinkley and Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Leicester	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.8%	4	0.0%	0	0.0%
Other, North West Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.8%
Other, Rushcliffe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	7	2.7%	3	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	2.4%	19	0.0%	0	0.0%	0	0.0%	0	5.2%	5	4.5%	5	4.4%	6	3.8%	4	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.4%	5	0.0%	0
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	3.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	18.5%	24	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco, Resolution Road, Ashby-de-la-Zouch	1.3%	11	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	8.1%	9
West Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	6.6%	53	3.1%	3	5.7%	5	14.0%	7	6.3%	6	2.7%	3	6.5%	8	6.6%	7	11.7%	13
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		799		108		87		54		95		114		128		100		114
Sample:		801		100		100		100		100		100		100		100		101

Q02 Which retailer did you purchase your last main food internet / home delivery shopping from?

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

Asda	8.2%	4	0.0%	0	0.0%	0	3.7%	0	0.0%	0	40.7%	1	26.5%	2	0.0%	0	4.7%	1
Morrisons	12.8%	7	0.0%	0	23.7%	1	13.3%	1	19.3%	1	0.0%	0	10.0%	1	9.3%	1	15.2%	2
Iceland	1.9%	1	0.0%	0	0.0%	0	13.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	11.9%	6	0.0%	0	0.0%	0	5.2%	0	12.3%	1	0.0%	0	10.0%	1	9.3%	1	28.0%	4
Tesco	44.1%	23	100.0%	3	76.3%	4	59.0%	4	49.1%	3	40.7%	1	27.1%	2	33.3%	2	24.2%	3
Ocado	18.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	1	26.5%	2	48.1%	3	28.0%	4
Waitrose	2.9%	2	0.0%	0	0.0%	0	5.2%	0	19.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	53		3		5		7		6		3		8		7		13	
Sample:	51		2		5		10		7		3		7		8		9	

Charnwood Household Survey

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q03 What is the main reason you choose (STORE / LOCATION MENTIONED AT Q01) to do your main food and grocery shopping?																		
Accessibility by public transport	0.3%	2	0.5%	1	1.2%	1	0.5%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	2.3%	18	0.7%	1	2.3%	2	1.0%	1	2.4%	2	1.2%	1	3.1%	4	7.2%	7	0.0%	0
Choice of food goods available	7.6%	61	9.8%	11	3.3%	3	12.3%	7	6.1%	6	8.8%	10	4.9%	6	8.4%	8	9.3%	11
Choice of shops nearby selling non-food goods	0.4%	3	0.5%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Choice of shops selling food goods	0.2%	2	0.0%	0	0.0%	0	0.5%	0	0.6%	1	0.5%	1	0.5%	1	0.0%	0	0.0%	0
Cleanliness	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Delivery service	2.0%	16	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	2.1%	3	1.7%	2	8.9%	10
Click & Collect service	0.5%	4	0.0%	0	2.3%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Easy to get to by car	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1	1.1%	1	0.0%	0	0.0%	0
Good internal layout	0.6%	5	2.4%	3	0.6%	1	0.5%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Good service / friendly staff	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	1
Habit / always use it / preference for retailer / familiarity	3.6%	29	4.8%	5	4.3%	4	3.7%	2	2.8%	3	4.8%	5	0.5%	1	2.7%	3	5.5%	6
Internet shopping is convenient	1.9%	16	1.2%	1	2.8%	2	5.8%	3	2.0%	2	0.0%	0	3.4%	4	1.5%	1	0.8%	1
Lower prices	17.4%	140	5.5%	6	16.3%	14	25.3%	14	12.6%	12	17.9%	20	27.5%	36	17.6%	18	17.4%	20
Loyalty card / points scheme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Near to home	33.4%	268	47.9%	52	42.0%	37	22.1%	12	27.6%	26	35.4%	40	33.5%	44	28.5%	29	25.6%	29
Near to work	2.6%	21	1.8%	2	1.2%	1	3.7%	2	2.1%	2	0.7%	1	3.3%	4	4.6%	5	3.8%	4
Nice shopping environment	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Only one in the area / no other choice	0.5%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.3%	3	0.0%	0	1.3%	1	0.0%	0
Preference for retailer	1.5%	12	3.4%	4	0.6%	1	0.0%	0	2.3%	2	1.0%	1	1.1%	1	3.0%	3	0.0%	0
Provision of leisure facilities nearby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	5.6%	45	4.5%	5	5.0%	4	3.0%	2	8.0%	8	6.0%	7	5.7%	8	6.2%	6	5.3%	6
Quality of shops selling food goods	0.7%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.6%	1
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the evening / night time)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	1.4%	12	0.5%	1	0.9%	1	5.0%	3	2.6%	2	0.7%	1	2.8%	4	0.6%	1	0.0%	0
Value for money	3.8%	31	6.2%	7	3.7%	3	1.1%	1	0.0%	0	6.2%	7	2.3%	3	4.7%	5	4.5%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient generally	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.6%	1	0.0%	0
Easy checkout	0.4%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.5%	1	0.6%	1
For a change	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	3.4%	4
Free car parking	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0
Good disabled access	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good in-store café	0.2%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has an in-store opticians	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has everything I need	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.8%	2	0.0%	0	0.6%	1	0.6%	1
Has 'Scan & Shop' facility	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I get a lift to the store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
In the area at the time	0.6%	5	0.0%	0	2.2%	2	1.6%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Large store	1.5%	12	1.9%	2	0.9%	1	1.7%	1	3.3%	3	1.0%	1	0.6%	1	0.0%	0	2.8%	3
Near to family / friends	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.6%	1	0.0%	0
Offers 'cashback' service	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Quiet / not too busy	1.1%	9	0.0%	0	0.0%	0	0.0%	0	2.8%	3	1.8%	2	0.0%	0	0.0%	0	3.4%	4
Small store / not too big	0.6%	5	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0
Wide aisles	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no reason in particular)	5.3%	43	7.7%	8	7.7%	7	3.8%	2	13.1%	12	1.7%	2	3.0%	4	1.9%	2	4.8%	5
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q04 What if anything is the one thing you most dislike about your main food shopping destination (STORE / LOCATION MENTIONED AT Q01)?																		
Change layout too often	1.3%	11	1.1%	1	2.0%	2	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.6%	1	5.4%	6
Difficult / expensive parking	1.2%	10	1.5%	2	0.9%	1	1.0%	1	1.3%	1	3.0%	3	0.0%	0	0.0%	0	2.1%	2
Difficult to get to	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Expensive	2.3%	18	0.5%	1	1.2%	1	3.4%	2	3.7%	4	2.3%	3	1.0%	1	3.2%	3	3.8%	4
Lack of cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of parking	1.3%	10	0.0%	0	1.3%	1	1.2%	1	0.8%	1	5.5%	6	0.0%	0	0.0%	0	1.2%	1
Lack of public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	3.3%	26	2.7%	3	5.1%	4	3.6%	2	5.9%	6	0.7%	1	2.4%	3	6.0%	6	1.2%	1
No petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor internal layout	1.2%	9	0.0%	0	1.3%	1	1.1%	1	0.6%	1	0.0%	0	1.7%	2	0.9%	1	3.4%	4
Poor quality	0.8%	6	2.0%	2	0.0%	0	1.1%	1	0.6%	1	0.5%	1	0.6%	1	0.0%	0	1.3%	2
Preference for retailer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff rude / unhelpful	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Too busy / crowded	2.4%	19	4.0%	4	6.6%	6	1.9%	1	0.8%	1	0.0%	0	0.9%	1	0.0%	0	5.5%	6
Too far away	0.6%	5	0.0%	0	0.0%	0	0.5%	0	0.8%	1	0.7%	1	0.0%	0	0.0%	0	2.8%	3
Too small	1.2%	10	2.3%	2	0.0%	0	5.2%	3	0.6%	1	1.5%	2	0.0%	0	0.9%	1	1.2%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discontinue items	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discounts / special offers too focussed on families	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Empty shelves / lack of stock	1.3%	11	0.7%	1	0.0%	0	2.4%	1	3.4%	3	1.8%	2	1.6%	2	1.3%	1	0.0%	0
Feeling rushed at the checkout	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Incorrect / misleading pricing	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Internet - can't choose / see the fresh goods myself	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Internet - not able to compare prices	0.3%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No phone signal	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Not enough branded goods	0.7%	6	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4
Not enough staff / queues at the checkout	1.0%	8	0.0%	0	2.7%	2	0.0%	0	0.0%	0	4.0%	5	0.6%	1	0.6%	1	0.0%	0
Opening hours not long enough	0.2%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plants for sale are not watered / looked after	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor packaging	0.5%	4	0.0%	0	0.0%	0	0.5%	0	2.1%	2	0.5%	1	0.6%	1	0.0%	0	0.6%	1
Self-service checkouts	0.2%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Short sell-by dates	0.3%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	1
Tesco has the monopoly	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too cold in store	0.4%	3	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too large	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Undesirable clientele	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	74.6%	599	77.0%	83	66.6%	58	77.4%	42	73.9%	70	76.3%	87	83.3%	110	82.0%	82	59.2%	67
(Don't know)	2.4%	19	3.2%	3	1.5%	1	0.0%	0	5.6%	5	1.0%	1	2.3%	3	0.0%	0	4.4%	5
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

Q05 How do you normally travel to (STORE / LOCATION MENTIONED AT Q01)?*Excluding those who do their main food shopping via the Internet at Q01:*

Car / van (as driver)	77.2%	579	66.9%	70	75.5%	62	81.3%	38	75.1%	66	75.3%	83	80.4%	99	81.8%	77	83.3%	84
Car / van (as passenger)	10.3%	78	13.1%	14	7.1%	6	10.6%	5	12.6%	11	10.4%	11	12.2%	15	6.1%	6	9.5%	10
Bus, minibus or coach	1.8%	14	0.0%	0	1.9%	2	1.8%	1	2.4%	2	1.0%	1	1.0%	1	2.6%	2	4.5%	5
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	9.6%	72	18.7%	20	12.5%	10	5.5%	3	6.3%	6	13.3%	15	6.4%	8	9.5%	9	2.6%	3
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	3	1.3%	1	1.4%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	4	0.0%	0	0.9%	1	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		750		104		82		46		89		111		124		94		100
Sample:		752		98		95		91		93		97		94		92		92

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
MeanScore: minutes																		
Q06 How long did your last journey to (STORE / LOCATION MENTIONED AT Q01) take?																		
Excluding those who do their main food shopping via the Internet at Q01:																		
1 - 5 minutes	37.3%	280	51.8%	54	55.1%	45	29.4%	14	13.1%	12	44.2%	49	30.1%	37	18.7%	17	51.4%	52
6 - 10 minutes	30.0%	225	24.5%	26	38.1%	31	24.7%	11	40.7%	36	39.3%	44	33.2%	41	24.9%	23	12.8%	13
11 - 15 minutes	20.6%	154	14.6%	15	3.5%	3	25.6%	12	31.7%	28	10.7%	12	25.4%	31	35.4%	33	19.5%	20
16 - 20 minutes	7.1%	53	3.1%	3	0.9%	1	12.9%	6	7.3%	7	2.9%	3	5.3%	7	14.9%	14	12.8%	13
21 - 25 minutes	0.6%	5	0.0%	0	0.0%	0	0.6%	0	1.7%	1	0.5%	1	0.0%	0	0.0%	0	2.3%	2
26 - 30 minutes	2.3%	17	0.8%	1	0.0%	0	6.2%	3	0.6%	1	0.5%	1	4.8%	6	6.1%	6	0.6%	1
31 - 35 minutes	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
36 - 40 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
41 - 45 minutes	0.5%	3	0.8%	1	0.0%	0	0.0%	0	0.6%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0
46 - 50 minutes	0.6%	4	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
51 - 55 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
56 - 60 minutes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
61 - 65 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
66 - 70 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
71 - 75 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
76 - 80 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
81 - 85 minutes	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
86 - 90 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
91 - 95 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
96 - 100 minutes	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.4%	3	1.1%	1	0.9%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
(Refused)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	10.55		9.94		7.82		12.64		12.08		8.97		11.22		13.11		9.70	
Weighted base:	750		104		82		46		89		111		124		94		100	
Sample:	752		98		95		91		93		97		94		92		92	
Q07 When you undertook the main food shop at (STORE / LOCATION MENTIONED AT Q01), did you link your trip with any other activity?																		
Excluding those who do their main food shopping via the Internet at Q01:																		
Yes – non-food shopping	8.6%	65	6.4%	7	13.0%	11	2.5%	1	17.2%	15	1.2%	1	6.2%	8	8.6%	8	14.0%	14
Yes – other-food shopping	2.6%	19	0.8%	1	2.3%	2	2.6%	1	2.2%	2	6.6%	7	2.6%	3	0.7%	1	2.1%	2
Yes – visiting services such as banks and other financial institutions	1.2%	9	0.5%	1	1.5%	1	1.3%	1	0.8%	1	1.1%	1	0.5%	1	1.3%	1	2.6%	3
Yes – leisure activity	1.8%	13	1.1%	1	2.2%	2	0.6%	0	0.0%	0	0.7%	1	4.1%	5	3.7%	3	0.6%	1
Yes – travelling to / from work	2.8%	21	2.8%	3	0.9%	1	1.3%	1	0.0%	0	0.0%	0	4.7%	6	6.3%	6	5.1%	5
Yes – travelling to / from school / college / university	0.4%	3	0.8%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	1.5%	11	4.0%	4	4.9%	4	0.0%	0	0.0%	0	0.7%	1	1.2%	1	0.0%	0	0.6%	1
Yes – visiting café / pub / restaurant	2.2%	16	2.2%	2	2.2%	2	0.6%	0	1.7%	1	1.5%	2	3.1%	4	5.5%	5	0.0%	0
Yes – visiting family / friends	1.7%	13	0.5%	1	0.0%	0	0.0%	0	2.1%	2	5.0%	6	3.0%	4	1.4%	1	0.0%	0
Yes – visiting health service such as doctor, dentist, hospital	0.5%	3	0.0%	0	2.1%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.8%	6	0.8%	1	1.4%	1	0.0%	0	0.0%	0	1.0%	1	1.8%	2	0.0%	0	0.6%	1
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - attended a funeral	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - returning from holiday	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Yes - visited amenity tip	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Yes - window shopping / browsing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
(No activity)	73.9%	554	79.6%	83	68.2%	56	88.0%	41	73.8%	65	79.5%	88	67.7%	84	68.6%	64	72.7%	73
(Don't know / varies)	1.7%	13	0.5%	1	0.6%	1	0.0%	0	0.0%	0	1.9%	2	5.1%	6	2.0%	2	1.5%	2
Weighted base:	750		104		82		46		89		111		124		94		100	
Sample:	752		98		95		91		93		97		94		92		92	

Charnwood Household Survey For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
Q08 Where do you do this linked trip?																	
<i>Those who link their main food shopping trip with other shopping, visiting other services and / or leisure activities at Q07: AND Excl. Nulls</i>																	
Zone 1																	
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.3%	0	0.0%	0	0.0%	0	9.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Town Centre Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	43.7%	41	77.8%	7	69.5%	10	72.2%	2	49.7%	9	8.2%	1	29.5%	4	53.5%	5	19.5%
Shelthorpe District Centre Tesco Extra, Park Road, Shelthorpe, Loughborough	0.0%	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, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	1.2%	1	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Willowbrook Park, Loughborough	0.0%	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, Jubilee Drive, Loughborough	6.7%	6	0.0%	0	25.6%	4	0.0%	0	13.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Covert District Centre Home Bargains, Belton Road, West Extension, Loughborough	0.0%	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.8%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 2	1.2%	1	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sharply Road Local Centre	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowbrook Retail Park, Derby Road, Loughborough	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%
Zone 3																	
Asda, 25 Charnwood Street, Shepshed	0.0%	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 Extra, The Hallcroft, Shepshed	0.3%	0	0.0%	0	0.0%	0	9.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	1.3%	1	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%
Zone 4																	
Barrow Upon Star District Centre	0.0%	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sileby District Centre	1.6%	1	0.0%	0	0.0%	0	0.0%	0	8.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Aldi, 1169 Melton Road, Syston	0.0%	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, Inglenook Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	8.4%	8	0.0%	0	0.0%	0	0.0%	0	2.9%	1	71.7%	7	4.1%	1	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	4.9%	5	0.0%	0	0.0%	0	0.0%	0	14.9%	3	20.0%	2	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	0.0%	0	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, 132 Rothley Road, Mountsorrel	0.0%	0	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, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	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, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.8%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	0	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, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	1.9%	2	0.0%	0	0.0%	0	9.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	2
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District	6.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.1%	6	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																	
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville Town Centre	10.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	1	0.0%	0	48.7%
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	1	0.0%	0	0.0%
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.4%	3	0.0%
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	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, Grove Farm Triangle, Fosse Park, Leicester	0.0%	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, Melton Road, Leicester LE4 7SJ	0.0%	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, Stoney Road, Beeston, Nottingham	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1	0.0%
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	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, Waverley Street, Long Eaton	0.0%	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, Resolution Road, Ashby-de-la-Zouch	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%
West Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others																	
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
remember)									
Weighted base:	94	9	15	3	18	9	15	9	17
Sample:	96	7	15	8	18	9	10	11	18

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q09 Where did you undertake your main food and grocery shopping the time before your last visit to (STORE / LOCATION MENTIONED AT Q01) was it the same place, or different, and if so, please specify?																		
<i>Excl. Nulls</i>																		
Zone 1																		
Co-operative, Market Street, Loughborough LE11 3EP	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Iceland, Market Street, Loughborough	0.7%	5	3.1%	3	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Markets, Loughborough Town Centre LE11 3EA	0.4%	3	0.0%	0	2.1%	2	1.0%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	0.6%	5	1.1%	1	0.6%	1	0.7%	0	0.0%	0	0.7%	1	0.6%	1	1.3%	1	0.0%	0
One Stop, Ling Road, Loughborough LE11 2LW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Loughborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sainsbury's, Ashby Road, Loughborough	6.3%	49	15.4%	17	13.4%	11	8.9%	5	3.8%	4	0.0%	0	2.0%	3	6.3%	6	4.3%	5
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.0%	0	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, Park Road, Shelthorpe, Loughborough	15.4%	122	52.9%	57	14.3%	12	16.2%	9	35.3%	33	0.5%	1	4.3%	6	1.3%	1	3.2%	4
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	2.5%	20	1.3%	1	6.0%	5	1.9%	1	2.5%	2	0.0%	0	2.3%	3	5.5%	5	1.8%	2
Zone 2																		
Aldi, 51 Belton Road, Loughborough	7.7%	61	6.8%	7	16.5%	14	8.6%	5	9.3%	9	0.7%	1	9.5%	12	7.4%	7	6.0%	7
B&M, Willowbrook Park, Loughborough	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, Knightthorpe Road, Loughborough	0.2%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Home Bargains, Belton Road West Extension, Loughborough	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Avenue, Loughborough	0.9%	7	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0	4.0%	5
Local shops, Long Whatton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	7.4%	58	7.4%	8	35.9%	30	8.8%	5	2.6%	2	0.5%	1	0.6%	1	9.0%	9	3.2%	4
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.0%	0	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, 25 Charnwood Street, Shepshed	0.7%	5	0.0%	0	0.0%	0	9.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Zone 3																		
Co-operative Extra Foodstore, The Hallcroft, Shepshed	1.2%	10	0.5%	1	0.0%	0	8.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Co-operative, Anson Road, Shepshed	0.5%	4	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Local shops, Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.0%	0	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, Charnwood Road, Shepshed LE12 9QF	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Barrow Upon Soar District Centre	0.0%	0	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-operative, 21 High Street, Barrow on Soar	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Costcutter, Barrow Road, Sileby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	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, High Street, Sileby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	3.5%	27	0.0%	0	0.0%	0	0.0%	0	5.1%	5	18.8%	21	0.9%	1	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	6.3%	50	0.5%	1	0.9%	1	0.5%	0	3.8%	4	28.6%	32	9.5%	12	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.5%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.8%	2
Local shops, East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	1.0%	8	0.0%	0	0.0%	0	0.5%	0	0.0%	0	3.6%	4	1.5%	2	1.4%	1	0.0%	0
Melton Road, Thurmaston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	3.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.6%	29	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	11	0.0%	0	0.0%	0
Co-operative, 132 Rothley Road, Mountsorrel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Co-operative, 19 Wanlip Lane, Birstall	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Co-operative, 931 Loughborough Road, Rothley	0.4%	3	0.0%	0	0.0%	0	1.9%	1	1.8%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Local shops, Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodhouse Eaves Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	1.8%	15	2.2%	2	0.0%	0	1.0%	1	3.7%	3	1.4%	2	4.6%	6	0.6%	1	0.0%	0
Zone 7																		
Co-operative Food, 87 Main Street, East Leake	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	6	0.6%	1
Co-operative, Church Street, Ruddington NG11 6HD	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0
Local shops, Normanton on Soar Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ruddington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
NG12 5GT																		
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Zone 8																		
Castle Donington Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Co-operative, Market Place Whitwick LE67 5DT	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4
Co-operative, Station Road, Castle Donington DE74 2NJ	0.0%	0	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-operative, The Green, Thringstone LE67 8NR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Local shops, Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	2.5%	20	0.0%	0	0.0%	0	8.9%	5	1.2%	1	0.5%	1	1.6%	2	0.0%	0	9.8%	11
Other, Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Abbey Lane, Leicester	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	8.9%	12	0.0%	0	0.0%	0
Aldi, Adcock Road, Coalville	2.4%	19	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	13.4%	15
Aldi, Dents Road, Ashby-de-la-Zouch	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4
Asda, 184 Loughborough Road, West Bridgford, Nottingham	3.5%	27	0.7%	1	0.0%	0	1.1%	1	3.4%	3	0.0%	0	0.0%	0	21.9%	21	1.2%	1
Asda, Exploration Drive, Leicester LE4 5NU	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	6	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	6
Asda, Narborough Road South, Leicester LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Co-operative, Main Street, Markfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-operative, Market Place, Kegworth DE74 2EE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.8%	2
Co-operative, Station Road, Castle Donington DE74 2NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Loughborough Road, Abbey LE4 5PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Lidl, Thornborough Road, Coalville LE67 3TH	0.5%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.8%	2
Long Eaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Market Harborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	11	0.0%	0
Morrisons, Green Lane, Clifton NG11 9LQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Blaby	0.4%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other, Gedling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley and Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	0.0%	0	0.0%	0
Other, North West Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.2%	1

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Other, Rushcliffe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	7	2.0%	3	0.9%	1	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	3.3%	26	0.0%	0	0.0%	0	0.0%	0	3.7%	3	3.7%	4	11.2%	15	3.9%	4	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.6%	3	0.0%	0
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	8.1%	11	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.6%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	7
Tesco, Resolution Road, Ashby-de-la-Zouch	1.1%	9	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	8
West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	5.7%	45	3.1%	3	6.2%	5	9.6%	5	14.9%	14	0.5%	1	4.1%	5	5.6%	5	5.2%	6
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	791		108		82		53		94		113		131		97		112	
Sample:	792		100		97		99		99		99		100		98		100	

Q10 From which retailer did you purchase this main food internet / home delivery shopping?

Those who do their main food shopping via the Internet at Q09:

Asda	8.9%	4	0.0%	0	14.4%	1	7.6%	0	0.0%	0	0.0%	0	41.6%	2	0.0%	0	10.8%	1
Morrisons	10.2%	5	0.0%	0	22.7%	1	15.2%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	34.4%	2
Iceland	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Sainsbury's	18.7%	8	0.0%	0	0.0%	0	7.6%	0	28.4%	4	0.0%	0	31.4%	2	0.0%	0	39.8%	2
Tesco	47.2%	21	100.0%	3	62.9%	3	64.1%	3	44.2%	6	0.0%	0	26.9%	1	51.1%	3	15.0%	1
Ocado	11.1%	5	0.0%	0	0.0%	0	5.4%	0	19.1%	3	99.9%	1	0.0%	0	26.7%	1	0.0%	0
Waitrose	2.6%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	45		3		5		5		14		1		5		5		6	
Sample:	45		2		5		10		10		1		5		7		5	

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
MeanScore: £																	
Q11 Approximately how much money do you normally spend on your household's main food and grocery shop?																	
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£6 - £10	0.5%	4	3.1%	3	0.6%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£11 - £15	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%
£16 - £20	1.8%	15	1.1%	1	2.8%	2	1.0%	1	0.6%	1	2.1%	2	3.7%	5	0.0%	0	2.3%
£21 - £25	1.4%	11	1.1%	1	3.8%	3	0.5%	0	0.0%	0	3.5%	4	0.9%	1	0.6%	1	0.6%
£26 - £30	4.0%	32	5.4%	6	5.4%	5	1.9%	1	2.3%	2	1.7%	2	5.9%	8	4.9%	5	3.6%
£31 - £35	2.1%	17	0.5%	1	4.2%	4	5.6%	3	4.5%	4	2.2%	2	0.5%	1	0.0%	0	1.8%
£36 - £40	4.1%	33	2.4%	3	7.3%	6	6.2%	3	2.2%	2	6.2%	7	4.5%	6	0.6%	1	4.3%
£41 - £45	3.3%	26	7.5%	8	2.0%	2	2.2%	1	1.3%	1	5.8%	7	1.5%	2	1.8%	2	3.1%
£46 - £50	7.9%	63	9.8%	11	8.6%	8	6.9%	4	4.9%	5	10.8%	12	9.0%	12	7.2%	7	4.8%
£51 - £55	2.5%	20	5.1%	6	5.0%	4	0.0%	0	0.6%	1	4.0%	5	2.8%	4	0.0%	0	1.1%
£56 - £60	6.2%	49	8.0%	9	5.9%	5	3.6%	2	9.3%	9	7.2%	8	3.9%	5	7.9%	8	3.2%
£61 - £65	1.8%	14	3.2%	3	2.6%	2	2.2%	1	3.4%	3	1.1%	1	0.5%	1	1.3%	1	0.8%
£66 - £70	6.7%	53	8.4%	9	4.5%	4	2.4%	1	7.0%	7	5.9%	7	5.1%	7	8.2%	8	9.7%
£71 - £75	1.9%	15	2.2%	2	1.5%	1	3.0%	2	0.8%	1	2.3%	3	1.0%	1	2.6%	3	2.4%
£76 - £80	7.1%	57	2.5%	3	12.7%	11	7.0%	4	10.4%	10	3.2%	4	5.9%	8	5.6%	6	10.8%
£81 - £85	1.5%	12	0.0%	0	1.7%	1	1.6%	1	2.1%	2	0.7%	1	1.6%	2	4.6%	5	0.0%
£86 - £90	3.3%	26	0.0%	0	4.3%	4	4.0%	2	5.0%	5	4.6%	5	4.7%	6	1.3%	1	2.6%
£91 - £95	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£96 - £100	12.9%	103	10.7%	12	9.9%	9	12.4%	7	15.3%	14	6.1%	7	15.9%	21	15.2%	15	16.5%
£101 - £120	4.2%	34	2.9%	3	4.4%	4	13.7%	7	5.8%	5	5.3%	6	2.5%	3	2.3%	2	2.0%
£121 - £140	1.5%	12	5.4%	6	2.6%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.9%	1	2.6%
£141 - £160	3.8%	30	2.5%	3	0.6%	1	3.6%	2	8.1%	8	4.8%	5	5.4%	7	5.1%	5	0.0%
£161 - £180	0.4%	3	0.7%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%
£181 - £200	0.8%	6	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.6%
£201 - £250	0.9%	7	2.7%	3	0.0%	0	3.2%	2	0.6%	1	1.8%	2	0.0%	0	0.0%	0	0.0%
£250+	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	15.9%	128	11.5%	12	9.7%	8	12.6%	7	12.5%	12	16.0%	18	19.7%	26	21.1%	21	20.2%
(Refused)	3.4%	27	2.5%	3	0.0%	0	0.5%	0	1.3%	1	4.5%	5	2.1%	3	7.5%	8	6.7%
<i>Mean:</i>	<i>77.07</i>		<i>75.10</i>		<i>66.40</i>		<i>89.95</i>		<i>85.82</i>		<i>73.03</i>		<i>78.66</i>		<i>78.37</i>		<i>74.83</i>
Weighted base:	803		108		87		54		95		114		132		100		114
Sample:	803		100		100		101		100		100		101		100		101

MeanScore: visits per week**Q12 How often does your household normally do a main food and grocery shop?**

Daily	1.6%	13	5.0%	5	1.3%	1	1.1%	1	2.7%	3	2.2%	2	0.0%	0	0.0%	0	0.6%
At least two times a week	9.5%	76	10.8%	12	8.3%	7	6.8%	4	1.9%	2	19.3%	22	10.9%	14	9.0%	9	5.7%
At least once a week	71.3%	573	71.7%	77	75.6%	66	72.4%	39	74.9%	71	65.0%	74	68.9%	91	64.3%	64	79.5%
At least once a fortnight	13.0%	104	10.6%	11	10.5%	9	7.2%	4	15.5%	15	12.1%	14	14.8%	19	18.6%	19	11.8%
At least once a month	3.2%	25	1.5%	2	2.9%	2	10.2%	6	3.2%	3	0.5%	1	4.9%	7	4.2%	4	1.3%
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	1.4%	11	0.5%	1	1.5%	1	2.3%	1	1.9%	2	0.5%	1	0.5%	1	3.9%	4	1.1%
<i>Mean:</i>	<i>1.30</i>		<i>1.56</i>		<i>1.26</i>		<i>1.17</i>		<i>1.12</i>		<i>1.64</i>		<i>1.22</i>		<i>1.15</i>		<i>1.14</i>
Weighted base:	803		108		87		54		95		114		132		100		114
Sample:	803		100		100		101		100		100		101		100		101

Q13 When do you normally do your household's main food shop?

Weekdays during the day	44.6%	358	53.7%	58	37.8%	33	46.5%	25	35.7%	34	51.4%	59	28.1%	37	53.3%	53	52.5%
Weekdays during the evening	14.3%	114	14.4%	16	18.8%	16	13.7%	7	18.4%	17	15.5%	18	19.0%	25	5.8%	6	8.0%
Saturday	14.1%	113	10.7%	12	13.1%	11	16.0%	9	12.3%	12	20.3%	23	12.1%	16	15.1%	15	13.6%
Sunday	3.6%	29	7.6%	8	6.0%	5	2.3%	1	6.4%	6	1.4%	2	3.9%	5	0.9%	1	0.6%
(Don't know / varies)	23.5%	189	13.6%	15	24.3%	21	21.5%	12	27.3%	26	11.4%	13	36.8%	49	24.9%	25	25.3%
Weighted base:	803		108		87		54		95		114		132		100		114
Sample:	803		100		100		101		100		100		101		100		101

Q14 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping?

Yes	72.3%	581	74.6%	80	66.3%	58	79.3%	43	74.2%	70	64.1%	73	79.4%	105	72.6%	73	69.5%
No	27.7%	222	25.4%	27	33.7%	29	20.7%	11	25.9%	24	35.9%	41	20.6%	27	27.4%	27	30.5%
Weighted base:	803		108		87		54		95		114		132		100		114
Sample:	803		100		100		101		100		100		101		100		101

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q15 Where did you last undertake this 'top-up' food shopping?																	
<i>Those who make top-up shopping trips at Q14: AND Excl. Nulls</i>																	
Zone 1																	
Co-operative, Market Street, Loughborough LE11 3EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Cattle Market, Loughborough	0.4%	2	1.8%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.8%	5	0.8%	1	1.0%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	3.1%
Iceland, Market Street, Loughborough	0.9%	5	2.4%	2	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.9%	1	0.0%
Loughborough Markets, Loughborough Town Centre LE11 3EA	0.8%	5	0.8%	1	0.0%	0	0.7%	0	4.9%	3	0.0%	0	0.6%	1	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	0.5%	3	0.8%	1	3.5%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Ling Road, Loughborough LE11 2LW	1.8%	10	10.0%	8	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Loughborough Town Centre	1.2%	7	6.3%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.2%
Other, Zone 1	0.3%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Ashby Road, Loughborough	4.5%	25	13.0%	10	14.5%	8	2.1%	1	1.7%	1	0.0%	0	0.8%	1	6.4%	4	0.0%
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.5%	3	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Park Road, Shelthorpe, Loughborough	6.0%	33	33.9%	26	7.3%	4	4.9%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	2.0%	11	10.4%	8	2.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	3.0%	16	2.9%	2	17.4%	9	2.4%	1	3.5%	2	0.8%	1	0.0%	0	1.3%	1	0.0%
B&M, Willowbrook Park, Loughborough	0.9%	5	0.0%	0	1.0%	1	0.0%	0	4.9%	3	0.0%	0	0.0%	0	2.0%	1	0.0%
Co-operative, Knightthorpe Road, Loughborough	0.6%	3	0.8%	1	3.7%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road West Extension, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Long Whatton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	4.4%	25	2.4%	2	34.9%	19	2.9%	1	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 2	0.6%	3	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.3%	1	0.0%	0	2.0%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, 25 Charnwood Street, Shepshed	4.0%	22	0.0%	0	0.0%	0	36.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%
Zone 3																	
Co-operative Extra Foodstore, The Hallcroft, Shepshed	1.0%	5	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%
Co-operative, Anson Road, Shepshed	2.1%	12	0.0%	0	0.0%	0	23.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
Local shops, Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.4%	2	0.8%	1	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Charnwood Road, Shepshed LE12 9QF	0.5%	3	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Zone 4																	
Barrow Upon Soar District Centre	0.0%	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-operative, 21 High Street, Barrow on Soar	2.5%	14	0.0%	0	0.0%	0	0.0%	0	21.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road,	1.6%	9	0.0%	0	0.0%	0	0.0%	0	11.7%	8	1.8%	1	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Sileby																		
Leicester Road / Market Place, Mountsorrel Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Sileby	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	2.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	14	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	10	0.0%	0	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Melton Road, Thurmaston Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	4.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.4%	27	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Birstall District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	1.8%	10	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	9.0%	9	0.0%	0	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	4.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.4%	25	0.0%	0	0.0%	0
Co-operative, 132 Rothley Road, Mountsorrel	2.0%	11	0.0%	0	0.0%	0	0.0%	0	16.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.8%	4	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Co-operative, 19 Wanlip Lane, Birstall	3.9%	21	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	17.5%	18	0.0%	0	0.8%	1
Co-operative, 931 Loughborough Road, Rothley	1.1%	6	0.0%	0	0.0%	0	2.4%	1	3.5%	2	0.0%	0	2.1%	2	0.0%	0	0.8%	1
Local shops, Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodhouse Eaves Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Rothley Local Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	10	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	1.8%	10	0.0%	0	0.0%	0	0.7%	0	6.3%	4	0.0%	0	5.4%	6	0.0%	0	0.0%	0
Zone 7																		
Co-operative Food, 87 Main Street, East Leake	4.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.9%	26	0.8%	1
Co-operative, Church Street, Ruddington NG11 6HD	2.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	13	0.0%	0
Local shops, Normanton on Soar Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ruddington Village Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	5	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham NG12 5GT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Castle Donington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Co-operative, Market Place Whitwick LE67 5DT	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	5
Co-operative, Station Road, Castle Donington DE74 2NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Co-operative, The Green, Thringstone LE67 8NR	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Local shops, Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	2.7%	15	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	14
Other, Zone 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Outside Study Area																		
Aldi, Abbey Lane, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Adcock Road, Coalville	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	5
Aldi, Dents Road, Ashby-de-la-Zouch	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.3%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Exploration Drive, Leicester LE4 5NU	0.0%	0	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, Midland Street, Long Eaton	0.0%	0	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, Narborough Road South, Leicester LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4
Co-operative, Main Street, Markfield	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0
Co-operative, Market Place, Kegworth DE74 2EE	2.7%	15	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	15.5%	12
Co-operative, Station Road, Castle Donington DE74 2NJ	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4
Leicester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lidl, Loughborough Road, Abbey LE4 5PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Lidl, Thornborough Road, Coalville LE67 3TH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Long Eaton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Morrisons, Green Lane, Clifton NG11 9LQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.8%	1
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other, Gedling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley and Bosworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.9%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	3.1%	2
Other, North West Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0

Column %ges.

Charnwood Household Survey For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	4.4%	5	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	0.0%	0
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	10	0.0%	0	0.8%	1
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		553		75		54		42		66		69		103		66		76
Sample:		545		66		66		74		68		59		75		70		67

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q16 Where did you undertake your top-up shopping the time before your last visit to (STORE / LOCATION MENTIONED AT Q15) was it the same place, or different, and if so, please specify?																	
<i>Those who make top-up shopping trips at Q14: AND Excl. Nulls</i>																	
Zone 1																	
Co-operative, Market Street, Loughborough LE11 3EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Cattle Market, Loughborough	0.7%	4	4.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.6%	1	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.4%	2	0.7%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.9%	1	0.0%
Loughborough Markets, Loughborough Town Centre LE11 3EA	1.5%	8	1.8%	1	3.6%	2	0.7%	0	6.5%	4	0.0%	0	0.6%	1	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	1.9%	10	2.8%	2	4.3%	2	3.4%	1	1.2%	1	0.0%	0	3.6%	4	0.0%	0	0.0%
One Stop, Ling Road, Loughborough LE11 2LW	1.8%	10	9.0%	7	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Loughborough Town Centre	1.7%	9	9.6%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.2%
Other, Zone 1	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Ashby Road, Loughborough	4.3%	24	12.5%	10	11.2%	6	2.5%	1	1.2%	1	0.0%	0	0.8%	1	8.1%	5	0.0%
Tesco Express, Leicester Road, Loughborough LE11 2AL	1.0%	6	7.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Park Road, Shelthorpe, Loughborough	4.2%	23	12.5%	10	13.1%	7	0.9%	0	1.9%	1	0.0%	0	0.8%	1	2.0%	1	3.2%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	2.2%	12	7.5%	6	7.7%	4	2.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	3.0%	16	6.6%	5	11.9%	6	4.5%	2	2.6%	2	0.0%	0	0.6%	1	1.3%	1	0.0%
B&M, Willowbrook Park, Loughborough	1.2%	7	0.0%	0	1.0%	1	0.0%	0	5.3%	3	0.0%	0	1.4%	1	2.0%	1	0.0%
Co-operative, Knightthorpe Road, Loughborough	0.9%	5	0.0%	0	7.3%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road West Extension, Loughborough	0.0%	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, Station Avenue, Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Local shops, Long Whatton Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	4.3%	23	6.8%	5	23.8%	13	3.0%	1	2.9%	2	0.0%	0	0.0%	0	3.3%	2	0.0%
Other, Zone 2	0.6%	3	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, 25 Charnwood Street, Shepshed	4.5%	25	0.0%	0	2.3%	1	51.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Zone 3																	
Co-operative Extra Foodstore, The Hallcroft, Shepshed	1.8%	10	0.0%	0	0.0%	0	7.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%
Co-operative, Anson Road, Shepshed	1.3%	7	0.0%	0	0.0%	0	11.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
Local shops, Hathern Village Centre	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.2%	1	0.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Charnwood Road, Shepshed LE12 9QF	1.0%	5	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%
Zone 4																	
Barrow Upon Soar District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative, 21 High Street, Barrow on Soar	2.1%	11	0.0%	0	0.0%	0	0.0%	0	18.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Costcutter, Barrow Road, Sileby	0.7%	4	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Sileby	0.7%	4	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	2.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	12	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	3.3%	18	1.6%	1	0.0%	0	0.0%	0	1.2%	1	24.2%	16	0.0%	0	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Local shops, East Goscote Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.9%	5	0.0%	0	3.6%	2	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0
Melton Road, Thurmaston Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	3.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.8%	18	0.0%	0	3.4%	2	0.0%	0
Zone 6																		
Anstey District Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0
Birstall District Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	1.6%	9	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	7.6%	8	0.0%	0	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	3.5%	19	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	17.8%	19	0.0%	0	0.0%	0
Co-operative, 132 Rothley Road, Mountsorrel	1.5%	8	0.0%	0	0.0%	0	0.0%	0	13.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.7%	4	1.8%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Co-operative, 19 Wanlip Lane, Birstall	2.5%	14	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	9.4%	10	0.0%	0	0.9%	1
Co-operative, 931 Loughborough Road, Rothley	1.3%	7	0.0%	0	0.0%	0	2.4%	1	3.8%	2	0.0%	0	2.9%	3	0.0%	0	0.9%	1
Local shops, Newtown Linford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Local shops, Woodhouse Eaves Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Rothley Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	4.0%	22	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	20.1%	21	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	3.2%	17	6.6%	5	1.0%	1	0.0%	0	10.2%	6	0.0%	0	4.6%	5	1.3%	1	0.0%	0
Zone 7																		
Co-operative Food, 87 Main Street, East Leake	3.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%	18	0.9%	1
Co-operative, Church Street, Ruddington NG11 6HD	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	8	0.0%	0
Local shops, Normanton on Soar Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ruddington Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

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July 2018

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
NG12 5GT																		
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Zone 8																		
Castle Donington Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Co-operative, Market Place Whitwick LE67 5DT	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	5
Co-operative, Station Road, Castle Donington DE74 2NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-operative, The Green, Thringstone LE67 8NR	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	5
Local shops, Kegworth Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Morrisons, Whitwick Road, Coalville	2.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	14
Other, Zone 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Outside Study Area																		
Aldi, Abbey Lane, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Aldi, Adcock Road, Coalville	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	4.4%	3
Aldi, Dents Road, Ashby-de-la-Zouch	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Asda, Exploration Drive, Leicester LE4 5NU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	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, Narborough Road South, Leicester LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-operative, Main Street, Markfield	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Co-operative, Market Place, Kegworth DE74 2EE	2.9%	16	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	15.9%	12
Co-operative, Station Road, Castle Donington DE74 2NJ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Leicester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lidl, Loughborough Road, Abbey LE4 5PN	0.0%	0	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, Thornborough Road, Coalville LE67 3TH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Long Eaton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Morrisons, Green Lane, Clifton NG11 9LQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4	1.9%	1
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other, Gedling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley and Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.7%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	2	1.2%	1	0.0%	0	0.0%	0
Other, North West	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Leicestershire																		
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Other, Rushcliffe	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.9%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	1	4.0%	3	0.0%	0	2.0%	1	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	4.7%	5	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	546			77		54		42		61		66		104		67		74
Sample:	532			65		66		74		63		55		75		70		64

MeanScore: £

Q17 Approximately how much money do you normally spend on your household's 'top-up' food and grocery shop?

Those who make top-up shopping trips at Q14:

£1 - £5	14.6%	85	15.7%	13	19.3%	11	16.4%	7	15.8%	11	12.7%	9	10.7%	11	14.5%	11	15.0%	12
£6 - £10	20.1%	117	28.5%	23	12.8%	7	20.0%	9	12.3%	9	26.5%	19	19.2%	20	11.1%	8	27.4%	22
£11 - £15	12.6%	73	6.3%	5	17.6%	10	13.4%	6	18.5%	13	8.7%	6	18.2%	19	5.6%	4	12.0%	9
£16 - £20	16.2%	94	17.4%	14	15.8%	9	14.9%	6	17.1%	12	8.5%	6	14.6%	15	22.2%	16	19.0%	15
£21 - £25	5.7%	33	7.2%	6	5.1%	3	3.9%	2	5.9%	4	3.5%	3	6.7%	7	8.9%	6	2.9%	2
£26 - £30	6.3%	37	5.3%	4	11.9%	7	8.3%	4	4.9%	3	2.5%	2	11.5%	12	6.7%	5	0.0%	0
£31 - £35	1.1%	6	0.0%	0	1.3%	1	0.6%	0	5.7%	4	0.8%	1	0.8%	1	0.0%	0	0.0%	0
£36 - £40	2.2%	13	0.0%	0	4.7%	3	0.0%	0	0.7%	1	8.5%	6	0.0%	0	2.7%	2	1.6%	1
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	0.7%	4	2.0%	2	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.8%	1	0.8%	1	0.0%	0
£51 - £55	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	0.6%	3	0.7%	1	0.9%	1	4.0%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
£61 - £65	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.8%	1	0.0%	0
£101 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 +	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	15.4%	89	14.1%	11	10.5%	6	17.8%	8	15.9%	11	17.7%	13	15.7%	16	13.6%	10	17.4%	14
(Refused)	3.6%	21	1.7%	1	0.0%	0	0.0%	0	0.7%	1	6.3%	5	1.3%	1	13.1%	9	4.7%	4
Mean:	16.91		16.40		16.95		17.11		17.42		19.72		16.96		18.37		12.98	
Weighted base:	581		80		58		43		70		73		105		73		79	
Sample:	564		69		70		75		70		61		76		74		69	

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
MeanScore: visits per week																		
Q18 How often does your household normally do a 'top up' food and grocery shop?																		
Those who make top-up shopping trips at Q14:																		
Daily	4.2%	24	8.8%	7	8.2%	5	7.6%	3	3.4%	2	2.1%	2	2.1%	2	3.4%	2	0.8%	1
At least two times a week	33.7%	196	31.8%	26	40.5%	23	44.4%	19	26.9%	19	43.2%	32	39.5%	41	28.2%	20	19.7%	16
At least once a week	39.3%	228	45.4%	36	32.1%	19	36.3%	16	46.1%	32	43.7%	32	36.3%	38	29.3%	21	43.0%	34
At least once a fortnight	9.2%	54	13.3%	11	10.2%	6	2.1%	1	9.6%	7	3.5%	3	10.2%	11	8.9%	6	12.4%	10
At least once a month	0.8%	5	0.0%	0	0.9%	1	4.0%	2	0.7%	1	0.0%	0	0.6%	1	1.7%	1	0.0%	0
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	12.7%	74	0.7%	1	8.1%	5	5.6%	2	13.2%	9	7.4%	5	11.3%	12	28.6%	21	24.0%	19
Mean:	2.39		2.43		2.79		2.86		2.11		2.52		2.41		2.39		1.76	
Weighted base:	581		80		58		43		70		73		105		73		79	
Sample:	564		69		70		75		70		61		76		74		69	

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q19 Where did you last buy clothing or footwear goods?																		
Excl. Nulls																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	17.6%	124	27.4%	23	36.2%	29	31.3%	16	23.1%	19	2.9%	3	6.4%	8	16.5%	14	13.3%	13
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.2%	1	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelthorpe District Centre	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	2.5%	17	10.7%	9	7.2%	6	3.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Zone 2																		
Aldi, 51 Belton Road, Loughborough	0.0%	0	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&M, Willowbrook Park, Loughborough	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.3%	2	0.0%	0	0.7%	1	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.6%	5	0.0%	0	0.0%	0	0.0%	0	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	1.2%	9	0.7%	1	1.3%	1	0.6%	0	0.7%	1	0.5%	1	0.0%	0	0.7%	1	5.4%	5
Zone 4																		
Barrow Upon Star District Centre	0.0%	0	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.0%	0	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, Inglenook Park,	2.0%	14	2.2%	2	0.0%	0	0.0%	0	1.4%	1	10.4%	11	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	2.8%	20	0.7%	1	0.7%	1	0.0%	0	4.7%	4	6.8%	7	6.1%	7	0.0%	0	0.0%	0
Thurmaston Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	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, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	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, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.4%	3	0.0%	0	2.5%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District	1.5%	11	0.7%	1	0.9%	1	0.0%	0	0.0%	0	4.2%	5	4.0%	5	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																		
Birmingham City Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	3.3%	3
Burton-upon-Trent Town Centre	0.3%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Coalville Town Centre	0.6%	4	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	1.2%	8	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	8
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	7.7%	55	10.2%	9	2.3%	2	9.1%	5	6.9%	6	11.6%	13	12.9%	15	4.0%	4	2.9%	3
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.2%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	17.0%	120	6.1%	5	12.6%	10	4.1%	2	25.4%	21	28.7%	31	34.8%	41	1.0%	1	9.3%	9
Melton Mowbray — all locations	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.5%	1	0.5%	1	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Nottingham City Centre	8.0%	56	0.9%	1	4.5%	4	1.8%	1	0.7%	1	0.5%	1	1.1%	1	45.8%	40	8.8%	9
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other, East England	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.3%	2	0.0%	0	0.9%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Other, Hinkley & Bosworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	0.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.9%	3
Other, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.2%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Other, South West	0.2%	1	0.9%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Other, Yorkshire	0.2%	1	0.9%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	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, Grove Farm Triangle, Fosse Park, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	3.7%	4	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Tesco, Resolution Road, Ashby-de-la-Zouch	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
West Bridgford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	1.4%	10	1.6%	1	0.0%	0	0.0%	0	1.8%	1	0.7%	1	0.5%	1	1.4%	1	4.3%	4
Internet / Delivery	26.3%	185	33.4%	28	27.5%	22	37.1%	19	26.5%	21	24.1%	26	23.9%	28	16.5%	14	27.6%	27
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
shopping)																	
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	704		84		79		50		81		110		117		87		97
Sample:	713		79		89		94		88		94		91		91		87

MeanScore: visits per year

Q20 How often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q19)?*Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q19:*

Daily	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least two times a week	1.0%	5	3.8%	2	0.0%	0	6.3%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%
At least once a week	4.8%	24	6.8%	4	3.5%	2	9.4%	3	5.8%	5	5.5%	5	0.7%	1	3.6%	3	7.1%
At least once a fortnight	6.1%	31	2.9%	2	14.8%	9	2.1%	1	9.0%	5	10.2%	8	4.1%	4	3.4%	2	1.0%
At least once a month	25.5%	130	24.6%	13	20.8%	12	26.4%	8	28.1%	16	18.7%	15	31.5%	28	24.0%	17	29.9%
At least every two months	15.1%	77	13.6%	7	18.4%	11	13.5%	4	8.5%	5	18.1%	15	24.8%	22	6.3%	5	12.4%
At least every 3 months	14.7%	75	12.8%	7	9.6%	6	18.1%	6	20.8%	12	12.7%	10	10.5%	9	16.4%	12	20.1%
At least every 6 months	8.4%	43	11.4%	6	4.6%	3	5.8%	2	12.3%	7	4.8%	4	5.0%	4	14.1%	10	9.6%
Less often than once every 6 months	3.5%	18	6.4%	4	1.8%	1	0.9%	0	6.9%	4	3.0%	2	4.1%	4	0.0%	0	4.8%
Have only visited once	0.7%	3	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%
(Don't know / varies)	20.2%	103	16.6%	9	22.0%	13	17.5%	6	8.5%	5	26.1%	22	19.4%	17	31.1%	22	15.2%
Mean:	14.06		24.75		12.54		28.34		11.35		15.49		8.98		10.06		10.99
Weighted base:	510		54		58		32		58		82		88		72		66
Sample:	518		55		68		59		63		74		69		71		59

Q21 How do you normally travel to (LOCATION MENTIONED AT Q19)?*Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q19:*

Car / van (as driver)	68.6%	350	50.8%	28	62.6%	36	60.1%	19	82.4%	48	75.3%	62	75.1%	66	51.2%	37	82.4%
Car / van (as passenger)	7.6%	39	16.1%	9	6.8%	4	19.0%	6	3.8%	2	8.4%	7	2.0%	2	7.4%	5	5.8%
Bus, minibus or coach	15.6%	80	5.2%	3	18.4%	11	8.9%	3	13.8%	8	11.5%	9	19.5%	17	33.8%	24	6.9%
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Walk	5.1%	26	25.4%	14	5.9%	3	10.0%	3	0.0%	0	4.9%	4	2.0%	2	0.0%	0	0.0%
Taxi	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Train	0.9%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%
Bicycle	0.7%	4	0.0%	0	5.4%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Park & Ride	0.6%	3	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%
Tram	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	3.1%
(Don't know / varies)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%
Weighted base:	510		54		58		32		58		82		88		72		66
Sample:	518		55		68		59		63		74		69		71		59

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q22 When you go shopping for clothing or footwear, do you link this trip with another activity?																		
<i>Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q19:</i>																		
Yes – food shopping	3.6%	18	3.9%	2	1.3%	1	6.4%	2	0.9%	1	5.2%	4	0.7%	1	2.9%	2	9.2%	6
Yes – non-food shopping	4.0%	20	8.9%	5	4.3%	2	8.3%	3	6.4%	4	2.4%	2	1.4%	1	3.7%	3	1.0%	1
Yes – visiting services such as banks and other financial institutions	0.9%	5	3.8%	2	1.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Yes – leisure activity	2.2%	11	4.4%	2	0.9%	1	1.8%	1	2.2%	1	0.0%	0	4.8%	4	0.0%	0	3.1%	2
Yes – travelling to / from work	1.1%	6	0.0%	0	0.9%	1	1.2%	0	0.0%	0	0.9%	1	1.5%	1	0.0%	0	4.2%	3
Yes – travelling to / from school / college / university	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting café / pub / restaurant	15.9%	81	8.9%	5	19.1%	11	7.5%	2	10.8%	6	15.3%	13	10.8%	10	13.3%	10	37.5%	25
Yes – visiting family/friends	4.5%	23	4.8%	3	8.5%	5	1.9%	1	6.3%	4	2.5%	2	4.9%	4	1.9%	1	5.7%	4
Yes – visiting health service such as doctor, dentist, hospital	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.6%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	60.0%	306	63.8%	35	56.5%	32	72.0%	23	62.3%	36	69.2%	57	59.2%	52	66.1%	47	34.9%	23
Yes - going to church	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Yes - visiting the market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - window shopping / browsing	1.3%	7	0.0%	0	2.2%	1	0.9%	0	2.5%	1	0.9%	1	1.4%	1	2.5%	2	0.0%	0
(Don't know / varies)	4.9%	25	0.0%	0	3.5%	2	0.0%	0	4.6%	3	0.9%	1	15.5%	14	6.9%	5	1.0%	1
Weighted base:	510		54		58		32		58		82		88		72		66	
Sample:	518		55		68		59		63		74		69		71		59	

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q23 Where did you last buy books, CDs, DVDs?																	
Excl. Nulls																	
Zone 1																	
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Town Centre	14.4%	72	34.6%	24	29.7%	17	8.3%	3	16.0%	9	0.9%	1	5.2%	5	9.5%	5	11.0%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	0.0%	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, Park Road, Shelthorpe, Loughborough	3.6%	18	12.4%	9	9.9%	6	1.2%	0	3.0%	2	0.0%	0	0.7%	1	0.0%	0	0.9%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.4%	2	0.0%	0	2.0%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	0.3%	2	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Willowbrook Park, Loughborough	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.7%	3	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Regents Place Retail Park, Derby Road, Loughborough	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sharply Road Local Centre	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Asda, 25 Charnwood Street, Shepshed	0.5%	2	0.0%	0	0.0%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op Extra, The Hallcroft, Shepshed	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.4%	2	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Zone 4																	
Barrow Upon Star District Centre	0.0%	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Aldi, 1169 Melton Road, Syston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
Asda, Inglenook Park,	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.0%	1	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	5	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Asda, Midland Street, Long Eaton	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4
Ashby-de-la-Zouch — all locations	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	6.1%	4
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.8%	4	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	4.3%	21	0.0%	0	0.0%	0	0.0%	0	5.4%	3	10.6%	6	10.9%	10	0.0%	0	2.8%	2
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	3.8%	19	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	22.1%	13	7.1%	5
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	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, Grove Farm Triangle, Fosse Park, Leicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	0	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	0	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, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.0%	0	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	1.3%	7	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	5	1.9%	1
Internet / Delivery	60.1%	298	52.2%	36	50.6%	29	68.1%	21	66.4%	39	67.0%	41	71.4%	62	53.2%	31	52.5%	38
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
shopping) (Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	496		69		58		32		59		61		87		58		72	
Sample:	476		62		60		55		65		54		66		57		57	

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q24 Where did you last buy small household goods such as home furnishings, glass and china items?																	
<i>Excl. Nulls</i>																	
Zone 1																	
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Town Centre	16.5%	71	29.1%	20	32.0%	13	26.0%	9	22.2%	11	1.4%	1	6.5%	5	12.3%	5	11.9%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	0.0%	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, Ashby Road, Loughborough	0.6%	3	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%
Shelthorpe District Centre	0.0%	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, Park Road, Shelthorpe, Loughborough	3.7%	16	5.2%	4	11.5%	5	0.8%	0	5.1%	2	1.4%	1	0.7%	1	3.0%	1	4.1%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.4%	2	0.0%	0	1.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	0.0%	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&M, Willowbrook Park, Loughborough	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road, West Extension, Loughborough	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Station Avenue, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.5%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Regents Place Retail Park, Derby Road, Loughborough	3.2%	14	6.3%	4	7.1%	3	5.6%	2	4.0%	2	0.0%	0	0.0%	0	3.3%	1	2.5%
Sharply Road Local Centre	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowbrook Retail Park, Derby Road, Loughborough	1.6%	7	3.2%	2	1.3%	1	5.1%	2	3.0%	1	0.0%	0	0.0%	0	1.9%	1	0.0%
Zone 3																	
Asda, 25 Charnwood Street, Shepshed	0.6%	3	0.0%	0	0.0%	0	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op Extra, The Hallcroft, Shepshed	0.0%	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Barrow Upon Star District Centre	0.0%	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mountsorrell Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Aldi, 1169 Melton Road, Syston	0.0%	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, Inglenook Park,	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	2.3%	10	0.0%	0	0.0%	0	0.0%	0	2.6%	1	13.0%	7	1.6%	1	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	5.3%	23	0.0%	0	0.0%	0	0.0%	0	7.8%	4	24.5%	13	6.5%	5	0.0%	0	0.0%	0
Thurmaston Village Centre	1.5%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.8%	2	4.5%	4	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	5.5%	5	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	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, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	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, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Whitwick Village Centre	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																	
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville Town Centre	0.4%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	1.4%	6	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	6.4%
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	3.5%	15	4.2%	3	0.0%	0	4.0%	1	5.0%	2	1.0%	1	2.3%	2	0.0%	0	10.6%
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	9.0%	39	5.9%	4	18.9%	8	7.6%	3	11.2%	5	3.9%	2	11.4%	9	6.8%	3	8.0%
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	11.3%	49	22.6%	15	1.3%	1	6.3%	2	13.6%	7	11.2%	6	14.5%	12	3.3%	1	7.9%
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	7.4%	32	0.0%	0	2.6%	1	1.6%	1	4.0%	2	0.0%	0	6.1%	5	44.3%	20	6.3%
Other, Blaby	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.0%	1	0.0%	0	0.0%
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Melton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, North West	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Other, Yorkshire	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	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, Grove Farm Triangle, Fosse Park, Leicester	0.2%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's, Melton Road, Leicester LE4 7SJ	1.2%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	5.2%	4	0.0%	0	0.0%
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	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, Waverley Street, Long Eaton	0.0%	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, Resolution Road, Ashby-de-la-Zouch	0.0%	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%
Others																	
Abroad	0.4%	2	0.0%	0	1.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	20.6%	89	18.4%	12	21.3%	9	27.5%	10	10.7%	5	22.1%	12	23.5%	19	21.1%	9	21.1%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
shopping) (Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	430		67		41		35		49		55		82		45		56	
Sample:	399		60		44		53		54		52		53		42		41	

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q25 Where did you last buy goods such as toys, games, bicycles and recreation goods?																	
<i>Excl. Nulls</i>																	
Zone 1																	
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Town Centre	17.8%	68	30.5%	19	21.3%	10	25.0%	7	39.0%	20	0.0%	0	3.0%	2	17.1%	4	11.3%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	0.4%	2	0.0%	0	2.7%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Park Road, Shelthorpe, Loughborough	0.0%	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, Unit 1, The Rushes Shopping Centre, Loughborough	2.9%	11	7.9%	5	6.8%	3	0.0%	0	4.9%	2	0.0%	0	0.9%	1	0.0%	0	0.0%
	1.0%	4	0.9%	1	1.1%	1	9.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	0.0%	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&M, Willowbrook Park, Loughborough	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Jubilee Drive, Loughborough	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Regents Place Retail Park, Derby Road, Loughborough	2.2%	8	4.2%	3	5.8%	3	0.0%	0	3.9%	2	0.0%	0	0.0%	0	5.2%	1	0.0%
Sharply Road Local Centre	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowbrook Retail Park, Derby Road, Loughborough	3.5%	13	11.7%	7	8.2%	4	0.0%	0	2.5%	1	1.1%	1	0.0%	0	2.6%	1	0.0%
Zone 3																	
Asda, 25 Charnwood Street, Shepshed	1.0%	4	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0	1.1%
Co-op Extra, The Hallcroft, Shepshed	0.0%	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.6%	2	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%
Zone 4																	
Barrow Upon Star District Centre	0.0%	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Aldi, 1169 Melton Road, Syston	0.0%	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, Inglenook Park,	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	6	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Thurmaston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	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, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	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, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	2	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	8
B&Q, Devonshire Road, Leicester LE4 0BG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Beaumont Leys District	0.6%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																	
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville Town Centre	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	1.1%	4	1.3%	1	0.0%	0	1.3%	0	0.0%	0	2.5%	1	2.0%	1	0.0%	0	1.1%
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	2.7%	11	1.3%	1	6.8%	3	0.0%	0	0.0%	0	7.1%	3	0.0%	0	13.5%	3	0.0%
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	9.7%	37	3.4%	2	3.9%	2	1.3%	0	5.2%	3	25.1%	12	23.9%	15	0.0%	0	4.5%
Melton Mowbray — all locations	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	0.9%	3	0.0%	0	2.5%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%
Other, Blaby	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Derby	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%
Other, East England	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%
Other, East Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Other, Hinkley & Bosworth	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Other, London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	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, Grove Farm Triangle, Fosse Park, Leicester	0.0%	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, Melton Road, Leicester LE4 7SJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	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, Waverley Street, Long Eaton	0.0%	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, Resolution Road, Ashby-de-la-Zouch	0.0%	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others																	
Abroad	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	41.7%	160	34.6%	21	32.3%	15	55.5%	17	36.7%	19	34.2%	17	55.3%	36	39.0%	9	46.5%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
shopping) (Don't know / can't remember)	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0
Weighted base:	384	62	46	30	50	49	64	23	59
Sample:	328	49	46	41	43	37	44	26	42

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q26 Where did you last buy chemist goods (including health and beauty products)?																		
Excl. Nulls																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	28.8%	203	54.5%	52	75.5%	58	46.2%	21	33.7%	30	4.3%	4	14.7%	17	17.1%	15	6.7%	7
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelthorpe District Centre	1.0%	7	1.4%	1	4.7%	4	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	0.6%	5	4.5%	4	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	4.9%	34	15.9%	15	7.6%	6	3.6%	2	7.0%	6	0.0%	0	4.5%	5	0.7%	1	0.0%	0
	1.4%	10	4.5%	4	2.5%	2	2.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Zone 2																		
Aldi, 51 Belton Road, Loughborough	0.7%	5	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.7%	1	1.7%	1	2.2%	2
B&M, Willowbrook Park, Loughborough	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Jubilee Drive, Loughborough	0.0%	0	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, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.3%	2	0.8%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	1.1%	8	0.0%	0	6.1%	5	3.8%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	0.6%	4	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	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, Anson Road, Shepshed	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Shepshed District Centre	1.9%	13	0.6%	1	0.0%	0	13.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	7
Zone 4																		
Barrow Upon Star District Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	9.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	4.4%	4	0.0%	0
Sileby District Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park,	3.1%	22	0.0%	0	0.0%	0	0.0%	0	2.6%	2	16.9%	16	3.1%	4	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	3.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	22	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	3.6%	25	0.8%	1	0.0%	0	0.0%	0	8.0%	7	15.9%	15	2.3%	3	0.0%	0	0.0%	0
Thurmaston Village Centre	1.4%	10	0.0%	0	0.0%	0	0.0%	0	2.2%	2	6.5%	6	1.5%	2	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	8	0.0%	0	0.0%	0
Birstall Village Centre	3.3%	23	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	19.8%	23	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	1.7%	12	1.2%	1	0.0%	0	0.0%	0	12.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markfield Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Other, Zone 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Quorn Local Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	5.5%	6	0.0%	0	0.0%	0
Rothley Local Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	2.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	18	0.0%	0
Other, Rushcliffe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	8	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	2.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	14
Kegworth Village Centre	2.3%	16	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	6	9.4%	10
Morrisons, Whitwick Road, Coalville	0.6%	4	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.8%	2
Whitwick Village Centre	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	12
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District	2.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	14	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Coalville Town Centre	3.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	23
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	1.2%	9	0.0%	0	0.0%	0	1.5%	1	0.0%	0	4.5%	4	3.2%	4	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	4.4%	31	0.0%	0	0.0%	0	0.0%	0	1.9%	2	17.9%	17	8.6%	10	0.0%	0	2.6%	3
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0
Nottingham City Centre	1.8%	13	0.0%	0	0.0%	0	0.6%	0	0.6%	1	0.0%	0	0.0%	0	11.0%	10	2.2%	2
Other, Blaby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.1%	1	0.0%	0	4.9%	5
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	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, Grove Farm Triangle, Fosse Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
West Bridgford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	0.4%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Internet / Delivery	5.9%	42	14.3%	14	1.0%	1	16.7%	8	6.1%	5	0.8%	1	3.3%	4	10.4%	9	0.6%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
shopping) (Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	704		95		76		45		88		93		115		86		105	
Sample:	706		86		89		80		95		84		92		87		93	

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q27 Where did you last buy electrical items, such as televisions, washing machines and computers?																		
Excl. Nulls																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	16.2%	96	26.8%	23	35.5%	25	23.4%	9	19.6%	14	4.8%	3	5.4%	5	6.9%	5	13.0%	12
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelthorpe District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	0.0%	0	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, Unit 1, The Rushes Shopping Centre, Loughborough	2.5%	15	7.5%	6	4.2%	3	0.0%	0	3.4%	2	0.0%	0	1.5%	1	0.0%	0	1.4%	1
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Aldi, 51 Belton Road, Loughborough	0.0%	0	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&M, Willowbrook Park, Loughborough	0.0%	0	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, Jubilee Drive, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	14.8%	87	18.7%	16	31.1%	22	34.5%	13	10.9%	8	4.8%	3	2.6%	3	11.7%	8	16.6%	15
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	1.9%	11	5.1%	4	1.6%	1	4.4%	2	1.8%	1	0.0%	0	0.0%	0	0.9%	1	2.2%	2
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	0.8%	5	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Barrow Upon Star District Centre	0.0%	0	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.0%	0	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, Inglenook Park,	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Barkby Thorpe Lane, Thurmaston																	
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Road Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%
Other, Zone 5	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.3%	1	0.0%	0	0.0%
Syston District Centre	0.3%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%
Tesco Metro, 1197 Melton Road, Syston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1	0.0%	0	0.0%
Thurmaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6																	
Anstey District Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%
Birstall Village Centre	0.0%	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, 132 Rothley Road, Mountsorrel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 17-25 Cropston Road, Anstey	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%
Co-op, 19 Loughborough Road, Quorn	0.0%	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, 19 Wanlip Lane, Birstall	0.0%	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester Road / Market Place, Mountsorrel Local Centre	0.4%	2	1.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothley Local Centre	0.0%	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, 139 Sibson Road, Birstall	0.0%	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7																	
Bradmore Village Centre	0.0%	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%
Ruddington Village	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%
Zone 8																	
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castle Donington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area																	
Aldi, Thornborough Road, Coalville	0.0%	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, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	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, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashby-de-la-Zouch — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Leys District	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Coalville Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	6.7%	40	2.5%	2	0.7%	1	4.9%	2	6.1%	4	9.6%	7	20.9%	21	0.0%	0	3.4%	3
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	8	0.0%	0
Ibstock Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Leicester City Centre	8.8%	52	3.9%	3	3.3%	2	3.4%	1	13.8%	10	18.0%	13	19.8%	19	0.9%	1	2.3%	2
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	4.1%	24	0.0%	0	1.0%	1	0.7%	0	0.0%	0	0.8%	1	0.0%	0	28.5%	19	4.6%	4
Other, Blaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0
Other, Rushcliffe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	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, Grove Farm Triangle, Fosse Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	0	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.4%	2	1.3%	1	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.3%	1	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
West Bridgford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Others																		
Abroad	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	31.9%	189	34.1%	29	21.7%	16	24.3%	9	41.3%	29	42.6%	31	31.3%	31	25.8%	17	30.4%	28
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
shopping) (Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	592		85		71		37		71		72		98		66		91	
Sample:	593		80		77		67		78		67		79		64		81	

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q28 Where did you last buy DIY (including gardening) goods?																		
Excl. Nulls																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	7.9%	49	13.0%	11	11.1%	8	10.2%	4	12.5%	10	0.0%	0	3.8%	4	7.5%	6	6.4%	6
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelthorpe District Centre	0.0%	0	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, Park Road, Shelthorpe, Loughborough	0.0%	0	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, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Aldi, 51 Belton Road, Loughborough	0.0%	0	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&M, Willowbrook Park, Loughborough	0.4%	2	0.0%	0	1.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
B&Q, Jubilee Drive, Loughborough	52.8%	325	74.8%	66	69.2%	49	58.7%	25	69.4%	56	23.0%	16	38.4%	39	45.0%	34	46.6%	40
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.3%	2	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.4%	2	0.0%	0	2.4%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Belton Road, Loughborough	3.0%	18	4.0%	3	5.4%	4	2.1%	1	6.8%	5	0.0%	0	0.0%	0	0.0%	0	5.2%	5
Willowbrook Retail Park, Derby Road, Loughborough	1.7%	11	1.4%	1	3.3%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	5.5%	5
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	0.0%	0	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 Extra, The Hallcroft, Shepshed	0.0%	0	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.4%	2	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Barrow Upon Star District Centre	0.0%	0	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park,	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	5	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.3%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	2.7%	17	0.0%	0	0.0%	0	0.0%	0	2.2%	2	21.2%	15	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	1
Birstall Village Centre	0.5%	3	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	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, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	1.3%	8	2.1%	2	0.0%	0	0.0%	0	0.7%	1	1.7%	1	4.1%	4	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	1.0%	6	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	4.5%	5	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	1.1%	7	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	7	0.0%	0
Co-op, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Ruddington Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.6%	4	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	0	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, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
B&Q, Devonshire Road, Leicester LE4 0BG	6.8%	42	0.0%	0	0.0%	0	0.0%	0	1.4%	1	8.4%	6	34.4%	35	0.0%	0	0.0%	0
Beaumont Leys District	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.4%	1	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

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July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																	
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton-upon-Trent Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Coalville Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	2.7%	16	0.6%	1	0.0%	0	4.1%	2	0.0%	0	13.5%	10	4.6%	5	0.0%	0	0.0%
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	1.4%	9	0.0%	0	1.7%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	7	0.0%
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Derby	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Hinkley & Bosworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Melton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.3%	2	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.8%	1	0.0%
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Other, Yorkshire	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	7	0.0%
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.0%	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, Melton Road, Leicester LE4 7SJ	0.0%	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, Stoney Road, Beeston, Nottingham	0.0%	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.0%	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, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	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, Waverley Street, Long Eaton	0.0%	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, Resolution Road, Ashby-de-la-Zouch	0.0%	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Others																	
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	4.7%	29	0.6%	1	3.5%	2	7.2%	3	4.0%	3	7.7%	5	4.2%	4	5.7%	4	6.3%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
shopping) (Don't know / can't remember)	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0
Weighted base:	615	88	70	42	81	70	101	76	87
Sample:	605	81	77	72	85	63	78	73	76

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q29 Where did you last buy furniture, carpets and floor coverings?																	
<i>Excl. Nulls</i>																	
Zone 1																	
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Town Centre	16.5%	64	33.9%	21	35.3%	15	17.9%	4	9.6%	5	1.1%	1	7.7%	5	15.0%	6	15.2%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	0.0%	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, Park Road, Shelthorpe, Loughborough	0.0%	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, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	0.0%	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&M, Willowbrook Park, Loughborough	0.3%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%
B&Q, Jubilee Drive, Loughborough	1.7%	7	0.0%	0	6.5%	3	3.2%	1	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Covert District Centre	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Regents Place Retail Park, Derby Road, Loughborough	8.7%	33	9.7%	6	23.3%	10	5.4%	1	11.7%	6	9.3%	5	2.7%	2	3.5%	1	4.8%
Sharply Road Local Centre	0.0%	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, Jubilee Drive, Loughborough	0.3%	1	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowbrook Retail Park, Derby Road, Loughborough	1.9%	8	3.4%	2	1.3%	1	7.1%	2	1.4%	1	0.0%	0	0.9%	1	2.9%	1	1.5%
Zone 3																	
Asda, 25 Charnwood Street, Shepshed	0.0%	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 Extra, The Hallcroft, Shepshed	0.0%	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	1.0%	4	0.0%	0	0.0%	0	15.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Barrow Upon Star District Centre	0.0%	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sileby District Centre	1.6%	6	2.0%	1	0.0%	0	0.0%	0	9.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Aldi, 1169 Melton Road, Syston	0.0%	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, Inglenook Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	2.4%	9	0.0%	0	0.0%	0	0.0%	0	2.3%	1	13.9%	7	1.2%	1	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.9%	1	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	5.3%	20	2.2%	1	2.5%	1	2.3%	1	13.1%	7	7.8%	4	9.2%	6	0.0%	0	0.0%	0
Birstall Village Centre	3.9%	15	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.1%	1	19.9%	14	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	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, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	1.5%	1
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.3%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	0	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, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3
B&Q, Devonshire Road, Leicester LE4 0BG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																		
Birmingham City Centre	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	2.3%	9	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	13.7%	6
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	1.5%	6	0.9%	1	0.0%	0	0.0%	0	2.7%	1	1.5%	1	0.0%	0	0.0%	0	7.0%	3
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	9.4%	36	8.9%	5	3.0%	1	7.5%	2	10.0%	5	14.8%	7	16.0%	11	0.0%	0	8.9%	4
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	5.8%	23	2.6%	2	0.0%	0	12.7%	3	1.0%	1	6.6%	3	6.5%	5	13.5%	6	9.2%	4
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	11.0%	43	20.1%	12	15.1%	6	7.4%	2	10.8%	6	12.5%	6	13.2%	9	0.0%	0	2.1%	1
Melton Mowbray — all locations	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	4.0%	15	3.4%	2	1.8%	1	1.1%	0	1.0%	1	0.0%	0	1.9%	1	20.2%	9	4.8%	2
Other, Blaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	1.1%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	8.5%	4
Other, Hinkley & Bosworth	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Other, Leicester	1.3%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	5.3%	4	0.0%	0	1.5%	1
Other, London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.2%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Other, Rushcliffe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Other, South East	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	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, Grove Farm Triangle, Fosse Park, Leicester	0.0%	0	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, Melton Road, Leicester LE4 7SJ	0.0%	0	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, Stoney Road, Beeston, Nottingham	0.0%	0	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.0%	0	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, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	0	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, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.0%	0	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 Bridgford Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	13.1%	50	10.3%	6	8.7%	4	7.1%	2	14.0%	8	14.8%	7	10.5%	7	29.0%	12	9.7%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
shopping)																		
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	386		61		42		24		54		51		70		42		42	
Sample:	384		57		42		41		57		51		53		43		40	

Q30 Do you ever visit any of the following centres? [MR/PR]

Loughborough Town Centre	73.8%	593	94.1%	102	94.2%	82	89.5%	48	83.8%	79	35.6%	40	66.1%	87	66.7%	67	76.9%	87
Syston District Centre	23.9%	192	4.9%	5	2.9%	3	8.8%	5	31.0%	29	87.6%	100	34.0%	45	3.3%	3	1.8%	2
(Don't visit either of these)	16.4%	132	5.9%	6	5.8%	5	10.5%	6	13.5%	13	12.4%	14	21.7%	29	33.3%	33	23.1%	26
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

Q31 Which centre do you visit the most?*Those who visit more than one or more centres at Q30:*

Loughborough Town Centre	79.6%	534	100.0%	102	100.0%	82	99.4%	48	83.0%	68	2.7%	3	76.1%	79	100.0%	67	99.3%	87
Syston District Centre	20.4%	137	0.0%	0	0.0%	0	0.6%	0	17.0%	14	97.3%	97	23.9%	25	0.0%	0	0.7%	1
Weighted base:		671		102		82		48		82		100		103		67		87
Sample:		677		94		92		86		86		91		79		70		79

MeanScore: visits per year**Q32 How often do you visit (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30)?***Those who visit a centre at Q30:*

Daily	6.1%	41	12.8%	13	6.5%	5	3.5%	2	0.9%	1	14.6%	15	4.4%	5	0.0%	0	1.0%	1
At least two times a week	16.1%	108	27.5%	28	29.8%	24	17.7%	9	6.8%	6	30.9%	31	4.5%	5	3.8%	3	4.1%	4
At least once a week	28.0%	188	39.0%	40	43.8%	36	34.5%	17	28.3%	23	21.8%	22	12.8%	13	31.9%	21	18.3%	16
At least once a fortnight	16.1%	108	10.4%	11	9.4%	8	22.9%	11	31.5%	26	11.7%	12	13.2%	14	19.9%	13	16.7%	15
At least once a month	15.5%	104	5.0%	5	8.6%	7	13.4%	6	15.3%	12	14.5%	14	26.8%	28	14.1%	9	24.5%	21
At least every two months	5.9%	40	0.0%	0	1.3%	1	1.4%	1	10.5%	9	0.6%	1	18.3%	19	8.7%	6	4.6%	4
At least every 3 months	4.3%	29	0.0%	0	0.0%	0	1.8%	1	3.7%	3	0.6%	1	5.9%	6	5.1%	3	16.9%	15
At least every 6 months	2.2%	15	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	5.1%	3	6.2%	5
Less often than once every 6 months	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	3.6%	4	0.9%	1	2.3%	2
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.9%	33	4.2%	4	0.6%	1	4.7%	2	2.4%	2	5.4%	5	6.2%	6	10.4%	7	5.5%	5
Mean:		80.70		132.91		112.62		79.18		43.96		141.34		42.68		36.01		31.84
Weighted base:		671		102		82		48		82		100		103		67		87
Sample:		677		94		92		86		86		91		79		70		79

Q33 How do you usually travel to (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30) (main part of journey)?*Those who visit a centre at Q30:*

Car / van (as driver)	70.7%	475	43.0%	44	51.7%	42	74.9%	36	80.6%	66	70.7%	71	78.8%	81	81.9%	55	91.2%	80
Car / van (as passenger)	5.9%	39	6.4%	7	5.2%	4	5.2%	3	11.0%	9	1.7%	2	9.5%	10	2.7%	2	4.3%	4
Bus, minibus or coach	8.6%	58	6.2%	6	14.5%	12	14.9%	7	6.4%	5	2.2%	2	10.6%	11	15.3%	10	4.5%	4
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	12.9%	87	42.5%	43	23.3%	19	4.1%	2	0.0%	0	21.9%	22	0.6%	1	0.0%	0	0.0%	0
Taxi	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.1%	7	1.3%	1	4.7%	4	0.8%	0	1.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Weighted base:		671		102		82		48		82		100		103		67		87
Sample:		677		94		92		86		86		91		79		70		79

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q34 What is the main reason for visiting (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30)?																		
<i>Those who visit a centre at Q30:</i>																		
Choice and range of shops	33.0%	222	35.3%	36	29.2%	24	32.8%	16	40.8%	33	42.8%	43	33.4%	35	26.7%	18	20.1%	18
Supermarket	3.1%	21	1.9%	2	2.5%	2	2.4%	1	9.2%	8	6.3%	6	0.8%	1	2.0%	1	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	8.6%	58	6.9%	7	13.2%	11	10.5%	5	5.6%	5	8.7%	9	9.3%	10	5.1%	3	9.9%	9
Choice of services (hairdressers, banks etc)	7.2%	48	9.5%	10	2.8%	2	3.8%	2	10.6%	9	7.7%	8	4.9%	5	12.0%	8	5.8%	5
Livestock market	3.2%	21	2.7%	3	5.4%	4	8.1%	4	1.3%	1	0.6%	1	2.1%	2	6.4%	4	2.3%	2
Environmental quality of centre	1.6%	11	1.3%	1	4.0%	3	1.1%	1	0.0%	0	0.6%	1	0.8%	1	0.0%	0	4.8%	4
Close to home	9.9%	66	13.8%	14	17.4%	14	15.0%	7	4.2%	3	8.8%	9	3.8%	4	7.8%	5	10.7%	9
Close to work	4.4%	29	6.0%	6	3.9%	3	8.3%	4	1.8%	1	3.8%	4	8.0%	8	1.3%	1	1.7%	2
Easily accessible by public transport	0.6%	4	3.4%	3	0.6%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	1.1%	7	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	5.6%	4	2.3%	2
Free car parking	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.9%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Compact layout	1.0%	7	1.9%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.8%	1	3.0%	3
Convenient for meeting family / friends	3.9%	26	2.1%	2	0.6%	1	4.9%	2	8.8%	7	2.2%	2	9.0%	9	3.8%	3	0.0%	0
Convenient generally	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Familiarity	0.5%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.8%	1	0.0%	0	1.8%	1	1.6%	1
For a change	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.5%	3	2.2%	1	0.0%	0
Good for walking	0.5%	4	1.9%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.7%	1
Good for window shopping / browsing	2.7%	18	1.9%	2	2.7%	2	0.8%	0	2.3%	2	2.9%	3	4.2%	4	0.0%	0	5.5%	5
Good market	3.5%	23	2.6%	3	6.7%	6	0.6%	0	4.6%	4	0.0%	0	3.6%	4	0.9%	1	7.6%	7
My doctor is located there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Pedestrianised	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Pleasant atmosphere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Quiet / not too busy	2.9%	19	4.1%	4	0.0%	0	4.2%	2	5.1%	4	0.0%	0	0.8%	1	4.9%	3	5.3%	5
(Nothing in particular)	10.6%	71	4.6%	5	9.3%	8	6.2%	3	4.8%	4	14.1%	14	12.8%	13	14.4%	10	17.3%	15
Weighted base:		671		102		82		48		82		100		103		67		87
Sample:		677		94		92		86		86		91		79		70		79

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q35 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30) more often?																		
<i>Those who visit a centre at Q30:</i>																		
1st Mention																		
Increased choice and range of shops	17.3%	116	25.1%	25	30.2%	25	10.3%	5	27.3%	22	4.4%	4	6.9%	7	20.2%	13	15.4%	13
Discount food stores within the town centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	2.0%	1	0.0%	0
Improved non-food shops within the town centre	0.9%	6	0.8%	1	3.9%	3	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.9%	6	4.0%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.1%	8	0.8%	1	6.7%	6	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
More parking	5.1%	34	3.4%	3	2.7%	2	6.5%	3	6.7%	6	9.5%	9	4.7%	5	5.2%	3	2.2%	2
Cheaper parking	3.6%	24	5.6%	6	6.3%	5	0.0%	0	0.9%	1	0.8%	1	2.5%	3	1.3%	1	9.5%	8
Improved street cleaning	0.4%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.7%	2
Increased public transport	1.9%	13	3.4%	3	2.1%	2	0.8%	0	0.6%	1	4.0%	4	0.0%	0	0.9%	1	2.5%	2
Cheaper public transport	0.4%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Better environment	1.1%	7	3.0%	3	0.0%	0	0.6%	0	1.5%	1	0.6%	1	0.8%	1	1.3%	1	0.7%	1
Better security	1.0%	7	2.3%	2	0.6%	1	3.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.3%	2	0.0%	0	0.0%	0	2.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access / facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Better market	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Fewer betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer buses	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer market stalls	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access by car (e.g. better roads)	0.7%	5	2.6%	3	1.4%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafés / restaurants / takeaways	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cheap shops	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less student housing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	1.4%	10	0.6%	1	0.6%	1	2.1%	1	0.0%	0	0.6%	1	3.6%	4	4.9%	3	0.0%	0
Long parking hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths	0.5%	3	0.0%	0	1.6%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
More / better pubs	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks, post office etc.)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a community centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce business rates / rents	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	1.8%	12	0.0%	0	0.6%	1	1.8%	1	0.0%	0	8.3%	8	2.1%	2	0.0%	0	0.0%	0
Remove cycle lanes	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair roads (e.g. potholes)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tighter parking regulations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	56.9%	382	46.0%	47	35.7%	29	63.4%	31	58.2%	48	59.1%	59	75.2%	78	58.8%	39	59.0%	52
(Don't know)	1.9%	13	0.0%	0	0.6%	1	0.0%	0	0.6%	1	3.5%	3	0.0%	0	2.2%	1	7.6%	7
Weighted base:		671		102		82		48		82		100		103		67		87
Sample:		677		94		92		86		86		91		79		70		79

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
2nd Mention																		
Increased choice and range of shops	2.5%	17	2.8%	3	5.6%	5	0.6%	0	0.6%	1	2.1%	2	1.3%	1	3.3%	2	3.4%	3
Discount food stores within the town centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	2.4%	16	2.7%	3	6.7%	5	0.0%	0	2.3%	2	2.1%	2	0.0%	0	3.5%	2	1.7%	2
Improved leisure facilities	0.7%	5	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Improved quality of shops	0.7%	4	2.6%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
More parking	1.9%	13	0.8%	1	5.7%	5	1.3%	1	0.9%	1	4.2%	4	0.0%	0	2.6%	2	0.0%	0
Cheaper parking	2.3%	16	2.6%	3	2.7%	2	1.4%	1	6.4%	5	1.6%	2	2.1%	2	1.8%	1	0.0%	0
Improved street cleaning	0.6%	4	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Increased public transport	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Cheaper public transport	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.4%	3	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1
Better security	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access / facilities	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Better market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Fewer betting shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer buses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer market stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access by car (e.g. better roads)	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafés / restaurants / takeaways	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Less charity shops	0.7%	5	0.0%	0	3.7%	3	0.6%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Less cheap shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less student housing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	0.9%	6	4.0%	4	2.1%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Long parking hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.3%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
More / better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks, post office etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a community centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0
Reduce business rates / rents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	0.6%	4	0.0%	0	1.4%	1	1.3%	1	0.9%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Remove cycle lanes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair roads (e.g. potholes)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tighter parking regulations	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	80.6%	541	76.4%	78	62.5%	51	92.0%	44	87.6%	72	77.3%	77	90.1%	93	79.5%	53	82.9%	72
(Don't know)	2.5%	17	2.1%	2	1.6%	1	2.1%	1	0.6%	1	3.5%	3	0.0%	0	2.2%	1	7.6%	7
Weighted base:		671		102		82		48		82		100		103		67		87
Sample:		677		94		92		86		86		91		79		70		79

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
3rd Mention																		
Increased choice and range of shops	0.6%	4	0.8%	1	1.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.3%	1	0.7%	1
Discount food stores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.6%	4	0.8%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.0%	1
Improved leisure facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.6%	10	0.6%	1	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	7.1%	6
More parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.4%	3	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better clientele	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access / facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer buses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer market stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.3%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access by car (e.g. better roads)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Less cafés / restaurants / takeaways	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cheap shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less student housing	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long parking hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks, post office etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a community centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce business rates / rents	0.4%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Remove cycle lanes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair roads (e.g. potholes)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tighter parking regulations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	92.3%	619	90.5%	92	85.9%	70	97.3%	47	98.7%	81	93.3%	93	98.2%	101	92.5%	62	83.6%	73
(Don't know)	2.5%	17	2.1%	2	1.6%	1	2.1%	1	0.6%	1	4.0%	4	0.0%	0	2.2%	1	7.6%	7
Weighted base:		671		102		82		48		82		100		103		67		87
Sample:		677		94		92		86		86		91		79		70		79

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q35X Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30) more often? (Any mention)																		
<i>Those who visit a centre at Q30:</i>																		
Increased choice and range of shops	19.8%	133	26.6%	27	36.6%	30	10.9%	5	27.3%	22	7.1%	7	8.2%	8	23.4%	16	19.5%	17
Discount food stores within the town centre	0.9%	6	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.3%	3	0.0%	0	2.0%	1	0.0%	0
Improved non-food shops within the town centre	4.0%	27	4.2%	4	12.0%	10	4.8%	2	2.3%	2	2.1%	2	0.0%	0	5.6%	4	2.7%	2
Improved leisure facilities	1.7%	12	6.6%	7	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	2.7%	2
Improved quality of shops	3.4%	23	3.9%	4	12.1%	10	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	7.8%	7
More parking	7.1%	48	4.2%	4	8.4%	7	7.8%	4	7.6%	6	14.5%	14	4.7%	5	7.8%	5	2.2%	2
Cheaper parking	6.0%	40	8.3%	8	9.1%	7	1.4%	1	7.3%	6	2.4%	2	4.6%	5	3.1%	2	9.5%	8
Improved street cleaning	1.1%	8	0.8%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	3.4%	2	1.7%	2
Increased public transport	1.9%	13	3.4%	3	2.1%	2	0.8%	0	0.6%	1	4.0%	4	0.0%	0	0.9%	1	2.5%	2
Cheaper public transport	0.5%	3	0.0%	0	0.9%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Better environment	1.9%	13	4.9%	5	2.1%	2	0.6%	0	1.5%	1	0.6%	1	1.4%	1	1.3%	1	1.7%	2
Better security	1.4%	9	2.3%	2	0.6%	1	3.5%	2	0.0%	0	2.6%	3	2.1%	2	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.3%	2	0.0%	0	0.0%	0	2.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better clientele	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access / facilities	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.7%	1
Better market	0.3%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Fewer betting shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer buses	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer market stalls	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.5%	3	2.1%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access by car (e.g. better roads)	0.9%	6	3.4%	3	1.4%	1	0.0%	0	0.9%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Less cafés / restaurants / takeaways	0.2%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.8%	1	0.0%	0	0.9%	1	0.0%	0
Less charity shops	0.8%	5	0.0%	0	3.7%	3	0.6%	0	0.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Less cheap shops	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less student housing	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	2.4%	16	4.6%	5	2.7%	2	2.1%	1	0.0%	0	1.1%	1	3.6%	4	4.9%	3	0.0%	0
Long parking hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.6%	4	2.1%	2	1.4%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths	0.6%	4	0.0%	0	1.6%	1	0.0%	0	2.3%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0
More / better public toilets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
More / better pubs	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks, post office etc.)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.3%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a community centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0
Reduce business rates / rents	0.5%	3	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	2.7%	18	0.0%	0	2.1%	2	3.1%	1	0.9%	1	9.9%	10	3.9%	4	0.0%	0	0.0%	0
Remove cycle lanes	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair roads (e.g. potholes)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tighter parking regulations	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		671		102		82		48		82		100		103		67		87
Sample:		677		94		92		86		86		91		79		70		79

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q36 Why don't you visit Loughborough Town Centre? [MR]																		
<i>Those who do not visit Loughborough Town Centre at Q30:</i>																		
Lack of choice and range of shops	8.8%	19	0.0%	0	45.8%	2	24.5%	1	46.1%	7	2.4%	2	3.2%	1	1.8%	1	14.8%	4
Doesn't have preferred supermarket	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	3.2%	1	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	7.5%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Too far away from home or work	31.0%	65	8.9%	1	0.0%	0	27.9%	2	4.8%	1	41.6%	31	17.5%	8	56.1%	19	19.7%	5
Not accessible by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconveniently located car parking	4.8%	10	0.0%	0	20.8%	1	0.0%	0	12.7%	2	1.8%	1	8.2%	4	4.4%	1	2.4%	1
Expensive car parking	1.3%	3	0.0%	0	10.4%	1	4.9%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	4.8%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit	45.9%	96	8.9%	1	10.4%	1	37.7%	2	42.3%	6	51.9%	38	61.2%	27	32.2%	11	39.8%	10
General dislike of the town centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of time	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	2
Not enough disability parking spaces	0.3%	1	0.0%	0	10.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor road system	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.4%	1
Prefer to go elsewhere	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	5
Too many betting shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Too many charity shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Too old / ill / disabled	3.1%	7	26.8%	2	22.9%	1	4.9%	0	3.4%	1	1.5%	1	0.0%	0	5.5%	2	0.0%	0
Traffic congestion	1.7%	3	0.0%	0	0.0%	0	4.9%	0	12.7%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Unfamiliar with the area / layout	3.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	8.0%	4	0.0%	0	14.8%	4
(Don't know)	2.3%	5	55.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Weighted base:		210		6		5		6		15		73		45		33		26
Sample:		192		6		8		15		17		62		32		30		22

Q37 Why don't you visit Syston District Centre? [MR]*Those who live in Zone 5 but don't visit Syston District Centre at Q30:*

Lack of choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have preferred supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away from home or work	8.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	1	0.0%	0	0.0%	0	0.0%	0
Not accessible by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconveniently located car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit	82.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	82.6%	12	0.0%	0	0.0%	0	0.0%	0
Too small	8.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		14		0		0		0		0		14		0		0		0
Sample:		9		0		0		0		0		9		0		0		0

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q38 Do people in your household, including yourself, make use of home internet shopping, mobile internet shopping or TV shopping? [MR]																		
Yes, Internet (home)	67.3%	540	56.6%	61	69.2%	60	73.7%	40	76.9%	73	55.4%	63	76.0%	100	64.3%	64	69.4%	79
Yes, Portable internet shopping (through mobile phone / tablet)	30.8%	247	35.5%	38	34.0%	30	38.8%	21	28.1%	27	20.0%	23	40.2%	53	29.2%	29	23.4%	27
Yes, TV Shopping (No)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.8%	3	0.6%	1
	29.3%	235	31.5%	34	24.7%	22	23.0%	12	22.6%	21	44.1%	50	21.2%	28	34.0%	34	29.4%	33
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

Q39 Which goods or services does your household currently purchase via electronic (home / mobile / TV) shopping? [MR]*Those who purchase non-food goods via electronic (home / mobile / TV) shopping at Q38:*

Banking / finance	3.3%	18	10.4%	8	7.8%	5	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	2.8%	2
Books	41.7%	237	52.3%	39	42.2%	28	39.8%	17	49.4%	36	32.7%	21	35.0%	36	31.1%	21	49.8%	40
CDs, DVDs, music	36.9%	210	48.3%	36	46.2%	30	41.2%	17	30.8%	23	44.2%	28	28.1%	29	25.4%	17	37.2%	30
Clothes	50.9%	289	60.1%	44	55.9%	37	63.5%	26	56.4%	41	48.1%	31	56.5%	59	26.1%	17	42.5%	34
DIY goods	7.1%	40	8.8%	7	10.0%	7	3.5%	1	9.1%	7	8.5%	5	2.6%	3	8.2%	5	7.1%	6
Food	10.0%	57	11.3%	8	17.1%	11	10.7%	4	13.7%	10	5.4%	3	4.7%	5	4.4%	3	14.6%	12
Furniture / carpets	5.7%	32	9.8%	7	4.5%	3	1.3%	1	8.3%	6	6.7%	4	1.6%	2	7.5%	5	5.8%	5
Garden items	4.7%	27	12.6%	9	7.3%	5	3.9%	2	0.7%	1	6.7%	4	1.8%	2	5.3%	3	0.8%	1
Holiday and / or travel tickets	3.9%	22	11.4%	8	6.1%	4	0.7%	0	0.0%	0	5.4%	3	1.3%	1	0.9%	1	5.3%	4
Jewellery	2.7%	16	3.6%	3	1.9%	1	0.0%	0	2.3%	2	4.1%	3	3.6%	4	5.4%	4	0.0%	0
Major electrical items	19.0%	108	17.9%	13	14.7%	10	13.2%	5	25.9%	19	29.7%	19	11.7%	12	23.4%	15	17.6%	14
Small electrical items	27.0%	153	28.9%	21	33.7%	22	25.5%	11	25.2%	18	37.5%	24	19.5%	20	27.2%	18	23.5%	19
Small household goods	18.2%	103	22.8%	17	22.2%	15	17.4%	7	4.3%	3	27.6%	18	17.9%	19	15.0%	10	19.2%	15
Sports goods	3.9%	22	5.0%	4	6.9%	5	6.3%	3	5.3%	4	1.9%	1	0.8%	1	4.3%	3	2.8%	2
Toys	11.2%	63	12.4%	9	12.9%	8	2.5%	1	6.3%	5	13.9%	9	7.7%	8	4.4%	3	25.3%	20
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camping / outdoor goods	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Craft / hobby items	4.6%	26	0.8%	1	7.6%	5	6.9%	3	6.4%	5	8.7%	6	4.8%	5	0.0%	0	3.3%	3
Gifts	0.9%	5	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.9%	1	1.9%	2
Greetings cards	2.7%	15	0.0%	0	1.1%	1	2.5%	1	2.7%	2	5.4%	3	7.7%	8	0.0%	0	0.0%	0
Health & beauty products, chemist goods	0.5%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.8%	1
Magazines	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Pet food / accessories	2.7%	15	1.1%	1	1.1%	1	2.4%	1	0.0%	0	0.0%	0	8.7%	9	2.6%	2	2.4%	2
Stationery	1.1%	6	2.9%	2	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0
Vehicle parts / accessories	1.6%	9	0.8%	1	0.0%	0	0.0%	0	3.2%	2	0.9%	1	3.5%	4	2.0%	1	0.8%	1
(Don't know / can't remember)	11.4%	65	3.7%	3	2.6%	2	9.4%	4	14.1%	10	4.7%	3	16.0%	17	28.3%	19	9.6%	8
Weighted base:		568		74		66		42		73		64		104		66		80
Sample:		538		69		67		72		72		55		74		59		70

Q40 For your household's last non-food electronic (home / mobile / TV) shopping order, how did you receive your goods?*Those who purchase non-food goods via electronic (home / mobile / TV) shopping at Q38:*

Collection at store	3.7%	21	2.1%	2	0.8%	1	8.5%	4	6.0%	4	9.3%	6	3.0%	3	0.9%	1	1.7%	1
Home delivery	92.3%	524	94.0%	69	91.3%	60	91.5%	38	88.1%	64	88.8%	56	97.0%	101	90.1%	60	94.6%	76
Delivery to place of work	2.1%	12	2.8%	2	5.0%	3	0.0%	0	4.4%	3	0.0%	0	0.0%	0	1.3%	1	2.9%	2
Collection at click and collect hub (non-store location)	1.0%	6	0.0%	0	2.9%	2	0.0%	0	1.6%	1	1.9%	1	0.0%	0	2.0%	1	0.0%	0
Collection at other location	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.8%	1
Weighted base:		568		74		66		42		73		64		104		66		80
Sample:		538		69		67		72		72		55		74		59		70

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q41 Which of these leisure activities do you participate in? [MR/PR]																		
Health & fitness	21.3%	171	22.6%	24	26.3%	23	21.4%	12	26.1%	25	13.2%	15	18.4%	24	23.0%	23	22.1%	25
Leisure centre activities	16.0%	129	11.1%	12	20.1%	17	8.5%	5	33.9%	32	11.1%	13	10.8%	14	10.7%	11	21.9%	25
Cinema	50.0%	401	47.1%	51	48.6%	42	43.4%	23	58.8%	56	45.4%	52	56.7%	75	44.5%	45	51.2%	58
Restaurant	58.8%	472	53.3%	58	59.1%	51	45.4%	24	64.8%	61	53.2%	61	64.9%	86	53.2%	53	68.8%	78
Pub / bars	41.5%	334	32.6%	35	38.1%	33	32.2%	17	59.1%	56	47.4%	54	43.6%	58	30.6%	31	44.0%	50
Nightclub	3.2%	26	0.7%	1	2.3%	2	3.2%	2	7.6%	7	4.8%	5	3.8%	5	0.0%	0	3.3%	4
Social club	4.7%	37	1.1%	1	4.9%	4	0.0%	0	3.4%	3	10.8%	12	2.8%	4	9.6%	10	2.8%	3
Ten pin bowling	7.6%	61	13.2%	14	9.1%	8	3.0%	2	6.4%	6	5.9%	7	10.0%	13	6.9%	7	3.8%	4
Bingo	4.0%	32	10.4%	11	2.1%	2	0.7%	0	0.6%	1	8.5%	10	2.8%	4	0.9%	1	3.7%	4
Theatre / concert hall	28.7%	231	21.0%	23	28.6%	25	22.9%	12	44.1%	42	20.3%	23	32.4%	43	28.6%	29	30.3%	34
Museum / art galleries	20.1%	162	20.0%	22	22.0%	19	11.8%	6	25.9%	24	13.9%	16	17.5%	23	21.8%	22	25.8%	29
(None of these)	15.8%	127	22.8%	25	9.4%	8	23.4%	13	11.9%	11	17.0%	19	11.8%	16	21.1%	21	12.3%	14
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

Charnwood Household Survey For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q42 Which centre / facility did you last visit for indoor sports or health and fitness activity?																	
<i>Those who visit for health & fitness at Q41: AND Excl. Nulls</i>																	
Zone 1																	
Anytime Fitness, Bridge Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CrossFit, Hanford Way, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dynamite Gym, High Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ease Fitness UK, Howard Close, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fit4Less, Wood Gate, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Holywell Fitness Centre, Loughborough Park, Oakwood Drive, Loughborough	1.5%	3	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Jim Play, High Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Leisure Centre, Browns Lane, Loughborough	15.4%	33	36.1%	8	27.4%	8	25.9%	3	21.6%	9	2.5%	1	5.0%	1	6.3%	1	4.0%
Loughborough Town Centre	12.9%	28	15.0%	4	37.1%	11	8.5%	1	9.2%	4	21.1%	5	2.9%	1	3.6%	1	6.5%
Other, Zone 1	3.2%	7	5.3%	1	6.8%	2	2.2%	0	1.8%	1	5.5%	1	4.6%	1	0.0%	0	0.0%
PureGym, The Rushes, Loughborough	5.2%	11	13.5%	3	20.2%	6	17.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Radmoor Centre, Radmoor Road, Loughborough	1.9%	4	3.4%	1	6.6%	2	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Other, Zone 3	0.3%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shephed District Centre	0.8%	2	3.4%	1	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Zone 4																	
Barrow Upon Star District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Physfit Gyms, Barrow Road Business Park, Barrow Road, Sileby, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sileby District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Melton Road Local Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%
Syston District Centre	2.1%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	1	15.4%	3	0.0%	0	0.0%	0	0.0%
Zone 6																	
Anstey District Centre	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	4	0.0%	0	0.0%
Birstall District Centre	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	3	0.0%	0	0.0%
Leicester Road / Market Place, Mountsorrel Local Centre	3.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	3	5.8%	2	0.0%	0	6.7%
Other, Zone 6	0.9%	2	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Soar Valley Leisure Centre, Kingfisher Road, Mountsorrel, Leicester	10.0%	21	0.0%	0	1.8%	1	0.0%	0	33.4%	13	0.0%	0	26.1%	8	0.0%	0	0.0%
South Charnwood Leisure Centre, Parkstone Road, Syston, Leicester	3.5%	8	0.0%	0	0.0%	0	0.0%	0	1.3%	1	21.6%	5	0.0%	0	9.7%	2	0.0%
Zone 7																	
Other, Zone 7	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	3	0.0%
Zone 8																	
East Midlands Airport Yew Lodge Hotel, Packington Hill, Kegworth, Derby DE74 2DF	0.8%	2	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Hermitage Leisure Centre, Silver Street, Whitwick, Coalville LE67 5EU	4.3%	9	0.0%	0	0.0%	0	17.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.1%
Reeds Health Club, Packington Hill,	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	7.9%

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Kegworth, Derby DE74 2DF																		
The Workhouse Gym, Maple Road, Castle Donington DE74 2UT	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	5
Outside Study Area																		
Bannatyne Health Club, Welford Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge 4 Studio, Geoff Monk Way, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Leisure Centre, Lantern Lane, East Leake, Loughborough LE12 6QN	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	5	0.0%	0
FAST Fitness, Groby Community College, Groby, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Hill Golf & Conference Centre, Markfield Lane, Botcheston, Leicester LE9 9FH	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.8%	1
Leicester City Centre	2.1%	4	9.0%	2	0.0%	0	2.2%	0	0.0%	0	9.3%	2	0.0%	0	0.0%	0	0.0%	0
Meltdown Gym, Loughborough Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing, Byford Way, Leicester	0.3%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	3.0%	6	0.0%	0	0.0%	0	2.2%	0	1.8%	1	0.0%	0	0.0%	0	8.3%	2	10.1%	4
Other, Harborough	1.2%	3	0.0%	0	0.0%	0	0.0%	0	4.9%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0
Other, Leicester	4.8%	10	9.0%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	1	25.7%	7	0.0%	0	0.0%	0
Other, London	1.5%	3	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	4.1%	9	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	8
Other, Rushcliffe	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	3	0.0%	0
PureGym, St Georges Way, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Walnut Street, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushcliffe Arena, Rugby Road, West Bridgford, Nottingham NG2 7HY	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.4%	6	0.0%	0
The Gym, Causeway Lane, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		214		23		29		12		40		22		29		23		35
Sample:		193		24		29		24		35		16		19		21		25

Charnwood Household Survey For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q43 Which centre / facility did you last visit to go the cinema?																		
<i>Those who go to the cinema at Q41: AND Excl. Nulls</i>																		
Zone 1																		
Cineworld, Old Hospital Court, Loughborough	42.4%	164	62.3%	32	64.8%	27	49.8%	11	61.5%	33	23.8%	11	20.5%	15	33.7%	15	36.2%	20
FLIX, Epinal Way, Loughborough (Student Cinema)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Cattle Market, Loughborough	22.4%	87	37.7%	19	24.7%	10	35.6%	8	9.3%	5	9.0%	4	25.6%	18	15.0%	7	26.8%	15
Outside Study Area																		
Broadway Cinema, Broad Street, Nottingham	2.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	10	1.1%	1
Cineworld, Forman Street, Nottingham	1.0%	4	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	2	1.1%	1
Cineworld, Guild Street, Burton-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Freemans Park, Leicester	0.9%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.9%	1	2.0%	1	0.0%	0	0.0%	0
Odeon, The Pipeworks, Coppice Side, Swadlincote DE11 9FQ	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4
Other, East Midlands	1.4%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	7.6%	4
Other, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other, South Yorkshire	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Cinema & Art Centre, Midland Street, Leicester	1.6%	6	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.2%	1	6.0%	4	1.4%	1	0.0%	0
Piccadilly Cinema, Green Lane Road, Evington, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savoy Cinema, Derby Road, Nottingham	2.5%	10	0.0%	0	4.0%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	13.6%	6	2.5%	1
Showcase Cinema De Lux, Highcross Lane, Leicester	10.5%	41	0.0%	0	0.0%	0	0.0%	0	16.9%	9	24.4%	11	18.1%	13	4.4%	2	9.2%	5
Showcase Cinema De Lux, Redfield Way, Nottingham NG7 2UW	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0
Showcase, Foresters Park, Osmaston Park Road, Derby DE23 8AG	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3
Vue Cinema, Meridian Leisure Park, Lubbethorpe Way, Braunstone, Leicester	12.0%	46	0.0%	0	3.0%	1	10.1%	2	7.8%	4	37.5%	18	27.8%	20	0.0%	0	2.3%	1
Others																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		388		51		42		23		54		47		71		44		56
Sample:		357		43		41		36		53		37		53		45		49

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q44 Which centre / facility did you last visit to go to a restaurant?																		
<i>Those who go to restaurants at Q41: AND Excl. Nulls</i>																		
Zone 1																		
Loughborough Town Centre	32.8%	143	75.9%	42	76.2%	38	55.2%	13	32.2%	18	2.7%	2	16.7%	13	15.9%	8	14.5%	10
Shelthorpe District Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Zone 2																		
Gorse Covert District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Hathern Village Centre	0.4%	2	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Shepshep District Centre	0.9%	4	0.0%	0	0.0%	0	13.8%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Zone 4																		
Barrow-upon-Soar District Centre	2.5%	11	1.0%	1	0.0%	0	0.0%	0	15.2%	9	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Hoton Village Centre	0.6%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Other, Zone 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
Sileby District Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queniborough Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	4.6%	20	0.0%	0	2.4%	1	0.0%	0	0.0%	0	29.3%	17	2.5%	2	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Birstall District Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Cropston Village Centre	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	4.7%	4	0.0%	0	3.0%	2
Mountsorrel Local Centre - Leicester Road / Market Place	0.8%	3	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Newtown Linford Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.9%	1
Other, Zone 6	0.4%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Quorn Local Centre	3.7%	16	0.0%	0	2.6%	1	1.2%	0	12.9%	7	2.7%	2	6.3%	5	1.3%	1	0.0%	0
Rothley Local Centre	2.3%	10	0.0%	0	1.1%	1	0.0%	0	5.5%	3	5.3%	3	1.8%	1	1.3%	1	2.1%	1
Woodhouse Eaves Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Zone 7																		
East Leake Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0
Keyworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Ruddington Village	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	7	0.0%	0
Zone 8																		
Castle Donington Town Centre	2.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	9
Kegworth Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Long Whatton Village Centre	0.7%	3	0.0%	0	0.0%	0	1.7%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Thringstone Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Whitwick Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Outside Study Area																		
Ashby-de-la-Zouch — all locations	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3
Beaumont Leys District Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Braunstone Town Centre	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	2.8%	2	0.0%	0	0.0%	0
Central London	0.8%	4	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Coalville Town Centre	2.0%	9	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	11.2%	7
Cotgrave Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.8%	2
Derby City Centre	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	5
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Havant Town Centre	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Leicester City Centre	18.5%	80	8.1%	4	7.5%	4	6.4%	1	10.4%	6	45.7%	26	42.6%	33	1.3%	1	7.4%
Melton Mowbray — all locations	0.5%	2	0.0%	0	0.0%	0	4.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	5.9%	26	6.2%	3	2.4%	1	4.4%	1	0.9%	1	0.0%	0	0.0%	0	38.5%	19	1.3%
Other, Blaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Other, East England	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.9%
Other, East Midlands	1.5%	7	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.8%	1	3.8%	2	5.8%
Other, Harborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Other, Hinkley & Bosworth	0.4%	2	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
Other, North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, North West	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%
Other, Rushcliffe	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.9%
Other, Rutland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%
Other, South West	0.7%	3	2.9%	2	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Other, West Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Other, Yorkshire & the Humber	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%
Shardlow Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%
West Bridgford Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%
Others																	
Abroad	2.1%	9	3.9%	2	5.8%	3	0.0%	0	0.9%	1	3.6%	2	1.8%	1	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	435			55		49		23		57		57		78		48	
Sample:	439			53		57		38		57		50		67		53	

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q45 Which centre / facility did you last visit to go to bars, pubs and night / social clubs?																		
<i>Those who go to bars, pubs and / or night / social clubs at Q41: AND Excl. Nulls</i>																		
Zone 1																		
Loughborough Town Centre	29.9%	95	73.3%	25	87.5%	29	58.7%	11	29.8%	15	1.6%	1	19.6%	11	3.9%	1	5.9%	3
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Hathern Village Centre	1.1%	4	7.9%	3	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	2.2%	7	0.0%	0	0.0%	0	27.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Zone 4																		
Barrow-upon-Soar District Centre	3.4%	11	0.0%	0	0.0%	0	0.0%	0	19.7%	10	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Hoton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Other, Zone 4	0.7%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Sileby District Centre	3.3%	11	0.0%	0	0.0%	0	0.0%	0	14.2%	7	7.2%	3	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queniborough Village Centre	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	5	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	6.7%	21	0.0%	0	0.0%	0	0.0%	0	1.4%	1	42.9%	21	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	5	0.0%	0	0.0%	0
Birstall District Centre	3.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	12	0.0%	0	0.0%	0
Cropston Village Centre	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	4.3%	2
Mountsorrel Local Centre - Leicester Road / Market Place	1.4%	4	0.0%	0	0.0%	0	0.0%	0	8.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Linford Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	1	0.0%	0
Quorn Local Centre	4.3%	14	2.4%	1	1.6%	1	0.0%	0	5.3%	3	0.0%	0	17.0%	10	0.0%	0	0.0%	0
Rothley Local Centre	3.7%	12	3.7%	1	0.0%	0	0.0%	0	12.3%	6	0.0%	0	7.4%	4	0.0%	0	0.0%	0
Woodhouse Eaves Village Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0
Zone 7																		
East Leake Village Centre	2.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4	10.1%	3	0.0%	0
Keyworth Village Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0
Other, Zone 7	1.3%	4	1.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	10.1%	3	0.0%	0
Ruddington Village	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	3	0.0%	0
Zone 8																		
Castle Donington Town Centre	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	5
Kegworth Village Centre	2.4%	8	6.3%	2	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	5
Long Whatton Village Centre	0.4%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Thringstone Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Whitwick Village Centre	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	5
Outside Study Area																		
Ashby-de-la-Zouch — all locations	0.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Beaumont Leys District Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braunstone Town Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	3	1.0%	1	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	5
Cotgrave Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Derby City Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Havant Town Centre	0.3%	1	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Leicester City Centre	5.7%	18	0.0%	0	3.5%	1	1.5%	0	4.5%	2	15.5%	7	9.5%	5	4.7%	1	0.0%
Melton Mowbray — all locations	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	4.0%	13	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.4%	12	0.0%
Other, Blaby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	1.3%
Other, Harborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%
Other, Hinkley & Bosworth	0.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Other, N W Leicestershire	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%
Other, North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, North West	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%
Other, Rushcliffe	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%
Other, Rutland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.3%
Other, Yorkshire & the Humber	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Shardlow Village Centre	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%
West Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others																	
Abroad	1.2%	4	0.0%	0	3.5%	1	3.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	319			34		33		18		51		48		58		31	
Sample:	303			29		35		29		51		40		43		35	

Q46 Which centre / facility did you last visit to go ten-pin bowling?

Those who go ten-pin bowling at Q41: AND Excl. Nulls

Outside Study Area

Hollywood Bowl, Lubbesthorpe Way, Leicester	75.4%	37	79.8%	11	65.8%	5	62.8%	1	68.1%	4	100.0%	7	90.4%	8	0.0%	0	58.3%
Hollywood Bowl, West Mall, Albion Street, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
MFA Bowl, Belward Street, Nottingham	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%
MFA Bowl, Derby Road, Ilkeston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Namco Funscape (Stryker's Bowl), Castle Grounds, River Drive, Tamworth	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.7%
Tenpin & Sector 7, Foresters Leisure Park, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tenpin, Clifton Boulevard, Redfield Way, Nottingham	19.9%	10	20.2%	3	34.2%	3	37.3%	1	31.9%	2	0.0%	0	0.0%	0	66.7%	2	0.0%
Others																	
Abroad	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	1	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	49			14		8		2		6		7		9		3	
Sample:	42			12		6		2		5		6		6		3	

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q47 Which centre / facility did you last visit for bingo?																		
<i>Those who go to bingo at Q41: AND Excl. Nulls</i>																		
Zone 1																		
Beacon Bingo, The old cinema, Baxter Gate, Loughborough	55.4%	17	100.0%	11	41.1%	1	99.9%	0	100.0%	1	0.0%	0	100.0%	4	0.0%	0	35.1%	1
Zone 5																		
Other, Zone 5	15.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.6%	5	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Admiral Casino & Bingo, Southchurch Drive, Clifton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Beaumont Way, Leicester	14.0%	4	0.0%	0	58.9%	1	0.0%	0	0.0%	0	34.2%	3	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Gala Way, Nottingham	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0
Mecca, Freeman's Park Campus, Aylestone Road, Leicester	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0
Mecca, Queens Road, Beeston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	64.9%	2
Others																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		31		11		2		0		1		10		4		1		4
Sample:		22		5		3		1		1		7		1		1		3

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q48 Which centre / facility did you last visit for art / culture activities (i.e. theatres / galleries / museums)?																		
<i>Those who visit for art / cultural activites at Q41: AND Excl. Nulls</i>																		
Zone 1																		
Loughborough Town Centre	17.9%	46	29.7%	8	35.2%	11	12.2%	2	18.1%	8	7.5%	2	12.4%	6	4.7%	1	20.5%	8
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepsheo District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Barrow-upon-Soar District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hoton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Melton Road Local Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cropston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrel Local Centre - Leicester Road / Market Place	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodhouse Eaves Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Whatton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thringstone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Ashby-de-la-Zouch — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District Centre, Leicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	1.8%	5	2.2%	1	3.7%	1	4.7%	1	1.6%	1	2.8%	1	1.8%	1	0.0%	0	0.0%	0
Braunstone Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	12.3%	32	6.1%	2	9.5%	3	45.0%	6	33.3%	15	2.8%	1	10.1%	5	0.0%	0	1.6%	1
Coalville Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotgrave Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Havant Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	38.5%	98	18.4%	5	26.2%	8	13.7%	2	31.6%	14	59.3%	16	71.2%	33	7.9%	2	44.9%	18
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	19.1%	49	29.4%	8	21.8%	7	14.2%	2	7.0%	3	14.5%	4	0.0%	0	72.1%	19	16.2%	6
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.6%	1	2.2%	1	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Other, Harborough	0.9%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.0%	1	1.3%	1	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North East	0.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	1.6%	1
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rutland	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.3%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	1.6%	4	4.8%	1	0.0%	0	8.0%	1	0.0%	0	2.0%	1	1.3%	1	0.0%	0	1.6%	1
Other, Yorkshire & the Humber	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.3%	1	0.0%	0
Shardlow Village Centre	0.0%	0	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	2.5%	6	2.2%	1	3.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.3%	1	8.6%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		256		26		32		13		45		28		46		26		40
Sample:		268		29		38		20		43		30		41		31		36

Q49 How do you normally travel when visiting leisure destinations?

Those who visit for one or more leisure activities at Q41:

Car / van (as driver)	63.6%	430	46.9%	39	61.5%	49	72.3%	30	75.0%	62	65.1%	62	58.3%	68	57.1%	45	75.6%	75
Car / van (as passenger)	9.3%	63	14.7%	12	4.0%	3	10.8%	4	9.6%	8	9.2%	9	15.0%	17	4.6%	4	5.1%	5
Bus, minibus or coach	7.8%	53	2.3%	2	9.1%	7	6.8%	3	5.1%	4	3.8%	4	9.2%	11	21.4%	17	5.6%	6
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	13.2%	89	28.4%	24	19.5%	15	3.7%	2	3.8%	3	13.9%	13	13.9%	16	10.9%	9	7.8%	8
Taxi	2.1%	14	3.3%	3	0.9%	1	4.1%	2	0.0%	0	3.5%	3	2.4%	3	1.7%	1	1.4%	1
Train	1.3%	9	1.0%	1	0.7%	1	2.1%	1	5.9%	5	0.0%	0	0.0%	0	1.1%	1	0.6%	1
Bicycle	0.7%	5	3.4%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride	0.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tram	0.5%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0
(Don't know / varies)	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.6%	1	4.5%	4	0.0%	0	0.0%	0	3.9%	4
Weighted base:		676		83		79		41		83		95		116		79		100
Sample:		680		78		87		76		88		85		92		84		90

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q50 Which leisure facilities would you like to see more of in your area? [MR]																		
Bars / pubs	1.7%	14	4.0%	4	1.2%	1	0.5%	0	0.0%	0	1.9%	2	1.7%	2	0.0%	0	3.4%	4
Better shopping facilities	3.6%	29	3.1%	3	0.9%	1	6.2%	3	2.1%	2	5.6%	6	3.8%	5	6.1%	6	1.7%	2
Bowling alley	5.5%	44	19.8%	21	11.0%	10	7.5%	4	0.0%	0	1.2%	1	1.9%	3	0.0%	0	4.5%	5
Cinema	3.3%	27	3.2%	3	0.0%	0	0.0%	0	3.4%	3	4.6%	5	2.6%	3	0.0%	0	10.1%	12
Concert hall / venue	0.5%	4	0.0%	0	2.0%	2	0.0%	0	0.8%	1	0.0%	0	0.5%	1	1.2%	1	0.0%	0
Cycle paths / area	0.9%	7	0.7%	1	1.3%	1	0.0%	0	0.8%	1	0.0%	0	1.0%	1	1.7%	2	1.3%	2
Dance facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skate park	0.5%	4	1.9%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health & fitness (gym)	0.8%	6	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.3%	4
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	0.8%	7	1.3%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Karting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	4.4%	35	0.5%	1	2.2%	2	15.0%	8	2.8%	3	1.1%	1	5.4%	7	2.8%	3	9.6%	11
More children facilities / activities	4.9%	39	7.9%	8	9.3%	8	4.8%	3	0.0%	0	7.6%	9	3.8%	5	0.0%	0	5.8%	7
More sports facilities (football pitches, tennis courts)	2.1%	17	0.7%	1	2.2%	2	1.9%	1	0.8%	1	3.0%	3	2.8%	4	0.6%	1	4.0%	5
Museum / art galleries	0.8%	7	0.0%	0	0.0%	0	0.5%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	3.4%	4
Outdoor play areas / park facilities	0.9%	7	0.0%	0	1.3%	1	0.7%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0
Paintballing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafes	3.8%	30	3.4%	4	0.0%	0	1.6%	1	0.0%	0	5.4%	6	9.9%	13	1.5%	1	4.5%	5
Swimming pool	5.7%	46	3.1%	3	3.8%	3	7.7%	4	2.3%	2	4.8%	5	11.8%	16	3.9%	4	7.3%	8
Theatre	1.3%	11	2.5%	3	0.0%	0	1.1%	1	2.0%	2	1.8%	2	0.6%	1	0.0%	0	2.3%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adult education classes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Climbing wall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Golf course	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1
More activities / facilities for the elderly (e.g. social club)	1.1%	9	0.5%	1	2.8%	2	3.4%	2	0.0%	0	0.5%	1	1.7%	2	1.2%	1	0.0%	0
Racing track	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Snooker hall	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
(None)	65.5%	526	51.6%	56	67.9%	59	61.9%	33	85.0%	80	65.5%	75	59.8%	79	81.5%	82	54.9%	63
(Don't know)	5.5%	44	8.3%	9	3.7%	3	4.2%	2	1.6%	1	8.9%	10	2.6%	3	2.2%	2	10.8%	12
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

GEN Gender of respondent.

Male	36.9%	296	39.9%	43	37.8%	33	41.2%	22	45.8%	43	36.4%	41	36.2%	48	31.9%	32	29.5%	34
Female	63.1%	507	60.1%	65	62.2%	54	58.8%	32	54.2%	51	63.6%	72	63.8%	84	68.1%	68	70.5%	80
Weighted base:	803		108		87		54		95		114		132		100		114	
Sample:	803		100		100		101		100		100		101		100		101	

AGE Could I ask, how old are you?

18 – 24 years	8.1%	65	3.2%	3	0.0%	0	6.3%	3	6.9%	6	9.1%	10	22.4%	30	7.5%	8	3.4%	4
25 – 34 years	13.9%	112	16.2%	17	7.5%	7	15.8%	9	10.3%	10	21.2%	24	14.0%	18	11.3%	11	13.7%	16
35 – 44 years	17.6%	141	25.3%	27	22.6%	20	19.0%	10	18.5%	17	16.4%	19	11.7%	15	9.0%	9	20.5%	23
45 – 54 years	18.5%	148	24.9%	27	21.3%	19	12.2%	7	27.9%	26	14.4%	16	19.0%	25	17.9%	18	9.3%	11
55 – 64 years	18.0%	145	10.4%	11	18.8%	16	22.6%	12	15.9%	15	17.3%	20	17.9%	24	21.4%	21	22.0%	25
65+ years	24.0%	192	19.9%	22	29.9%	26	24.1%	13	20.5%	19	21.6%	25	15.0%	20	32.9%	33	31.1%	35
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	803		108		87		54		95		114		132		100		114	
Sample:	803		100		100		101		100		100		101		100		101	

Charnwood Household Survey

For WYG

Weighted:

July 2018

		Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
PC	Postcode Sector:																	
DE74 2	5.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.2%	40
LE11 1	2.8%	23	10.5%	11	12.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE11 2	7.5%	60	56.0%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE11 3	4.6%	37	33.5%	36	0.6%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE11 4	5.1%	41	0.0%	0	46.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE11 5	4.3%	35	0.0%	0	39.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE12 5	3.1%	25	0.0%	0	0.0%	0	8.9%	5	3.6%	3	0.0%	0	0.0%	0	10.0%	10	5.6%	6
LE12 6	5.4%	44	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	41.9%	42	0.0%	0
LE12 7	7.7%	62	0.0%	0	0.0%	0	0.0%	0	65.6%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE12 8	6.1%	49	0.0%	0	0.0%	0	0.0%	0	27.7%	26	0.0%	0	17.4%	23	0.0%	0	0.0%	0
LE12 9	8.1%	65	0.0%	0	0.0%	0	90.6%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	16
LE14 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE4 3	3.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	30	0.0%	0	0.0%	0
LE4 4	3.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	26	0.0%	0	0.0%	0
LE4 8	3.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.8%	29	0.0%	0	0.0%	0	0.0%	0
LE6 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
LE67 3	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5
LE67 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
LE67 5	4.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.7%	37
LE67 8	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	7
LE67 9	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7	0.0%	0	0.0%	0
LE7 1	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	11	0.0%	0	0.0%	0	0.0%	0
LE7 2	5.2%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.3%	41	0.0%	0	0.0%	0	0.0%	0
LE7 3	2.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	20	0.0%	0	0.0%	0	0.0%	0
LE7 4	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	11	0.0%	0	0.0%	0	0.0%	0
LE7 7	5.7%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	46	0.0%	0	0.0%	0
LE7 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
NG11 6	3.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.8%	31	0.0%	0
NG12 5	2.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	17	0.0%	0
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

QUOTA Zone

Zone 1	13.4%	108	100.0%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	10.8%	87	0.0%	0	100.0%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	6.7%	54	0.0%	0	0.0%	0	100.0%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	11.8%	95	0.0%	0	0.0%	0	0.0%	0	100.0%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	14.2%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	114	0.0%	0	0.0%	0	0.0%	0
Zone 6	16.4%	132	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	132	0.0%	0	0.0%	0
Zone 7	12.5%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 8	14.2%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	114
Weighted base:	803			108		87		54		95		114		132		100		114
Sample:	803			100		100		101		100		100		101		100		101

Appendix 5:

Data Tabulations

By Zone – Filtered Nulls & SFT

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q01 Where did you last undertake your main food and grocery shopping?																	
<i>Excl. Nulls & SFT</i>																	
Zone 1																	
Co-operative, Market Street, Loughborough LE11 3EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.4%	3	1.0%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Markets, Loughborough Town Centre LE11 3EA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	1.2%	9	2.0%	2	0.0%	0	1.1%	1	1.1%	1	0.0%	0	2.2%	2	3.3%	3	0.0%
One Stop, Ling Road, Loughborough LE11 2LW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Loughborough Town Centre	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sainsbury's, Ashby Road, Loughborough	6.5%	49	13.3%	13	7.4%	7	12.2%	11	5.4%	5	0.0%	0	2.2%	2	9.8%	9	2.2%
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.0%	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, Park Road, Shelthorpe, Loughborough	16.8%	126	58.2%	57	17.9%	17	10.0%	9	29.0%	27	0.0%	0	10.8%	10	4.3%	4	2.2%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	2.3%	17	1.0%	1	1.1%	1	3.3%	3	5.4%	5	1.0%	1	0.0%	0	5.4%	5	1.1%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	9.6%	72	12.2%	12	21.1%	20	10.0%	9	10.8%	10	1.0%	1	7.5%	7	9.8%	9	4.3%
B&M, Willowbrook Park, Loughborough	0.0%	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-operative, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road West Extension, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Station Avenue, Loughborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Local shops, Long Whatton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	10.4%	78	6.1%	6	46.3%	44	8.9%	8	6.5%	6	0.0%	0	1.1%	1	7.6%	7	6.5%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.0%	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, 25 Charnwood Street, Shepshed	4.0%	30	0.0%	0	0.0%	0	25.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%
Zone 3																	
Co-operative Extra Foodstore, The Hallcroft, Shepshed	0.4%	3	1.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Co-operative, Anson Road, Shepshed	0.5%	4	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Local shops, Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.0%	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, Charnwood Road, Shepshed LE12 9QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Barrow Upon Soar District Centre	0.0%	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-operative, 21 High Street, Barrow on Soar	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey
For WYG

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Sileby																		
Leicester Road / Market Place, Mountsorrel Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	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, High Street, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	3.3%	25	0.0%	0	0.0%	0	0.0%	0	6.5%	6	17.5%	17	2.2%	2	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	5.7%	43	0.0%	0	1.1%	1	0.0%	0	10.8%	10	30.9%	30	2.2%	2	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1
Local shops, East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.5%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.1%	2	1.1%	1	0.0%	0	0.0%	0
Melton Road, Thurmaston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	3.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.7%	24	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
Co-operative, 132 Rothley Road, Mountsorrel	0.7%	5	0.0%	0	0.0%	0	1.1%	1	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.0%	0	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-operative, 19 Wanlip Lane, Birstall	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0
Co-operative, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodhouse Eaves Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	2.3%	17	2.0%	2	0.0%	0	2.2%	2	4.3%	4	2.1%	2	7.5%	7	0.0%	0	0.0%	0
Zone 7																		
Co-operative Food, 87 Main Street, East Leake	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5	1.1%	1
Co-operative, Church Street, Ruddington NG11 6HD	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5	0.0%	0
Local shops, Normanton on Soar Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Local shops, Ruddington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham NG12 5GT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Charnwood Household Survey
For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8																	
Castle Donington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Co-operative, Market Place Whitwick LE67 5DT	0.0%	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-operative, Station Road, Castle Donington DE74 2NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Co-operative, The Green, Thringstone LE67 8NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Whitwick Road, Coalville	4.9%	37	0.0%	0	0.0%	0	10.0%	9	1.1%	1	0.0%	0	3.2%	3	0.0%	0	26.1%
Other, Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area																	
Aldi, Abbey Lane, Leicester	1.1%	8	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	7.5%	7	0.0%	0	0.0%
Aldi, Adcock Road, Coalville	2.5%	19	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	2.2%	2	0.0%	0	15.2%
Aldi, Dents Road, Ashby-de-la-Zouch	0.5%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%
Asda, 184 Loughborough Road, West Bridgford, Nottingham	2.8%	21	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.2%	2	17.4%	16	1.1%
Asda, Exploration Drive, Leicester LE4 5NU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%
Asda, Midland Street, Long Eaton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%
Asda, Narborough Road South, Leicester LE3 2LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Coalville Town Centre	0.0%	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-operative, Main Street, Markfield	0.0%	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-operative, Market Place, Kegworth DE74 2EE	0.4%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%
Co-operative, Station Road, Castle Donington DE74 2NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Leicester City Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Loughborough Road, Abbey LE4 5PN	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.2%	2	0.0%	0	0.0%
Lidl, Thornborough Road, Coalville LE67 3TH	0.3%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Long Eaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Market Harborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	13.0%	12	0.0%
Morrisons, Green Lane, Clifton NG11 9LQ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%
North East	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Blaby	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Other, East Midlands	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	1.1%	1	0.0%
Other, Gedling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Other, Hinkley and Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Leicester	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.2%	3	0.0%	0	0.0%
Other, North West Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.1%
Other, Rushcliffe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%

Column %ges.

Charnwood Household Survey For WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	6	5.4%	5	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	2.0%	15	0.0%	0	0.0%	0	0.0%	0	5.4%	5	6.2%	6	3.2%	3	1.1%	1	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	6.5%	6	0.0%	0
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	2.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	18.3%	17	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco, Resolution Road, Ashby-de-la-Zouch	1.2%	9	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	6.5%	6
West Midlands Others	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	750		98		95		90		93		97		93		92		92	

Q02 Which retailer did you purchase your last main food internet / home delivery shopping from?

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

Asda	7.8%	4	0.0%	0	0.0%	0	10.0%	1	0.0%	0	33.3%	1	14.3%	1	0.0%	0	11.1%	1
Morrisons	15.7%	8	0.0%	0	20.0%	1	20.0%	2	14.3%	1	0.0%	0	14.3%	1	12.5%	1	22.2%	2
Iceland	2.0%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	11.8%	6	0.0%	0	0.0%	0	10.0%	1	14.3%	1	0.0%	0	14.3%	1	12.5%	1	22.2%	2
Tesco	43.1%	22	100.0%	2	80.0%	4	40.0%	4	57.1%	4	33.3%	1	42.9%	3	25.0%	2	22.2%	2
Ocado	15.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	14.3%	1	50.0%	4	22.2%	2
Waitrose	3.9%	2	0.0%	0	0.0%	0	10.0%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		51		2		5		10		7		3		7		8		9

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q03 What is the main reason you choose (STORE / LOCATION MENTIONED AT Q01) to do your main food and grocery shopping?																		
Accessibility by public transport	0.6%	5	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	2.6%	21	1.0%	1	3.0%	3	2.0%	2	4.0%	4	2.0%	2	4.0%	4	5.0%	5	0.0%	0
Choice of food goods available	7.2%	58	8.0%	8	5.0%	5	10.9%	11	5.0%	5	6.0%	6	4.0%	4	7.0%	7	11.9%	12
Choice of shops nearby selling non-food goods	0.7%	6	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	
Choice of shops selling food goods	0.5%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Cleanliness	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Delivery service	1.7%	14	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	2.0%	2	2.0%	2	6.9%	7
Click & Collect service	0.4%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Easy to get to by car	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Good internal layout	0.9%	7	3.0%	3	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Good service / friendly staff	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Habit / always use it / preference for retailer / familiarity	3.7%	30	6.0%	6	4.0%	4	2.0%	2	2.0%	2	3.0%	3	1.0%	1	4.0%	4	7.9%	8
Internet shopping is convenient	2.0%	16	1.0%	1	3.0%	3	3.0%	3	2.0%	2	0.0%	0	4.0%	4	2.0%	2	1.0%	1
Lower prices	15.7%	126	8.0%	8	15.0%	15	24.8%	25	12.0%	12	18.0%	18	20.8%	21	15.0%	15	11.9%	12
Loyalty card / points scheme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Near to home	33.1%	266	47.0%	47	41.0%	41	25.7%	26	25.0%	25	38.0%	38	29.7%	30	31.0%	31	27.7%	28
Near to work	2.5%	20	3.0%	3	2.0%	2	2.0%	2	3.0%	3	1.0%	1	4.0%	4	2.0%	2	3.0%	3
Nice shopping environment	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Only one in the area / no other choice	0.5%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0
Preference for retailer	2.0%	16	3.0%	3	1.0%	1	0.0%	0	3.0%	3	2.0%	2	2.0%	2	5.0%	5	0.0%	0
Provision of leisure facilities nearby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	6.7%	54	5.0%	5	3.0%	3	5.0%	5	8.0%	8	9.0%	9	8.9%	9	7.0%	7	7.9%	8
Quality of shops selling food goods	0.5%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the evening / night time)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	1.4%	11	1.0%	1	1.0%	1	4.0%	4	2.0%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Value for money	3.0%	24	4.0%	4	3.0%	3	1.0%	1	0.0%	0	4.0%	4	2.0%	2	5.0%	5	5.0%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient generally	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0
Easy checkout	0.6%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1
For a change	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Free car parking	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Good disabled access	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good in-store café	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has an in-store opticians	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has everything I need	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Has 'Scan & Shop' facility	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I get a lift to the store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
In the area at the time	0.7%	6	0.0%	0	2.0%	2	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Large store	1.7%	14	1.0%	1	1.0%	1	3.0%	3	4.0%	4	2.0%	2	1.0%	1	0.0%	0	2.0%	2
Near to family / friends	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Offers 'cashback' service	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Quiet / not too busy	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Small store / not too big	0.4%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Wide aisles	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no reason in particular)	5.6%	45	6.0%	6	8.0%	8	5.0%	5	11.0%	11	3.0%	3	5.0%	5	2.0%	2	5.0%	5
Base:		803		100		100		101		100		100		101		100		100

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q04 What if anything is the one thing you most dislike about your main food shopping destination (STORE / LOCATION MENTIONED AT Q01)?																		
Change layout too often	1.7%	14	2.0%	2	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	6.9%	7
Difficult / expensive parking	1.1%	9	2.0%	2	1.0%	1	2.0%	2	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Difficult to get to	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Expensive	2.9%	23	1.0%	1	2.0%	2	5.0%	5	4.0%	4	2.0%	2	1.0%	1	4.0%	4	4.0%	4
Lack of cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of parking	1.0%	8	0.0%	0	1.0%	1	2.0%	2	1.0%	1	3.0%	3	0.0%	0	0.0%	0	1.0%	1
Lack of public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	3.5%	28	2.0%	2	4.0%	4	5.0%	5	6.0%	6	1.0%	1	3.0%	3	6.0%	6	1.0%	1
No petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor internal layout	0.7%	6	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Poor quality	1.1%	9	3.0%	3	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	2.0%	2
Preference for retailer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff rude / unhelpful	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Too busy / crowded	1.4%	11	2.0%	2	3.0%	3	1.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0	2.0%	2
Too far away	0.6%	5	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2
Too small	2.1%	17	4.0%	4	0.0%	0	6.9%	7	1.0%	1	3.0%	3	0.0%	0	1.0%	1	1.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discontinue items	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discounts / special offers too focussed on families	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Empty shelves / lack of stock	1.1%	9	1.0%	1	0.0%	0	2.0%	2	1.0%	1	2.0%	2	2.0%	2	1.0%	1	0.0%	0
Feeling rushed at the checkout	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Incorrect / misleading pricing	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Internet - can't choose / see the fresh goods myself	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Internet - not able to compare prices	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No phone signal	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Not enough branded goods	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Not enough staff / queues at the checkout	0.9%	7	0.0%	0	2.0%	2	0.0%	0	0.0%	0	3.0%	3	1.0%	1	1.0%	1	0.0%	0
Opening hours not long enough	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plants for sale are not watered / looked after	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor packaging	0.6%	5	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Self-service checkouts	0.4%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Short sell-by dates	0.4%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Tesco has the monopoly	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too cold in store	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too large	0.4%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Undesirable clientele	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	75.7%	608	76.0%	76	76.0%	76	71.3%	72	75.0%	75	77.0%	77	82.2%	83	81.0%	81	67.3%	68
(Don't know)	2.0%	16	1.0%	1	2.0%	2	0.0%	0	5.0%	5	2.0%	2	2.0%	2	0.0%	0	4.0%	4
Base:		803		100		100		101		100		100		101		100		101

Q05 How do you normally travel to (STORE / LOCATION MENTIONED AT Q01)?*Excluding those who do their main food shopping via the Internet at Q01:*

Car / van (as driver)	76.2%	573	64.3%	63	68.4%	65	82.4%	75	73.1%	68	77.3%	75	80.9%	76	80.4%	74	83.7%	77
Car / van (as passenger)	11.2%	84	19.4%	19	9.5%	9	8.8%	8	11.8%	11	9.3%	9	11.7%	11	7.6%	7	10.9%	10
Bus, minibus or coach	2.7%	20	0.0%	0	3.2%	3	3.3%	3	4.3%	4	2.1%	2	2.1%	2	4.3%	4	2.2%	2
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	9.0%	68	14.3%	14	15.8%	15	4.4%	4	9.7%	9	11.3%	11	5.3%	5	7.6%	7	3.3%	3
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.5%	4	2.0%	2	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.3%	2	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		752		98		95		91		93		97		94		92		92

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
MeanScore: minutes																		
Q06 How long did your last journey to (STORE / LOCATION MENTIONED AT Q01) take?																		
Excluding those who do their main food shopping via the Internet at Q01:																		
1 - 5 minutes	34.3%	258	52.0%	51	53.7%	51	28.6%	26	11.8%	11	42.3%	41	23.4%	22	13.0%	12	47.8%	44
6 - 10 minutes	31.9%	240	27.6%	27	36.8%	35	27.5%	25	37.6%	35	40.2%	39	39.4%	37	28.3%	26	17.4%	16
11 - 15 minutes	19.7%	148	10.2%	10	5.3%	5	25.3%	23	33.3%	31	9.3%	9	23.4%	22	35.9%	33	16.3%	15
16 - 20 minutes	9.4%	71	5.1%	5	1.1%	1	12.1%	11	10.8%	10	5.2%	5	7.4%	7	19.6%	18	15.2%	14
21 - 25 minutes	0.7%	5	0.0%	0	0.0%	0	1.1%	1	2.2%	2	1.0%	1	0.0%	0	0.0%	0	1.1%	1
26 - 30 minutes	2.0%	15	1.0%	1	0.0%	0	4.4%	4	1.1%	1	1.0%	1	4.3%	4	3.3%	3	1.1%	1
31 - 35 minutes	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
36 - 40 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
41 - 45 minutes	0.4%	3	1.0%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
46 - 50 minutes	0.3%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
51 - 55 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
56 - 60 minutes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
61 - 65 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
66 - 70 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
71 - 75 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
76 - 80 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
81 - 85 minutes	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
86 - 90 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
91 - 95 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
96 - 100 minutes	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.7%	5	2.0%	2	1.1%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
(Refused)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	10.89		8.99		8.22		12.70		12.82		9.26		11.71		13.38		10.29	
Base:	752		98		95		91		93		97		94		92		92	
Q07 When you undertook the main food shop at (STORE / LOCATION MENTIONED AT Q01), did you link your trip with any other activity?																		
Excluding those who do their main food shopping via the Internet at Q01:																		
Yes – non-food shopping	8.2%	62	4.1%	4	9.5%	9	3.3%	3	15.1%	14	2.1%	2	6.4%	6	10.9%	10	15.2%	14
Yes – other-food shopping	3.1%	23	1.0%	1	2.1%	2	4.4%	4	3.2%	3	6.2%	6	3.2%	3	1.1%	1	3.3%	3
Yes – visiting services such as banks and other financial institutions	1.6%	12	1.0%	1	2.1%	2	1.1%	1	1.1%	1	1.0%	1	1.1%	1	2.2%	2	3.3%	3
Yes – leisure activity	1.9%	14	2.0%	2	3.2%	3	1.1%	1	0.0%	0	1.0%	1	3.2%	3	3.3%	3	1.1%	1
Yes – travelling to / from work	2.0%	15	2.0%	2	1.1%	1	1.1%	1	0.0%	0	0.0%	0	3.2%	3	5.4%	5	3.3%	3
Yes – travelling to / from school / college / university	0.3%	2	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	1.6%	12	2.0%	2	6.3%	6	0.0%	0	0.0%	0	1.0%	1	2.1%	2	0.0%	0	1.1%	1
Yes – visiting café / pub / restaurant	2.5%	19	4.1%	4	3.2%	3	1.1%	1	2.2%	2	3.1%	3	4.3%	4	2.2%	2	0.0%	0
Yes – visiting family / friends	0.9%	7	1.0%	1	0.0%	0	0.0%	0	2.2%	2	2.1%	2	1.1%	1	1.1%	1	0.0%	0
Yes – visiting health service such as doctor, dentist, hospital	0.8%	6	0.0%	0	2.1%	2	3.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	1.1%	8	1.0%	1	1.1%	1	0.0%	0	0.0%	0	2.1%	2	3.2%	3	0.0%	0	1.1%	1
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - attended a funeral	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - returning from holiday	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Yes - visited amenity tip	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Yes - window shopping / browsing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
(No activity)	73.9%	556	79.6%	78	67.4%	64	83.5%	76	75.3%	70	79.4%	77	69.1%	65	67.4%	62	69.6%	64
(Don't know / varies)	1.5%	11	1.0%	1	1.1%	1	0.0%	0	0.0%	0	1.0%	1	3.2%	3	3.3%	3	2.2%	2
Base:	752		98		95		91		93		97		94		92		92	

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q08 Where do you do this linked trip?																	
<i>Those who link their main food shopping trip with other shopping, visiting other services and / or leisure activities at Q07: AND Excl. Nulls & SFT</i>																	
Zone 1																	
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	1.0%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Town Centre	44.8%	43	57.1%	4	80.0%	12	62.5%	5	50.0%	9	11.1%	1	20.0%	2	54.5%	6	22.2%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	0.0%	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, Park Road, Shelthorpe, Loughborough	0.0%	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, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Willowbrook Park, Loughborough	0.0%	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, Jubilee Drive, Loughborough	4.2%	4	0.0%	0	13.3%	2	0.0%	0	11.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	1.0%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 2	2.1%	2	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sharply Road Local Centre	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowbrook Retail Park, Derby Road, Loughborough	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%
Zone 3																	
Asda, 25 Charnwood Street, Shepshed	0.0%	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 Extra, The Hallcroft, Shepshed	1.0%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	2.1%	2	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%
Zone 4																	
Barrow Upon Star District Centre	0.0%	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sileby District Centre	2.1%	2	0.0%	0	0.0%	0	0.0%	0	11.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Aldi, 1169 Melton Road, Syston	0.0%	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, Inglenook Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey
For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Barkby Thorpe Lane, Thurmaston																	
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Syston District Centre	7.3%	7	0.0%	0	0.0%	0	0.0%	0	5.6%	1	55.6%	5	10.0%	1	0.0%	0	0.0%
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	5.2%	5	0.0%	0	0.0%	0	0.0%	0	11.1%	2	33.3%	3	0.0%	0	0.0%	0	0.0%
Thurmaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6																	
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birstall Village Centre	0.0%	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, 132 Rothley Road, Mountsorrel	0.0%	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, 17-25 Cropston Road, Anstey	0.0%	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, 19 Loughborough Road, Quorn	0.0%	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, 19 Wanlip Lane, Birstall	0.0%	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester Road / Market Place, Mountsorrel Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothley Local Centre	0.0%	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, 139 Sibson Road, Birstall	0.0%	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	1.0%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7																	
Bradmore Village Centre	0.0%	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Leake Village Centre	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8																	
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area																	
Aldi, Thornborough Road, Coalville	0.0%	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, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	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, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashby-de-la-Zouch — all locations	3.1%	3	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Leys District	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	3	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																	
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville Town Centre	10.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	50.0%
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	3	0.0%
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	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, Grove Farm Triangle, Fosse Park, Leicester	0.0%	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, Melton Road, Leicester LE4 7SJ	0.0%	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, Stoney Road, Beeston, Nottingham	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	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, Waverley Street, Long Eaton	0.0%	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, Resolution Road, Ashby-de-la-Zouch	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%
West Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others																	
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey
For WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
remember)									
Base:	96	7	15	8	18	9	10	11	18

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q09 Where did you undertake your main food and grocery shopping the time before your last visit to (STORE / LOCATION MENTIONED AT Q01) was it the same place, or different, and if so, please specify?																		
<i>Excl. Nulls & SFT</i>																		
Zone 1																		
Co-operative, Market Street, Loughborough LE11 3EP	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Iceland, Market Street, Loughborough	0.7%	5	2.0%	2	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Markets, Loughborough Town Centre LE11 3EA	0.8%	6	0.0%	0	2.2%	2	2.2%	2	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	1.1%	8	2.0%	2	1.1%	1	1.1%	1	0.0%	0	1.0%	1	1.1%	1	2.2%	2	0.0%	0
One Stop, Ling Road, Loughborough LE11 2LW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Loughborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sainsbury's, Ashby Road, Loughborough	8.4%	63	16.3%	16	13.0%	12	12.4%	11	6.7%	6	0.0%	0	4.2%	4	8.8%	8	6.3%	6
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.0%	0	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, Park Road, Shelthorpe, Loughborough	15.4%	115	46.9%	46	13.0%	12	10.1%	9	40.4%	36	1.0%	1	6.3%	6	2.2%	2	3.2%	3
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	2.7%	20	2.0%	2	5.4%	5	1.1%	1	4.5%	4	0.0%	0	2.1%	2	4.4%	4	2.1%	2
Zone 2																		
Aldi, 51 Belton Road, Loughborough	9.0%	67	11.2%	11	16.3%	15	10.1%	9	11.2%	10	1.0%	1	8.4%	8	9.9%	9	4.2%	4
B&M, Willowbrook Park, Loughborough	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, Knightthorpe Road, Loughborough	0.4%	3	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Home Bargains, Belton Road West Extension, Loughborough	0.3%	2	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Avenue, Loughborough	0.8%	6	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	2.1%	2
Local shops, Long Whatton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	9.2%	69	9.2%	9	41.3%	38	10.1%	9	2.2%	2	1.0%	1	1.1%	1	6.6%	6	3.2%	3
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.0%	0	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, 25 Charnwood Street, Shepshed	1.6%	12	0.0%	0	0.0%	0	12.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Zone 3																		
Co-operative Extra Foodstore, The Hallcroft, Shepshed	1.2%	9	1.0%	1	0.0%	0	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Co-operative, Anson Road, Shepshed	0.9%	7	0.0%	0	0.0%	0	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Local shops, Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.0%	0	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, Charnwood Road, Shepshed LE12 9QF	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Barrow Upon Soar District Centre	0.0%	0	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-operative, 21 High Street, Barrow on Soar	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Charnwood Household Survey For WYG

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Costcutter, Barrow Road, Sileby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	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, High Street, Sileby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	3.3%	25	0.0%	0	0.0%	0	0.0%	0	4.5%	4	19.4%	19	2.1%	2	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	5.2%	39	1.0%	1	1.1%	1	1.1%	1	4.5%	4	26.5%	26	6.3%	6	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.5%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.1%	2
Local shops, East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.9%	7	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.1%	3	2.1%	2	1.1%	1	0.0%	0
Melton Road, Thurmaston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	2.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	20	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	6	0.0%	0	0.0%	0
Co-operative, 132 Rothley Road, Mountsorrel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Co-operative, 19 Wanlip Lane, Birstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Co-operative, 931 Loughborough Road, Rothley	0.5%	4	0.0%	0	0.0%	0	1.1%	1	2.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Local shops, Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodhouse Eaves Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	2.5%	19	3.1%	3	0.0%	0	2.2%	2	5.6%	5	2.0%	2	6.3%	6	1.1%	1	0.0%	0
Zone 7																		
Co-operative Food, 87 Main Street, East Leake	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	8	1.1%	1
Co-operative, Church Street, Ruddington NG11 6HD	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0
Local shops, Normanton on Soar Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ruddington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0

Charnwood Household Survey
For WYG

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
NG12 5GT																		
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Zone 8																		
Castle Donington Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Co-operative, Market Place Whitwick LE67 5DT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Co-operative, Station Road, Castle Donington DE74 2NJ	0.0%	0	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-operative, The Green, Thringstone LE67 8NR	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Local shops, Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	3.3%	25	0.0%	0	0.0%	0	6.7%	6	1.1%	1	1.0%	1	2.1%	2	0.0%	0	15.8%	15
Other, Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Abbey Lane, Leicester	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	9.5%	9	0.0%	0	0.0%	0
Aldi, Adcock Road, Coalville	2.4%	18	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	2.1%	2	0.0%	0	12.6%	12
Aldi, Dents Road, Ashby-de-la-Zouch	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Asda, 184 Loughborough Road, West Bridgford, Nottingham	2.5%	19	1.0%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	16.5%	15	1.1%	1
Asda, Exploration Drive, Leicester LE4 5NU	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4
Asda, Narborough Road South, Leicester LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Co-operative, Main Street, Markfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Co-operative, Market Place, Kegworth DE74 2EE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.1%	2
Co-operative, Station Road, Castle Donington DE74 2NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Loughborough Road, Abbey LE4 5PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Lidl, Thornborough Road, Coalville LE67 3TH	0.7%	5	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.1%	2
Long Eaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Market Harborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	13	0.0%	0
Morrisons, Green Lane, Clifton NG11 9LQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Blaby	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other, Gedling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley and Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicestershire																		
Other, Nottingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.1%	1

Charnwood Household Survey For WYG

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Other, Rushcliffe	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6	4.2%	4	1.1%	1	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	2.3%	17	0.0%	0	0.0%	0	0.0%	0	3.4%	3	6.1%	6	7.4%	7	1.1%	1	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.3%	3	0.0%	0
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	11.6%	11	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.8%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	1	5.1%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4
Tesco, Resolution Road, Ashby-de-la-Zouch	1.9%	14	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	10
West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	747		98	92	89	89	98	95	91	95								

Q10 From which retailer did you purchase this main food internet / home delivery shopping?

Those who do their main food shopping via the Internet at Q09:

Asda	8.9%	4	0.0%	0	20.0%	1	10.0%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	20.0%	1
Morrisons	13.3%	6	0.0%	0	20.0%	1	20.0%	2	0.0%	0	0.0%	0	0.0%	0	14.3%	1	40.0%	2
Iceland	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0
Sainsbury's	13.3%	6	0.0%	0	0.0%	0	10.0%	1	20.0%	2	0.0%	0	40.0%	2	0.0%	0	20.0%	1
Tesco	46.7%	21	100.0%	2	60.0%	3	50.0%	5	50.0%	5	0.0%	0	40.0%	2	42.9%	3	20.0%	1
Ocado	13.3%	6	0.0%	0	0.0%	0	10.0%	1	20.0%	2	100.0%	1	0.0%	0	28.6%	2	0.0%	0
Waitrose	2.2%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	45		2	5	10	10	1	5	7	5								

Charnwood Household Survey

For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
MeanScore: £																	
Q11 Approximately how much money do you normally spend on your household's main food and grocery shop?																	
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£6 - £10	0.5%	4	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£11 - £15	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
£16 - £20	2.1%	17	2.0%	2	3.0%	3	2.0%	2	1.0%	1	3.0%	3	3.0%	3	0.0%	0	3.0%
£21 - £25	1.7%	14	2.0%	2	5.0%	5	1.0%	1	0.0%	0	2.0%	2	2.0%	2	1.0%	1	1.0%
£26 - £30	4.5%	36	4.0%	4	8.0%	8	1.0%	1	3.0%	3	3.0%	3	5.0%	5	8.0%	8	4.0%
£31 - £35	2.1%	17	1.0%	1	3.0%	3	3.0%	3	3.0%	3	4.0%	4	1.0%	1	0.0%	0	2.0%
£36 - £40	4.6%	37	3.0%	3	6.0%	6	5.0%	5	4.0%	4	5.0%	5	7.9%	8	1.0%	1	5.0%
£41 - £45	3.5%	28	6.0%	6	2.0%	2	3.0%	3	2.0%	2	5.0%	5	3.0%	3	3.0%	3	4.0%
£46 - £50	9.1%	73	12.0%	12	7.0%	7	7.9%	8	8.0%	8	10.0%	10	11.9%	12	9.0%	9	6.9%
£51 - £55	2.0%	16	4.0%	4	3.0%	3	0.0%	0	1.0%	1	3.0%	3	3.0%	3	0.0%	0	2.0%
£56 - £60	6.7%	54	8.0%	8	7.0%	7	5.0%	5	8.0%	8	10.0%	10	4.0%	4	7.0%	7	5.0%
£61 - £65	2.0%	16	3.0%	3	3.0%	3	3.0%	3	3.0%	3	1.0%	1	1.0%	1	1.0%	1	1.0%
£66 - £70	6.1%	49	5.0%	5	7.0%	7	2.0%	2	4.0%	4	6.0%	6	7.9%	8	9.0%	9	7.9%
£71 - £75	2.5%	20	3.0%	3	2.0%	2	3.0%	3	1.0%	1	3.0%	3	1.0%	1	3.0%	3	4.0%
£76 - £80	7.3%	59	2.0%	2	10.0%	10	8.9%	9	12.0%	12	5.0%	5	4.0%	4	8.0%	8	8.9%
£81 - £85	1.7%	14	0.0%	0	2.0%	2	2.0%	2	3.0%	3	1.0%	1	2.0%	2	4.0%	4	0.0%
£86 - £90	3.4%	27	0.0%	0	4.0%	4	5.0%	5	5.0%	5	5.0%	5	4.0%	4	1.0%	1	3.0%
£91 - £95	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£96 - £100	10.8%	87	11.0%	11	8.0%	8	11.9%	12	15.0%	15	4.0%	4	11.9%	12	14.0%	14	10.9%
£101 - £120	4.5%	36	4.0%	4	3.0%	3	9.9%	10	4.0%	4	6.0%	6	4.0%	4	3.0%	3	2.0%
£121 - £140	1.5%	12	4.0%	4	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	3.0%
£141 - £160	3.5%	28	2.0%	2	1.0%	1	4.0%	4	6.0%	6	5.0%	5	5.9%	6	4.0%	4	0.0%
£161 - £180	0.4%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%
£181 - £200	0.9%	7	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%
£201 - £250	0.6%	5	2.0%	2	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%
£250+	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	14.6%	117	14.0%	14	12.0%	12	14.9%	15	13.0%	13	13.0%	13	11.9%	12	16.0%	16	21.8%
(Refused)	2.9%	23	4.0%	4	0.0%	0	1.0%	1	2.0%	2	4.0%	4	3.0%	3	6.0%	6	3.0%
Mean:	74.75	73.78		64.47		85.46		81.53		71.40		75.31		74.33		71.61	
Base:	803	100		100		101		100		100		101		100		101	
MeanScore: visits per week																	
Q12 How often does your household normally do a main food and grocery shop?																	
Daily	2.1%	17	6.0%	6	1.0%	1	1.0%	1	4.0%	4	4.0%	4	0.0%	0	0.0%	0	1.0%
At least two times a week	10.1%	81	15.0%	15	12.0%	12	8.9%	9	3.0%	3	16.0%	16	8.9%	9	8.0%	8	8.9%
At least once a week	71.7%	576	68.0%	68	75.0%	75	69.3%	70	75.0%	75	68.0%	68	75.2%	76	66.0%	66	77.2%
At least once a fortnight	10.6%	85	8.0%	8	8.0%	8	9.9%	10	12.0%	12	9.0%	9	11.9%	12	17.0%	17	8.9%
At least once a month	2.9%	23	2.0%	2	2.0%	2	6.9%	7	3.0%	3	1.0%	1	3.0%	3	3.0%	3	2.0%
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	2.5%	20	1.0%	1	2.0%	2	4.0%	4	3.0%	3	1.0%	1	1.0%	1	6.0%	6	2.0%
Mean:	1.36	1.76		1.37		1.24		1.26		1.67		1.19		1.14		1.27	
Base:	803	100		100		101		100		100		101		100		101	
Q13 When do you normally do your household's main food shop?																	
Weekdays during the day	49.1%	394	52.0%	52	45.0%	45	54.5%	55	41.0%	41	53.0%	53	34.7%	35	57.0%	57	55.4%
Weekdays during the evening	9.8%	79	8.0%	8	12.0%	12	7.9%	8	13.0%	13	13.0%	13	13.9%	14	6.0%	6	5.0%
Saturday	13.2%	106	11.0%	11	14.0%	14	14.9%	15	15.0%	15	17.0%	17	10.9%	11	11.0%	11	11.9%
Sunday	4.2%	34	9.0%	9	6.0%	6	2.0%	2	6.0%	6	2.0%	2	6.9%	7	1.0%	1	1.0%
(Don't know / varies)	23.7%	190	20.0%	20	23.0%	23	20.8%	21	25.0%	25	15.0%	15	33.7%	34	25.0%	25	26.7%
Base:	803	100		100		101		100		100		101		100		101	
Q14 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping?																	
Yes	70.2%	564	69.0%	69	70.0%	70	74.3%	75	70.0%	70	61.0%	61	75.2%	76	74.0%	74	68.3%
No	29.8%	239	31.0%	31	30.0%	30	25.7%	26	30.0%	30	39.0%	39	24.8%	25	26.0%	26	31.7%
Base:	803	100		100		101		100		100		101		100		101	

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q15 Where did you last undertake this 'top-up' food shopping?																	
<i>Those who make top-up shopping trips at Q14: AND Excl. Nulls & SFT</i>																	
Zone 1																	
Co-operative, Market Street, Loughborough LE11 3EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Cattle Market, Loughborough	0.6%	3	3.0%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.9%	5	1.5%	1	1.5%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	1.5%
Iceland, Market Street, Loughborough	1.3%	7	3.0%	2	4.5%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%
Loughborough Markets, Loughborough Town Centre LE11 3EA	0.7%	4	1.5%	1	0.0%	0	1.4%	1	1.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	0.7%	4	1.5%	1	3.0%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Ling Road, Loughborough LE11 2LW	1.5%	8	7.6%	5	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Loughborough Town Centre	1.1%	6	4.5%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.5%
Other, Zone 1	0.4%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Ashby Road, Loughborough	4.4%	24	12.1%	8	10.6%	7	2.7%	2	1.5%	1	0.0%	0	1.4%	1	7.1%	5	0.0%
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.4%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Park Road, Shelthorpe, Loughborough	5.7%	31	34.8%	23	6.1%	4	2.7%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	1.7%	9	7.6%	5	3.0%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.4%	1	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	3.7%	20	4.5%	3	15.2%	10	1.4%	1	5.9%	4	1.7%	1	0.0%	0	1.4%	1	0.0%
B&M, Willowbrook Park, Loughborough	0.6%	3	0.0%	0	1.5%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%
Co-operative, Knightthorpe Road, Loughborough	0.9%	5	1.5%	1	4.5%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road West Extension, Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Long Whatton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	5.7%	31	3.0%	2	37.9%	25	2.7%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 2	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.6%	3	0.0%	0	3.0%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, 25 Charnwood Street, Shepshed	6.3%	34	0.0%	0	0.0%	0	35.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%
Zone 3																	
Co-operative Extra Foodstore, The Hallcroft, Shepshed	1.3%	7	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%
Co-operative, Anson Road, Shepshed	3.7%	20	0.0%	0	0.0%	0	24.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
Local shops, Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.9%	5	1.5%	1	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Charnwood Road, Shepshed LE12 9QF	1.3%	7	0.0%	0	0.0%	0	8.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Zone 4																	
Barrow Upon Soar District Centre	0.0%	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-operative, 21 High Street, Barrow on Soar	2.6%	14	0.0%	0	0.0%	0	0.0%	0	20.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road,	1.5%	8	0.0%	0	0.0%	0	0.0%	0	10.3%	7	1.7%	1	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey For WYG

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Sileby																		
Leicester Road / Market Place, Mountsorrel Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Sileby	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	2.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.3%	12	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	1.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	10	0.0%	0	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Melton Road, Thurmaston Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	3.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.5%	18	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0
Birstall District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	1.7%	9	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	10.8%	8	0.0%	0	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	2.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	13	0.0%	0	0.0%	0
Co-operative, 132 Rothley Road, Mountsorrel	2.2%	12	0.0%	0	0.0%	0	0.0%	0	17.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.9%	5	3.0%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Co-operative, 19 Wanlip Lane, Birstall	2.6%	14	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	14.9%	11	0.0%	0	1.5%	1
Co-operative, 931 Loughborough Road, Rothley	1.1%	6	0.0%	0	0.0%	0	1.4%	1	2.9%	2	0.0%	0	2.7%	2	0.0%	0	1.5%	1
Local shops, Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodhouse Eaves Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Rothley Local Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	6.8%	5	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	2.6%	14	0.0%	0	0.0%	0	1.4%	1	8.8%	6	0.0%	0	9.5%	7	0.0%	0	0.0%	0
Zone 7																		
Co-operative Food, 87 Main Street, East Leake	5.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.4%	29	1.5%	1
Co-operative, Church Street, Ruddington NG11 6HD	2.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	13	0.0%	0
Local shops, Normanton on Soar Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ruddington Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham NG12 5GT	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0

Charnwood Household Survey
For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8																	
Castle Donington Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Co-operative, Market Place Whitwick LE67 5DT	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%
Co-operative, Station Road, Castle Donington DE74 2NJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Co-operative, The Green, Thringstone LE67 8NR	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
Local shops, Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Whitwick Road, Coalville	2.2%	12	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%
Other, Zone 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Outside Study Area																	
Aldi, Abbey Lane, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Adcock Road, Coalville	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%
Aldi, Dents Road, Ashby-de-la-Zouch	0.0%	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, 184 Loughborough Road, West Bridgford, Nottingham	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Exploration Drive, Leicester LE4 5NU	0.0%	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, Midland Street, Long Eaton	0.0%	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, Narborough Road South, Leicester LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Co-operative, Main Street, Markfield	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%
Co-operative, Market Place, Kegworth DE74 2EE	2.4%	13	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	13.4%
Co-operative, Station Road, Castle Donington DE74 2NJ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%
Leicester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%
Lidl, Loughborough Road, Abbey LE4 5PN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%
Lidl, Thornborough Road, Coalville LE67 3TH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Long Eaton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Market Harborough Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%
Morrisons, Green Lane, Clifton NG11 9LQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.5%
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%
Other, Gedling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Hinkley and Bosworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%
Other, Leicester	0.7%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	1.5%
Other, North West Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%

Column %ges.

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	2.7%	2	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5	0.0%	0	1.5%	1
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4
West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	544		66		66		74		68		59		74		70		67	

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q16 Where did you undertake your top-up shopping the time before your last visit to (STORE / LOCATION MENTIONED AT Q15) was it the same place, or different, and if so, please specify?																	
<i>Those who make top-up shopping trips at Q14: AND Excl. Nulls & SFT</i>																	
Zone 1																	
Co-operative, Market Street, Loughborough LE11 3EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Cattle Market, Loughborough	0.6%	3	3.1%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.6%	3	1.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.8%	4	1.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%
Loughborough Markets, Loughborough Town Centre LE11 3EA	1.3%	7	3.1%	2	1.5%	1	1.4%	1	3.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	2.4%	13	4.6%	3	6.1%	4	5.4%	4	1.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%
One Stop, Ling Road, Loughborough LE11 2LW	1.5%	8	6.2%	4	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Loughborough Town Centre	1.5%	8	7.7%	5	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%
Other, Zone 1	0.4%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Ashby Road, Loughborough	5.3%	28	15.4%	10	10.6%	7	4.1%	3	1.6%	1	0.0%	0	1.3%	1	8.6%	6	0.0%
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.4%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Park Road, Shelthorpe, Loughborough	4.3%	23	18.5%	12	9.1%	6	1.4%	1	1.6%	1	0.0%	0	1.3%	1	1.4%	1	1.6%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	1.9%	10	6.2%	4	6.1%	4	1.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	3.8%	20	4.6%	3	13.6%	9	4.1%	3	4.8%	3	0.0%	0	1.3%	1	1.4%	1	0.0%
B&M, Willowbrook Park, Loughborough	0.9%	5	0.0%	0	1.5%	1	0.0%	0	1.6%	1	0.0%	0	2.7%	2	1.4%	1	0.0%
Co-operative, Knightthorpe Road, Loughborough	0.9%	5	0.0%	0	6.1%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road West Extension, Loughborough	0.0%	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, Station Avenue, Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Local shops, Long Whatton Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	5.8%	31	7.7%	5	27.3%	18	4.1%	3	4.8%	3	0.0%	0	0.0%	0	2.9%	2	0.0%
Other, Zone 2	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, 25 Charnwood Street, Shepshed	6.4%	34	0.0%	0	3.0%	2	40.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%
Zone 3																	
Co-operative Extra Foodstore, The Hallcroft, Shepshed	2.3%	12	0.0%	0	0.0%	0	9.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%
Co-operative, Anson Road, Shepshed	2.6%	14	0.0%	0	0.0%	0	14.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%
Local shops, Hathern Village Centre	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.6%	3	1.5%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Charnwood Road, Shepshed LE12 9QF	1.5%	8	0.0%	0	0.0%	0	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%
Zone 4																	
Barrow Upon Soar District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative, 21 High Street, Barrow on Soar	1.9%	10	0.0%	0	0.0%	0	0.0%	0	15.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%

Column % ges.

Charnwood Household Survey For WYG

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Costcutter, Barrow Road, Sileby	0.8%	4	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Sileby	0.8%	4	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	10	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	3.0%	16	1.5%	1	0.0%	0	0.0%	0	1.6%	1	25.5%	14	0.0%	0	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Local shops, East Goscote Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.8%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0
Melton Road, Thurmaston Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	2.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	11	0.0%	0	1.4%	1	0.0%	0
Zone 6																		
Anstey District Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Birstall District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	1.3%	7	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	8.0%	6	0.0%	0	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	2.1%	11	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	13.3%	10	0.0%	0	0.0%	0
Co-operative, 132 Rothley Road, Mountsorrel	1.7%	9	0.0%	0	0.0%	0	0.0%	0	14.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.9%	5	3.1%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Co-operative, 19 Wanlip Lane, Birstall	1.9%	10	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	8.0%	6	0.0%	0	1.6%	1
Co-operative, 931 Loughborough Road, Rothley	1.3%	7	0.0%	0	0.0%	0	1.4%	1	3.2%	2	0.0%	0	4.0%	3	0.0%	0	1.6%	1
Local shops, Newtown Linford Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Local shops, Woodhouse Eaves Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Rothley Local Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	2.1%	11	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	13.3%	10	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	3.2%	17	4.6%	3	1.5%	1	0.0%	0	9.5%	6	0.0%	0	8.0%	6	1.4%	1	0.0%	0
Zone 7																		
Co-operative Food, 87 Main Street, East Leake	4.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.4%	22	1.6%	1
Co-operative, Church Street, Ruddington NG11 6HD	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	8	0.0%	0
Local shops, Normanton on Soar Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ruddington Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0

Charnwood Household Survey
For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
NG12 5GT																	
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%
Zone 8																	
Castle Donington Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%
Co-operative, Market Place Whitwick LE67 5DT	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%
Co-operative, Station Road, Castle Donington DE74 2NJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Co-operative, The Green, Thringstone LE67 8NR	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%
Local shops, Kegworth Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%
Morrisons, Whitwick Road, Coalville	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%
Other, Zone 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Outside Study Area																	
Aldi, Abbey Lane, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Aldi, Adcock Road, Coalville	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	6.3%
Aldi, Dents Road, Ashby-de-la-Zouch	0.0%	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, 184 Loughborough Road, West Bridgford, Nottingham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%
Asda, Exploration Drive, Leicester LE4 5NU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Asda, Midland Street, Long Eaton	0.0%	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, Narborough Road South, Leicester LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Co-operative, Main Street, Markfield	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%
Co-operative, Market Place, Kegworth DE74 2EE	2.8%	15	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	5	14.1%
Co-operative, Station Road, Castle Donington DE74 2NJ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%
Leicester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Lidl, Loughborough Road, Abbey LE4 5PN	0.0%	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, Thornborough Road, Coalville LE67 3TH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Long Eaton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Market Harborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%
Morrisons, Green Lane, Clifton NG11 9LQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%
North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.6%
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%
Other, Gedling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Hinkley and Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Leicester	0.9%	5	1.5%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	2	2.7%	2	0.0%	0	0.0%
Other, North West Leicestershire	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Charnwood Household Survey
For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Other, Rushcliffe	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.8%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.6%	2	0.0%	0	1.4%	1	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	6.7%	5	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4
West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		532		65		66		74		63		55		75		70		64

MeanScore: £

Q17 Approximately how much money do you normally spend on your household's 'top-up' food and grocery shop?

Those who make top-up shopping trips at Q14:

£1 - £5	15.1%	85	18.8%	13	17.1%	12	14.7%	11	14.3%	10	14.8%	9	10.5%	8	14.9%	11	15.9%	11
£6 - £10	18.8%	106	18.8%	13	14.3%	10	21.3%	16	12.9%	9	19.7%	12	19.7%	15	13.5%	10	30.4%	21
£11 - £15	13.5%	76	10.1%	7	20.0%	14	13.3%	10	17.1%	12	14.8%	9	15.8%	12	5.4%	4	11.6%	8
£16 - £20	15.4%	87	18.8%	13	12.9%	9	18.7%	14	20.0%	14	9.8%	6	15.8%	12	14.9%	11	11.6%	8
£21 - £25	6.0%	34	8.7%	6	5.7%	4	4.0%	3	5.7%	4	4.9%	3	6.6%	5	9.5%	7	2.9%	2
£26 - £30	5.7%	32	2.9%	2	8.6%	6	6.7%	5	4.3%	3	3.3%	2	10.5%	8	8.1%	6	0.0%	0
£31 - £35	1.1%	6	0.0%	0	1.4%	1	1.3%	1	2.9%	2	1.6%	1	1.3%	1	0.0%	0	0.0%	0
£36 - £40	1.8%	10	0.0%	0	2.9%	2	0.0%	0	1.4%	1	4.9%	3	0.0%	0	2.7%	2	2.9%	2
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	1.1%	6	2.9%	2	0.0%	0	0.0%	0	1.4%	1	1.6%	1	1.3%	1	1.4%	1	0.0%	0
£51 - £55	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	0.7%	4	1.4%	1	1.4%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
£61 - £65	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0
£101 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 +	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	16.7%	94	13.0%	9	15.7%	11	17.3%	13	15.7%	11	16.4%	10	15.8%	12	17.6%	13	21.7%	15
(Refused)	3.0%	17	2.9%	2	0.0%	0	0.0%	0	1.4%	1	4.9%	3	1.3%	1	10.8%	8	2.9%	2
Mean:		17.10		18.02		16.25		16.35		18.21		19.08		17.52		18.92		12.48
Base:		564		69		70		75		70		61		76		74		69

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
MeanScore: visits per week																		
Q18 How often does your household normally do a ‘top up’ food and grocery shop?																		
Those who make top-up shopping trips at Q14:																		
Daily	5.7%	32	13.0%	9	7.1%	5	8.0%	6	4.3%	3	3.3%	2	2.6%	2	5.4%	4	1.4%	1
At least two times a week	34.9%	197	31.9%	22	40.0%	28	45.3%	34	27.1%	19	32.8%	20	44.7%	34	32.4%	24	23.2%	16
At least once a week	37.6%	212	46.4%	32	31.4%	22	33.3%	25	48.6%	34	47.5%	29	32.9%	25	24.3%	18	39.1%	27
At least once a fortnight	8.7%	49	7.2%	5	11.4%	8	2.7%	2	8.6%	6	4.9%	3	10.5%	8	12.2%	9	11.6%	8
At least once a month	1.1%	6	0.0%	0	1.4%	1	1.3%	1	1.4%	1	0.0%	0	1.3%	1	2.7%	2	0.0%	0
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	12.1%	68	1.4%	1	8.6%	6	9.3%	7	10.0%	7	11.5%	7	7.9%	6	23.0%	17	24.6%	17
Mean:	2.52		2.73		2.71		3.00		2.13		2.31		2.56		2.58		1.96	
Base:	564		69		70		75		70		61		76		74		69	

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q19 Where did you last buy clothing or footwear goods?																		
<i>Excl. Nulls & SFT</i>																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	25.9% 0.4%	137 2	33.3% 1.8%	19 1	50.0% 1.5%	34 1	47.5% 0.0%	28 0	33.8% 0.0%	22 0	4.0% 0.0%	3 0	10.0% 0.0%	7 0	17.8% 0.0%	13 0	17.7% 0.0%	11 0
Shelthorpe District Centre	0.0%	0	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, Park Road, Shelthorpe, Loughborough	3.4%	18	14.0%	8	7.4%	5	5.1%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Zone 2																		
Aldi, 51 Belton Road, Loughborough	0.0%	0	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&M, Willowbrook Park, Loughborough	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.4%	2	0.0%	0	1.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	0.6%	3	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	2.6%	14	1.8%	1	2.9%	2	1.7%	1	1.5%	1	1.3%	1	0.0%	0	1.4%	1	11.3%	7
Zone 4																		
Barrow Upon Star District Centre	0.0%	0	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.0%	0	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, Inglenook Park,	2.6%	14	3.5%	2	0.0%	0	0.0%	0	1.5%	1	14.7%	11	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	3.8%	20	1.8%	1	1.5%	1	0.0%	0	4.6%	3	12.0%	9	8.6%	6	0.0%	0	0.0%	0
Thurmaston Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	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, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	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, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.6%	3	0.0%	0	1.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District	1.9%	10	1.8%	1	1.5%	1	0.0%	0	0.0%	0	4.0%	3	7.1%	5	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																		
Birmingham City Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.2%	2
Burton-upon-Trent Town Centre	0.6%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Coalville Town Centre	1.3%	7	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.8%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.4%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	8.7%	46	17.5%	10	4.4%	3	8.5%	5	6.2%	4	10.7%	8	12.9%	9	4.1%	3	6.5%	4
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.4%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	21.7%	115	10.5%	6	16.2%	11	8.5%	5	35.4%	23	40.0%	30	45.7%	32	1.4%	1	11.3%	7
Melton Mowbray — all locations	0.8%	4	1.8%	1	0.0%	0	0.0%	0	1.5%	1	1.3%	1	1.4%	1	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Nottingham City Centre	10.8%	57	1.8%	1	5.9%	4	3.4%	2	1.5%	1	1.3%	1	1.4%	1	53.4%	39	12.9%	8
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Other, East England	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.8%	4	0.0%	0	1.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Other, Hinkley & Bosworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Other, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	0.4%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.2%	2
Other, Nottingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.6%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Other, South West	0.4%	2	1.8%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Other, Yorkshire	0.4%	2	1.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	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, Grove Farm Triangle, Fosse Park, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	2.9%	2	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Tesco, Resolution Road, Ashby-de-la-Zouch	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
West Bridgford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	2.1%	11	3.5%	2	0.0%	0	0.0%	0	3.1%	2	1.3%	1	1.4%	1	2.7%	2	4.8%	3
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
shopping) (Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:	529		57		68		59		65		75		70		73		62

MeanScore: visits per year

Q20 How often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q19)?

Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q19:

Daily	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least two times a week	0.8%	4	1.8%	1	0.0%	0	3.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%
At least once a week	4.8%	25	5.5%	3	4.4%	3	6.8%	4	6.3%	4	6.8%	5	1.4%	1	4.2%	3	3.4%
At least once a fortnight	5.0%	26	3.6%	2	10.3%	7	3.4%	2	3.2%	2	5.4%	4	5.8%	4	5.6%	4	1.7%
At least once a month	23.4%	121	21.8%	12	20.6%	14	20.3%	12	23.8%	15	20.3%	15	29.0%	20	25.4%	18	25.4%
At least every two months	13.3%	69	14.5%	8	16.2%	11	11.9%	7	11.1%	7	14.9%	11	18.8%	13	7.0%	5	11.9%
At least every 3 months	14.1%	73	14.5%	8	11.8%	8	16.9%	10	15.9%	10	10.8%	8	14.5%	10	12.7%	9	16.9%
At least every 6 months	10.4%	54	9.1%	5	7.4%	5	8.5%	5	15.9%	10	9.5%	7	10.1%	7	12.7%	9	10.2%
Less often than once every 6 months	5.2%	27	9.1%	5	2.9%	2	1.7%	1	9.5%	6	5.4%	4	5.8%	4	0.0%	0	8.5%
Have only visited once (Don't know / varies)	0.6%	3	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%
	22.2%	115	18.2%	10	23.5%	16	27.1%	16	14.3%	9	25.7%	19	14.5%	10	31.0%	22	22.0%
Mean:	13.56		22.67		11.85		21.23		10.15		15.78		9.02		11.43		8.89
Base:	518		55		68		59		63		74		69		71		59

Q21 How do you normally travel to (LOCATION MENTIONED AT Q19)?

Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q19:

Car / van (as driver)	64.9%	336	49.1%	27	55.9%	38	64.4%	38	73.0%	46	77.0%	57	69.6%	48	49.3%	35	79.7%
Car / van (as passenger)	9.3%	48	18.2%	10	10.3%	7	11.9%	7	4.8%	3	8.1%	6	4.3%	3	8.5%	6	10.2%
Bus, minibus or coach	17.2%	89	9.1%	5	23.5%	16	11.9%	7	22.2%	14	12.2%	9	18.8%	13	32.4%	23	3.4%
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Walk	4.8%	25	20.0%	11	5.9%	4	8.5%	5	0.0%	0	2.7%	2	4.3%	3	0.0%	0	0.0%
Taxi	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Train	1.0%	5	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%
Bicycle	0.6%	3	0.0%	0	2.9%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Park & Ride	1.0%	5	1.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	1.7%
Tram	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	3.4%
(Don't know / varies)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.7%
Base:	518		55		68		59		63		74		69		71		59

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q22 When you go shopping for clothing or footwear, do you link this trip with another activity?																		
<i>Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q19:</i>																		
Yes – food shopping	4.2%	22	5.5%	3	1.5%	1	5.1%	3	1.6%	1	8.1%	6	1.4%	1	4.2%	3	6.8%	4
Yes – non-food shopping	4.2%	22	5.5%	3	2.9%	2	10.2%	6	6.3%	4	2.7%	2	2.9%	2	2.8%	2	1.7%	1
Yes – visiting services such as banks and other financial institutions	1.2%	6	1.8%	1	2.9%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Yes – leisure activity	2.7%	14	5.5%	3	1.5%	1	3.4%	2	3.2%	2	0.0%	0	5.8%	4	0.0%	0	3.4%	2
Yes – travelling to / from work	1.2%	6	0.0%	0	1.5%	1	1.7%	1	0.0%	0	1.4%	1	1.4%	1	0.0%	0	3.4%	2
Yes – travelling to / from school / college / university	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting café / pub / restaurant	16.8%	87	12.7%	7	20.6%	14	8.5%	5	12.7%	8	13.5%	10	14.5%	10	16.9%	12	35.6%	21
Yes – visiting family/friends	3.3%	17	5.5%	3	5.9%	4	1.7%	1	4.8%	3	1.4%	1	2.9%	2	1.4%	1	3.4%	2
Yes – visiting health service such as doctor, dentist, hospital	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.4%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	59.3%	307	61.8%	34	54.4%	37	67.8%	40	58.7%	37	68.9%	51	58.0%	40	60.6%	43	42.4%	25
Yes - going to church	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Yes - visiting the market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - window shopping / browsing	2.1%	11	0.0%	0	2.9%	2	1.7%	1	3.2%	2	1.4%	1	2.9%	2	4.2%	3	0.0%	0
(Don't know / varies)	3.7%	19	0.0%	0	4.4%	3	0.0%	0	3.2%	2	1.4%	1	10.1%	7	7.0%	5	1.7%	1
Base:		518		55		68		59		63		74		69		71		59

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q23 Where did you last buy books, CDs, DVDs?																	
<i>Excl. Nulls & SFT</i>																	
Zone 1																	
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Town Centre	41.0%	84	78.1%	25	66.7%	22	31.6%	6	44.0%	11	4.5%	1	26.1%	6	28.0%	7	23.1%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	1.5%	3	3.1%	1	3.0%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Park Road, Shelthorpe, Loughborough	0.0%	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, Unit 1, The Rushes Shopping Centre, Loughborough	7.3%	15	18.8%	6	9.1%	3	5.3%	1	12.0%	3	0.0%	0	4.3%	1	0.0%	0	3.8%
	1.0%	2	0.0%	0	3.0%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	0.5%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Willowbrook Park, Loughborough	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	2.4%	5	0.0%	0	12.1%	4	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Regents Place Retail Park, Derby Road, Loughborough	0.5%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sharply Road Local Centre	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Asda, 25 Charnwood Street, Shepshed	1.5%	3	0.0%	0	0.0%	0	15.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op Extra, The Hallcroft, Shepshed	0.5%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	2.0%	4	0.0%	0	0.0%	0	15.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%
Zone 4																	
Barrow Upon Star District Centre	0.0%	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Aldi, 1169 Melton Road, Syston	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%
Asda, Inglenook Park,	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	4.3%	1	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey
For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Barkby Thorpe Lane, Thurmaston																	
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Syston District Centre	2.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	6	0.0%	0	0.0%	0	0.0%
Tesco Metro, 1197 Melton Road, Syston	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurmaston Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%
Zone 6																	
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birstall Village Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0	0.0%
Co-op, 132 Rothley Road, Mountsorrel	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 17-25 Cropston Road, Anstey	0.0%	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, 19 Loughborough Road, Quorn	0.0%	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, 19 Wanlip Lane, Birstall	0.0%	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester Road / Market Place, Mountsorrel Local Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quorn Local Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothley Local Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, 139 Sibson Road, Birstall	0.0%	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7																	
Bradmore Village Centre	0.0%	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ruddington Village	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%
Zone 8																	
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kegworth Village Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	3.8%
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area																	
Aldi, Thornborough Road, Coalville	0.0%	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, 184 Loughborough Road, West Bridgford, Nottingham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%
Asda, Midland Street, Long Eaton	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%
Ashby-de-la-Zouch — all locations	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Leys District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Centre, Leicester																		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	3.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	26.9%	7
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	1.0%	2	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	9.3%	19	0.0%	0	0.0%	0	0.0%	0	12.0%	3	27.3%	6	34.8%	8	0.0%	0	7.7%	2
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	8.3%	17	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	52.0%	13	11.5%	3
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.5%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.5%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	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, Grove Farm Triangle, Fosse Park, Leicester	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	4.3%	1	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	1.5%	3	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	0	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	0	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, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.0%	0	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	2.0%	4	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	3.8%	1
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
shopping) (Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		205		32		33		19		25		22		23		25		26

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q24 Where did you last buy small household goods such as home furnishings, glass and china items?																	
<i>Excl. Nulls & SFT</i>																	
Zone 1																	
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Town Centre	23.0%	74	28.6%	14	45.9%	17	33.3%	13	27.1%	13	2.4%	1	7.1%	3	21.9%	7	17.6%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	0.6%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%
Tesco Extra, Park Road, Shelthorpe, Loughborough	0.0%	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, Unit 1, The Rushes Shopping Centre, Loughborough	4.7%	15	10.2%	5	8.1%	3	2.6%	1	4.2%	2	2.4%	1	2.4%	1	3.1%	1	2.9%
	0.9%	3	0.0%	0	2.7%	1	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	0.0%	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&M, Willowbrook Park, Loughborough	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road, West Extension, Loughborough	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Station Avenue, Loughborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	2.9%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Regents Place Retail Park, Derby Road, Loughborough	4.7%	15	8.2%	4	13.5%	5	5.1%	2	2.1%	1	0.0%	0	0.0%	0	6.3%	2	2.9%
Sharply Road Local Centre	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowbrook Retail Park, Derby Road, Loughborough	3.1%	10	6.1%	3	2.7%	1	7.7%	3	4.2%	2	0.0%	0	0.0%	0	3.1%	1	0.0%
Zone 3																	
Asda, 25 Charnwood Street, Shepshed	1.2%	4	0.0%	0	0.0%	0	10.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op Extra, The Hallcroft, Shepshed	0.0%	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Barrow Upon Star District Centre	0.0%	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mountsorrell Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Aldi, 1169 Melton Road, Syston	0.0%	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, Inglenook Park,	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey For WYG

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	2.8%	9	0.0%	0	0.0%	0	0.0%	0	4.2%	2	14.6%	6	2.4%	1	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	5.9%	19	0.0%	0	0.0%	0	0.0%	0	8.3%	4	29.3%	12	7.1%	3	0.0%	0	0.0%	0
Thurmaston Village Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.4%	1	2.4%	1	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	4.8%	2	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	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, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	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, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Whitwick Village Centre	0.3%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Centre, Leicester																		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.9%	3	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	1.6%	5	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	8.8%	3
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	4.7%	15	6.1%	3	0.0%	0	5.1%	2	6.3%	3	2.4%	1	4.8%	2	0.0%	0	11.8%	4
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	9.3%	30	10.2%	5	13.5%	5	7.7%	3	8.3%	4	7.3%	3	11.9%	5	9.4%	3	5.9%	2
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	15.8%	51	24.5%	12	2.7%	1	10.3%	4	18.8%	9	17.1%	7	28.6%	12	6.3%	2	11.8%	4
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	7.5%	24	0.0%	0	5.4%	2	5.1%	2	2.1%	1	0.0%	0	4.8%	2	40.6%	13	11.8%	4
Other, Blaby	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.4%	1	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Other, Yorkshire	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	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, Grove Farm Triangle, Fosse Park, Leicester	0.6%	2	0.0%	0	0.0%	0	2.6%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.9%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	4.8%	2	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	0	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	0	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, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.0%	0	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Others																		
Abroad	0.6%	2	0.0%	0	2.7%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
shopping) (Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	322		49		37		39		48		41		42		32		34	

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q25 Where did you last buy goods such as toys, games, bicycles and recreation goods?																	
<i>Excl. Nulls & SFT</i>																	
Zone 1																	
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.5%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Town Centre	32.1%	63	45.2%	14	37.1%	13	52.4%	11	58.3%	14	0.0%	0	9.1%	2	27.8%	5	17.4%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	1.5%	3	0.0%	0	5.7%	2	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Park Road, Shelthorpe, Loughborough	0.0%	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, Unit 1, The Rushes Shopping Centre, Loughborough	4.1%	8	9.7%	3	5.7%	2	0.0%	0	8.3%	2	0.0%	0	4.5%	1	0.0%	0	0.0%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	2.0%	4	3.2%	1	2.9%	1	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	0.0%	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&M, Willowbrook Park, Loughborough	0.5%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Jubilee Drive, Loughborough	0.5%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	1.0%	2	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%
Regents Place Retail Park, Derby Road, Loughborough	4.1%	8	9.7%	3	5.7%	2	0.0%	0	4.2%	1	0.0%	0	0.0%	0	11.1%	2	0.0%
Sharply Road Local Centre	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowbrook Retail Park, Derby Road, Loughborough	5.1%	10	12.9%	4	5.7%	2	0.0%	0	8.3%	2	4.5%	1	0.0%	0	5.6%	1	0.0%
Zone 3																	
Asda, 25 Charnwood Street, Shepshed	1.0%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	4.3%
Co-op Extra, The Hallcroft, Shepshed	0.0%	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	1.5%	3	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%
Zone 4																	
Barrow Upon Star District Centre	0.0%	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Aldi, 1169 Melton Road, Syston	0.0%	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, Inglenook Park,	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	3	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Thurmaston Village Centre Zone 6	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	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, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	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, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	2	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Whitwick Village Centre Outside Study Area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Thornborough Road, Coalville	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	4
B&Q, Devonshire Road, Leicester LE4 0BG	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Beaumont Leys District	1.5%	3	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																	
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville Town Centre	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.7%
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	0.5%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	2.6%	5	3.2%	1	0.0%	0	4.8%	1	0.0%	0	4.5%	1	4.5%	1	0.0%	0	4.3%
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	4.1%	8	3.2%	1	5.7%	2	0.0%	0	0.0%	0	4.5%	1	0.0%	0	22.2%	4	0.0%
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	14.3%	28	3.2%	1	8.6%	3	4.8%	1	12.5%	3	40.9%	9	36.4%	8	0.0%	0	13.0%
Melton Mowbray — all locations	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	2.6%	5	0.0%	0	2.9%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	16.7%	3	0.0%
Other, Blaby	0.5%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Derby	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%
Other, East England	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%
Other, East Midlands	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%
Other, Hinkley & Bosworth	0.5%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Leicester	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%
Other, London	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.5%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	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, Grove Farm Triangle, Fosse Park, Leicester	0.0%	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, Melton Road, Leicester LE4 7SJ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.5%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	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, Waverley Street, Long Eaton	0.0%	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, Resolution Road, Ashby-de-la-Zouch	0.0%	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others																	
Abroad	0.5%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey
For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
shopping) (Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	196		31		35		21		24		22		22		18		23	

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q26 Where did you last buy chemist goods (including health and beauty products)?																		
<i>Excl. Nulls & SFT</i>																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	34.2%	227	67.1%	51	78.4%	69	45.6%	31	40.4%	36	2.4%	2	15.9%	14	20.3%	16	8.7%	8
Shelthorpe District Centre Tesco Extra, Park Road, Shelthorpe, Loughborough	0.0%	0	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, Unit 1, The Rushes Shopping Centre, Loughborough	1.7%	11	2.6%	2	4.5%	4	5.9%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Shelthorpe District Centre Tesco Extra, Park Road, Shelthorpe, Loughborough	0.5%	3	2.6%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	4.4%	29	15.8%	12	3.4%	3	2.9%	2	7.9%	7	0.0%	0	4.5%	4	1.3%	1	0.0%	0
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	1.2%	8	2.6%	2	2.3%	2	1.5%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Zone 2																		
Aldi, 51 Belton Road, Loughborough	0.8%	5	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.1%	1	2.5%	2	1.1%	1
B&M, Willowbrook Park, Loughborough	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Jubilee Drive, Loughborough	0.0%	0	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, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.5%	3	1.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	1.4%	9	0.0%	0	6.8%	6	1.5%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.3%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	1.1%	7	0.0%	0	0.0%	0	7.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	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, Anson Road, Shepshed	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Shepshed District Centre	3.9%	26	1.3%	1	0.0%	0	25.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	8
Zone 4																		
Barrow Upon Star District Centre	1.2%	8	0.0%	0	0.0%	0	0.0%	0	9.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Sileby District Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park,	2.7%	18	0.0%	0	0.0%	0	0.0%	0	2.2%	2	16.9%	14	2.3%	2	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	2.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	19	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	4.2%	28	1.3%	1	0.0%	0	0.0%	0	6.7%	6	20.5%	17	4.5%	4	0.0%	0	0.0%	0
Thurmaston Village Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.8%	4	2.3%	2	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0
Birstall Village Centre	2.4%	16	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	17.0%	15	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	1.2%	8	2.6%	2	0.0%	0	0.0%	0	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markfield Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0
Other, Zone 6	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Quorn Local Centre	1.4%	9	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	8.0%	7	0.0%	0	0.0%	0
Rothley Local Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	4.5%	4	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	2.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	19	0.0%	0
Other, Rushcliffe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	8	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	1.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	11
Kegworth Village Centre	2.4%	16	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	6	9.8%	9
Morrisons, Whitwick Road, Coalville	0.9%	6	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.3%	3
Whitwick Village Centre	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	9
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	8	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Centre, Leicester																		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Coalville Town Centre	3.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.8%	21
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	1.1%	7	0.0%	0	0.0%	0	2.9%	2	0.0%	0	4.8%	4	1.1%	1	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	3.3%	22	0.0%	0	0.0%	0	0.0%	0	2.2%	2	13.3%	11	8.0%	7	0.0%	0	2.2%	2
Melton Mowbray — all locations	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0
Nottingham City Centre	2.1%	14	0.0%	0	0.0%	0	1.5%	1	1.1%	1	0.0%	0	0.0%	0	12.7%	10	2.2%	2
Other, Blaby	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	1	0.0%	0	3.3%	3
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	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, Grove Farm Triangle, Fosse Park, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
West Bridgford Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
shopping) (Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	663		76		88		68		89		83		88		79		92	

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q27 Where did you last buy electrical items, such as televisions, washing machines and computers?																		
<i>Excl. Nulls & SFT</i>																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	23.6%	100	38.6%	22	39.7%	23	32.0%	16	33.3%	17	2.2%	1	9.3%	5	10.0%	5	18.6%	11
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelthorpe District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	0.0%	0	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, Unit 1, The Rushes Shopping Centre, Loughborough	4.0%	17	12.3%	7	5.2%	3	0.0%	0	5.9%	3	0.0%	0	3.7%	2	0.0%	0	3.4%	2
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Aldi, 51 Belton Road, Loughborough	0.0%	0	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&M, Willowbrook Park, Loughborough	0.0%	0	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, Jubilee Drive, Loughborough	0.5%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	21.7%	92	29.8%	17	41.4%	24	38.0%	19	15.7%	8	2.2%	1	5.6%	3	18.0%	9	18.6%	11
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	2.4%	10	3.5%	2	1.7%	1	4.0%	2	3.9%	2	0.0%	0	0.0%	0	2.0%	1	3.4%	2
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	0.7%	3	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Barrow Upon Star District Centre	0.0%	0	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.0%	0	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, Inglenook Park,	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	5	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Barkby Thorpe Lane, Thurmaston																	
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Road Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%
Other, Zone 5	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.9%	1	0.0%	0	0.0%
Syston District Centre	0.7%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%
Tesco Metro, 1197 Melton Road, Syston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.9%	1	0.0%	0	0.0%
Thurmaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6																	
Anstey District Centre	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	5	0.0%	0	0.0%
Birstall Village Centre	0.0%	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, 132 Rothley Road, Mountsorrel	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 17-25 Cropston Road, Anstey	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%
Co-op, 19 Loughborough Road, Quorn	0.0%	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, 19 Wanlip Lane, Birstall	0.0%	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester Road / Market Place, Mountsorrel Local Centre	0.5%	2	1.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothley Local Centre	0.0%	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, 139 Sibson Road, Birstall	0.0%	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7																	
Bradmore Village Centre	0.0%	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%
Ruddington Village	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%
Zone 8																	
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castle Donington Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area																	
Aldi, Thornborough Road, Coalville	0.0%	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, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	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, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashby-de-la-Zouch — all locations	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Leys District	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																	
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton-upon-Trent Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Coalville Town Centre	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	8.5%	36	5.3%	3	1.7%	1	10.0%	5	9.8%	5	20.0%	9	18.5%	10	0.0%	0	5.1%
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4	0.0%
Ibstock Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%
Leicester City Centre	14.4%	61	8.8%	5	6.9%	4	6.0%	3	25.5%	13	33.3%	15	31.5%	17	2.0%	1	5.1%
Melton Mowbray — all locations	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	6.6%	28	0.0%	0	1.7%	1	2.0%	1	0.0%	0	2.2%	1	0.0%	0	40.0%	20	8.5%
Other, Blaby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%
Other, Derby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%
Other, Rushcliffe	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	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, Grove Farm Triangle, Fosse Park, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.9%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1	4.4%	2	1.9%	1	0.0%	0	0.0%
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.9%	1	0.0%	0	0.0%
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%
Tesco Extra, Waverley Street, Long Eaton	0.0%	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, Resolution Road, Ashby-de-la-Zouch	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%
West Bridgford Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%
Others																	
Abroad	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey
For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
shopping) (Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	424		57		58		50		51		45		54		50		59	

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q28 Where did you last buy DIY (including gardening) goods?																	
<i>Excl. Nulls & SFT</i>																	
Zone 1																	
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Town Centre	9.4%	54	13.8%	11	13.3%	10	11.6%	8	9.8%	8	0.0%	0	5.4%	4	10.1%	7	8.6%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	0.0%	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, Park Road, Shelthorpe, Loughborough	0.0%	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, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	0.0%	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&M, Willowbrook Park, Loughborough	0.7%	4	0.0%	0	2.7%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
B&Q, Jubilee Drive, Loughborough	56.2%	324	73.8%	59	64.0%	48	68.1%	47	72.0%	59	20.7%	12	39.2%	29	47.8%	33	52.9%
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Regents Place Retail Park, Derby Road, Loughborough	0.5%	3	0.0%	0	2.7%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sharply Road Local Centre	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Belton Road, Loughborough	2.9%	17	1.3%	1	8.0%	6	2.9%	2	7.3%	6	0.0%	0	0.0%	0	0.0%	0	2.9%
Willowbrook Retail Park, Derby Road, Loughborough	1.7%	10	1.3%	1	5.3%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	2.9%
Zone 3																	
Asda, 25 Charnwood Street, Shepshed	0.0%	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 Extra, The Hallcroft, Shepshed	0.0%	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.5%	3	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Barrow Upon Star District Centre	0.0%	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Aldi, 1169 Melton Road, Syston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%
Asda, Inglenook Park,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey For WYG

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.5%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	3.3%	19	0.0%	0	0.0%	0	0.0%	0	3.7%	3	27.6%	16	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre Zone 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Anstey District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1
Birstall Village Centre	0.9%	5	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	4.1%	3	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	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, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.3%	2	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	1.6%	9	2.5%	2	0.0%	0	0.0%	0	1.2%	1	1.7%	1	6.8%	5	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL Zone 7	0.9%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	2	2.7%	2	0.0%	0	0.0%	0
Bradmore Village Centre	0.9%	5	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0
Co-op, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	5	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Ruddington Village Zone 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.5%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre Outside Study Area	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Thornborough Road, Coalville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	0	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, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4
B&Q, Devonshire Road, Leicester LE4 0BG	4.5%	26	0.0%	0	0.0%	0	0.0%	0	1.2%	1	8.6%	5	27.0%	20	0.0%	0	0.0%	0
Beaumont Leys District	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.7%	2	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																	
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton-upon-Trent Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Coalville Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	2.6%	15	1.3%	1	0.0%	0	1.4%	1	0.0%	0	13.8%	8	6.8%	5	0.0%	0	0.0%
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	1.6%	9	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	10.1%	7	0.0%
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Derby	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Hinkley & Bosworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Melton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.5%	3	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Other, Yorkshire	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	5	0.0%
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.0%	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, Melton Road, Leicester LE4 7SJ	0.0%	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, Stoney Road, Beeston, Nottingham	0.0%	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.0%	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, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	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, Waverley Street, Long Eaton	0.0%	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, Resolution Road, Ashby-de-la-Zouch	0.0%	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Others																	
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Charnwood Household Survey
For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
shopping) (Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	577		80		75		69		82		58		74		69		70	

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q29 Where did you last buy furniture, carpets and floor coverings?																	
<i>Excl. Nulls & SFT</i>																	
Zone 1																	
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Town Centre	19.5%	67	36.5%	19	30.8%	12	19.4%	7	11.5%	6	2.2%	1	14.9%	7	23.5%	8	18.9%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	0.0%	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, Park Road, Shelthorpe, Loughborough	0.0%	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, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	0.0%	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&M, Willowbrook Park, Loughborough	0.6%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%
B&Q, Jubilee Drive, Loughborough	1.5%	5	0.0%	0	5.1%	2	5.6%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Covert District Centre	0.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Regents Place Retail Park, Derby Road, Loughborough	10.2%	35	13.5%	7	28.2%	11	5.6%	2	13.5%	7	4.3%	2	4.3%	2	5.9%	2	5.4%
Sharply Road Local Centre	0.0%	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, Jubilee Drive, Loughborough	0.6%	2	1.9%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowbrook Retail Park, Derby Road, Loughborough	2.3%	8	1.9%	1	2.6%	1	2.8%	1	1.9%	1	0.0%	0	2.1%	1	5.9%	2	2.7%
Zone 3																	
Asda, 25 Charnwood Street, Shepshed	0.0%	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 Extra, The Hallcroft, Shepshed	0.0%	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	1.7%	6	0.0%	0	0.0%	0	16.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Barrow Upon Star District Centre	0.0%	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sileby District Centre	2.3%	8	1.9%	1	0.0%	0	0.0%	0	13.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Aldi, 1169 Melton Road, Syston	0.0%	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, Inglenook Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey For WYG

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	3.5%	12	0.0%	0	0.0%	0	0.0%	0	3.8%	2	19.6%	9	2.1%	1	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.1%	1	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	5.8%	20	3.8%	2	5.1%	2	5.6%	2	11.5%	6	8.7%	4	8.5%	4	0.0%	0	0.0%	0
Birstall Village Centre	2.9%	10	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.2%	1	17.0%	8	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	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, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	2.7%	1
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.6%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	0	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, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2
B&Q, Devonshire Road, Leicester LE4 0BG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																	
Birmingham City Centre	0.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville Town Centre	2.9%	10	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	21.6%
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	1.7%	6	1.9%	1	0.0%	0	0.0%	0	3.8%	2	2.2%	1	0.0%	0	0.0%	0	5.4%
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	9.0%	31	11.5%	6	5.1%	2	8.3%	3	7.7%	4	13.0%	6	12.8%	6	0.0%	0	10.8%
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	5.5%	19	3.8%	2	0.0%	0	11.1%	4	1.9%	1	8.7%	4	4.3%	2	14.7%	5	2.7%
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	13.7%	47	19.2%	10	15.4%	6	11.1%	4	15.4%	8	15.2%	7	23.4%	11	0.0%	0	2.7%
Melton Mowbray — all locations	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	4.4%	15	1.9%	1	2.6%	1	2.8%	1	1.9%	1	0.0%	0	2.1%	1	23.5%	8	5.4%
Other, Blaby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	1.2%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	8.1%
Other, Hinkley & Bosworth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%
Other, Leicester	0.9%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	0.0%	0	2.7%
Other, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.6%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%
Other, Rushcliffe	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%
Other, South East	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wales	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	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, Grove Farm Triangle, Fosse Park, Leicester	0.0%	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, Melton Road, Leicester LE4 7SJ	0.0%	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, Stoney Road, Beeston, Nottingham	0.0%	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.0%	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, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	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, Waverley Street, Long Eaton	0.0%	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, Resolution Road, Ashby-de-la-Zouch	0.0%	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 Bridgford Town Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	3	0.0%
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others																	
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
shopping) (Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	343		52		39		36		52		46		47		34		37	

Q30 Do you ever visit any of the following centres? [MR/PR]

Loughborough Town Centre	76.1%	611	94.0%	94	92.0%	92	85.1%	86	83.0%	83	38.0%	38	68.3%	69	70.0%	70	78.2%	79
Syston District Centre	22.2%	178	7.0%	7	4.0%	4	5.9%	6	32.0%	32	91.0%	91	32.7%	33	3.0%	3	2.0%	2
(Don't visit either of these)	15.7%	126	6.0%	6	8.0%	8	14.9%	15	14.0%	14	9.0%	9	21.8%	22	30.0%	30	21.8%	22
Base:	803	100	100	101	100	100	101	100	100	101	100	101	100	101	100	101	101	101

Q31 Which centre do you visit the most?*Those who visit more than one or more centres at Q30:*

Loughborough Town Centre	82.6%	559	100.0%	94	100.0%	92	98.8%	85	84.9%	73	4.4%	4	79.7%	63	100.0%	70	98.7%	78
Syston District Centre	17.4%	118	0.0%	0	0.0%	0	1.2%	1	15.1%	13	95.6%	87	20.3%	16	0.0%	0	1.3%	1
Base:	677	94	92	86	86	91	79	70	79	70	79	79	70	79	79	79	79	79

MeanScore: visits per year**Q32 How often do you visit (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30)?***Those who visit a centre at Q30:*

Daily	5.8%	39	13.8%	13	6.5%	6	1.2%	1	1.2%	1	16.5%	15	2.5%	2	0.0%	0	1.3%	1
At least two times a week	17.7%	120	31.9%	30	30.4%	28	22.1%	19	5.8%	5	29.7%	27	6.3%	5	4.3%	3	3.8%	3
At least once a week	29.0%	196	35.1%	33	40.2%	37	30.2%	26	32.6%	28	24.2%	22	12.7%	10	34.3%	24	20.3%	16
At least once a fortnight	17.6%	119	10.6%	10	9.8%	9	24.4%	21	26.7%	23	12.1%	11	20.3%	16	21.4%	15	17.7%	14
At least once a month	15.2%	103	5.3%	5	9.8%	9	14.0%	12	16.3%	14	11.0%	10	24.1%	19	14.3%	10	30.4%	24
At least every two months	4.7%	32	0.0%	0	2.2%	2	2.3%	2	9.3%	8	1.1%	1	13.9%	11	5.7%	4	5.1%	4
At least every 3 months	4.0%	27	0.0%	0	0.0%	0	2.3%	2	3.5%	3	1.1%	1	8.9%	7	5.7%	4	12.7%	10
At least every 6 months	1.8%	12	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	5.7%	4	3.8%	3
Less often than once every 6 months	0.7%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	1	1.4%	1	2.5%	2
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.5%	24	2.1%	2	1.1%	1	3.5%	3	3.5%	3	4.4%	4	5.1%	4	7.1%	5	2.5%	2
Mean:	82.77	141.55	113.10	76.86	44.43	145.41	40.49	37.40	33.05	33.05	33.05	33.05	33.05	33.05	33.05	33.05	33.05	33.05
Base:	677	94	92	86	86	91	79	70	79	70	79	79	70	79	79	79	79	79

Q33 How do you usually travel to (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30) (main part of journey)?*Those who visit a centre at Q30:*

Car / van (as driver)	67.7%	458	41.5%	39	46.7%	43	72.1%	62	76.7%	66	68.1%	62	79.7%	63	78.6%	55	86.1%	68
Car / van (as passenger)	6.5%	44	6.4%	6	8.7%	8	4.7%	4	9.3%	8	3.3%	3	7.6%	6	4.3%	3	7.6%	6
Bus, minibus or coach	12.1%	82	6.4%	6	21.7%	20	19.8%	17	11.6%	10	4.4%	4	10.1%	8	17.1%	12	6.3%	5
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	12.0%	81	42.6%	40	18.5%	17	2.3%	2	0.0%	0	23.1%	21	1.3%	1	0.0%	0	0.0%	0
Taxi	0.3%	2	1.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.2%	8	2.1%	2	3.3%	3	1.2%	1	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Base:	677	94	92	86	86	91	79	70	79	70	79	79	70	79	79	79	79	79

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q34 What is the main reason for visiting (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30)?																		
<i>Those who visit a centre at Q30:</i>																		
Choice and range of shops	33.7%	228	33.0%	31	29.3%	27	39.5%	34	39.5%	34	44.0%	40	35.4%	28	22.9%	16	22.8%	18
Supermarket	3.8%	26	3.2%	3	3.3%	3	3.5%	3	9.3%	8	7.7%	7	1.3%	1	1.4%	1	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	7.4%	50	6.4%	6	8.7%	8	11.6%	10	4.7%	4	6.6%	6	8.9%	7	5.7%	4	6.3%	5
Choice of services (hairdressers, banks etc)	8.4%	57	10.6%	10	4.3%	4	5.8%	5	12.8%	11	7.7%	7	7.6%	6	14.3%	10	5.1%	4
Livestock market	3.8%	26	4.3%	4	4.3%	4	8.1%	7	2.3%	2	1.1%	1	1.3%	1	7.1%	5	2.5%	2
Environmental quality of centre	2.4%	16	2.1%	2	5.4%	5	2.3%	2	0.0%	0	1.1%	1	1.3%	1	0.0%	0	6.3%	5
Close to home	10.6%	72	12.8%	12	18.5%	17	11.6%	10	5.8%	5	9.9%	9	6.3%	5	10.0%	7	8.9%	7
Close to work	3.3%	22	4.3%	4	3.3%	3	3.5%	3	2.3%	2	4.4%	4	3.8%	3	1.4%	1	2.5%	2
Easily accessible by public transport	0.4%	3	1.1%	1	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	0.7%	5	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	2.5%	2
Free car parking	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Compact layout	1.3%	9	3.2%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.9%	2	3.8%	3
Convenient for meeting family / friends	4.0%	27	3.2%	3	1.1%	1	3.5%	3	8.1%	7	4.4%	4	7.6%	6	4.3%	3	0.0%	0
Convenient generally	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Familiarity	0.7%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	2.9%	2	1.3%	1
For a change	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.5%	2	2.9%	2	0.0%	0
Good for walking	0.9%	6	3.2%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1
Good for window shopping / browsing	2.2%	15	3.2%	3	3.3%	3	1.2%	1	2.3%	2	2.2%	2	2.5%	2	0.0%	0	2.5%	2
Good market	3.7%	25	3.2%	3	4.3%	4	1.2%	1	2.3%	2	0.0%	0	6.3%	5	1.4%	1	11.4%	9
My doctor is located there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Pedestrianised	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Pleasant atmosphere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Quiet / not too busy	2.1%	14	2.1%	2	0.0%	0	2.3%	2	4.7%	4	0.0%	0	1.3%	1	4.3%	3	2.5%	2
(Nothing in particular)	8.7%	59	4.3%	4	10.9%	10	3.5%	3	4.7%	4	8.8%	8	8.9%	7	12.9%	9	17.7%	14
Base:		677		94		92		86		86		91		79		70		79

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q35 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30) more often?																		
<i>Those who visit a centre at Q30:</i>																		
1st Mention																		
Increased choice and range of shops	18.2%	123	28.7%	27	30.4%	28	10.5%	9	25.6%	22	4.4%	4	10.1%	8	21.4%	15	12.7%	10
Discount food stores within the town centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.4%	1	0.0%	0
Improved non-food shops within the town centre	0.9%	6	1.1%	1	3.3%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.7%	5	4.3%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.0%	7	1.1%	1	4.3%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
More parking	6.2%	42	3.2%	3	3.3%	3	8.1%	7	8.1%	7	12.1%	11	6.3%	5	4.3%	3	3.8%	3
Cheaper parking	2.8%	19	5.3%	5	4.3%	4	0.0%	0	1.2%	1	1.1%	1	2.5%	2	1.4%	1	6.3%	5
Improved street cleaning	0.6%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.5%	2
Increased public transport	1.6%	11	1.1%	1	2.2%	2	1.2%	1	1.2%	1	2.2%	2	0.0%	0	1.4%	1	3.8%	3
Cheaper public transport	0.4%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Better environment	1.5%	10	3.2%	3	0.0%	0	1.2%	1	2.3%	2	1.1%	1	1.3%	1	1.4%	1	1.3%	1
Better security	0.9%	6	3.2%	3	1.1%	1	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.3%	2	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access / facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Better market	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Fewer betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer buses	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer market stalls	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access by car (e.g. better roads)	0.6%	4	2.1%	2	1.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafés / restaurants / takeaways	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cheap shops	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less student housing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	1.2%	8	1.1%	1	1.1%	1	1.2%	1	0.0%	0	1.1%	1	1.3%	1	4.3%	3	0.0%	0
Long parking hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths	0.6%	4	0.0%	0	2.2%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
More / better pubs	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks, post office etc.)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a community centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce business rates / rents	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	1.5%	10	0.0%	0	1.1%	1	2.3%	2	0.0%	0	5.5%	5	2.5%	2	0.0%	0	0.0%	0
Remove cycle lanes	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair roads (e.g. potholes)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tighter parking regulations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	56.3%	381	42.6%	40	35.9%	33	67.4%	58	55.8%	48	62.6%	57	70.9%	56	58.6%	41	60.8%	48
(Don't know)	1.5%	10	0.0%	0	1.1%	1	0.0%	0	1.2%	1	1.1%	1	0.0%	0	2.9%	2	6.3%	5
Base:		677		94		92		86		86		91		79		70		79

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
2nd Mention																		
Increased choice and range of shops	2.5%	17	2.1%	2	7.6%	7	1.2%	1	1.2%	1	1.1%	1	1.3%	1	2.9%	2	2.5%	2
Discount food stores within the town centre	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	2.7%	18	4.3%	4	6.5%	6	0.0%	0	2.3%	2	1.1%	1	0.0%	0	4.3%	3	2.5%	2
Improved leisure facilities	0.4%	3	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Improved quality of shops	0.9%	6	3.2%	3	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
More parking	1.8%	12	1.1%	1	3.3%	3	1.2%	1	1.2%	1	4.4%	4	0.0%	0	2.9%	2	0.0%	0
Cheaper parking	2.5%	17	2.1%	2	3.3%	3	2.3%	2	4.7%	4	2.2%	2	2.5%	2	2.9%	2	0.0%	0
Improved street cleaning	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Increased public transport	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Cheaper public transport	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.6%	4	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1
Better security	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access / facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Better market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Fewer betting shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer buses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer market stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access by car (e.g. better roads)	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafés / restaurants / takeaways	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Less charity shops	0.7%	5	0.0%	0	3.3%	3	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Less cheap shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less student housing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	0.7%	5	2.1%	2	2.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Long parking hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
More / better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks, post office etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a community centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Reduce business rates / rents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	0.7%	5	0.0%	0	1.1%	1	1.2%	1	1.2%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Remove cycle lanes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair roads (e.g. potholes)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tighter parking regulations	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	81.5%	552	78.7%	74	63.0%	58	90.7%	78	87.2%	75	81.3%	74	89.9%	71	78.6%	55	84.8%	67
(Don't know)	1.9%	13	1.1%	1	2.2%	2	1.2%	1	1.2%	1	1.1%	1	0.0%	0	2.9%	2	6.3%	5
Base:		677		94		92		86		86		91		79		70		79

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
3rd Mention																		
Increased choice and range of shops	0.7%	5	1.1%	1	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.4%	1	1.3%	1
Discount food stores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.7%	5	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.3%	1
Improved leisure facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.2%	8	1.1%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	5.1%	4
More parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.4%	3	2.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better clientele	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access / facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer buses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer market stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access by car (e.g. better roads)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Less cafés / restaurants / takeaways	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cheap shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less student housing	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long parking hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks, post office etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a community centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce business rates / rents	0.3%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Remove cycle lanes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair roads (e.g. potholes)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tighter parking regulations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	92.6%	627	89.4%	84	89.1%	82	97.7%	84	97.7%	84	93.4%	85	97.5%	77	90.0%	63	86.1%	68
(Don't know)	2.1%	14	1.1%	1	2.2%	2	1.2%	1	1.2%	1	2.2%	2	0.0%	0	2.9%	2	6.3%	5
Base:		677		94		92		86		86		91		79		70		79

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q35X Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30) more often? (Any mention)																		
<i>Those who visit a centre at Q30:</i>																		
Increased choice and range of shops	20.8%	141	30.9%	29	38.0%	35	11.6%	10	25.6%	22	6.6%	6	11.4%	9	24.3%	17	16.5%	13
Discount food stores within the town centre	0.6%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.4%	1	0.0%	0
Improved non-food shops within the town centre	4.3%	29	6.4%	6	10.9%	10	2.3%	2	2.3%	2	1.1%	1	0.0%	0	7.1%	5	3.8%	3
Improved leisure facilities	1.3%	9	6.4%	6	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.3%	1
Improved quality of shops	3.1%	21	5.3%	5	8.7%	8	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	6.3%	5
More parking	8.1%	55	4.3%	4	6.5%	6	9.3%	8	9.3%	8	17.6%	16	6.3%	5	7.1%	5	3.8%	3
Cheaper parking	5.3%	36	7.4%	7	7.6%	7	2.3%	2	5.8%	5	3.3%	3	5.1%	4	4.3%	3	6.3%	5
Improved street cleaning	1.0%	7	1.1%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	2.5%	2
Increased public transport	1.6%	11	1.1%	1	2.2%	2	1.2%	1	1.2%	1	2.2%	2	0.0%	0	1.4%	1	3.8%	3
Cheaper public transport	0.6%	4	0.0%	0	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Better environment	2.5%	17	6.4%	6	2.2%	2	1.2%	1	2.3%	2	1.1%	1	2.5%	2	1.4%	1	2.5%	2
Better security	1.2%	8	3.2%	3	1.1%	1	1.2%	1	0.0%	0	2.2%	2	1.3%	1	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.3%	2	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better clientele	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access / facilities	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1
Better market	0.4%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Fewer betting shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer buses	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer market stalls	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.3%	2	1.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access by car (e.g. better roads)	0.9%	6	3.2%	3	1.1%	1	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Less cafés / restaurants / takeaways	0.4%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	1.4%	1	0.0%	0
Less charity shops	0.9%	6	0.0%	0	3.3%	3	1.2%	1	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Less cheap shops	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less student housing	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	1.9%	13	3.2%	3	3.3%	3	1.2%	1	0.0%	0	2.2%	2	1.3%	1	4.3%	3	0.0%	0
Long parking hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.4%	3	1.1%	1	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths	0.7%	5	0.0%	0	2.2%	2	0.0%	0	2.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0
More / better public toilets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
More / better pubs	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks, post office etc.)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.3%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a community centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Reduce business rates / rents	0.4%	3	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	2.5%	17	0.0%	0	2.2%	2	3.5%	3	1.2%	1	7.7%	7	5.1%	4	0.0%	0	0.0%	0
Remove cycle lanes	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair roads (e.g. potholes)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tighter parking regulations	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		677		94		92		86		86		91		79		70		79

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q36 Why don't you visit Loughborough Town Centre? [MR]																		
<i>Those who do not visit Loughborough Town Centre at Q30:</i>																		
Lack of choice and range of shops	9.9%	19	0.0%	0	50.0%	4	33.3%	5	23.5%	4	3.2%	2	6.3%	2	3.3%	1	4.5%	1
Doesn't have preferred supermarket	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	6.3%	2	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Too far away from home or work	27.6%	53	16.7%	1	0.0%	0	20.0%	3	5.9%	1	37.1%	23	12.5%	4	46.7%	14	31.8%	7
Not accessible by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconveniently located car parking	4.7%	9	0.0%	0	25.0%	2	0.0%	0	5.9%	1	3.2%	2	3.1%	1	6.7%	2	4.5%	1
Expensive car parking	2.6%	5	0.0%	0	12.5%	1	6.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	9.1%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit	44.3%	85	16.7%	1	12.5%	1	33.3%	5	58.8%	10	51.6%	32	62.5%	20	33.3%	10	27.3%	6
General dislike of the town centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of time	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Not enough disability parking spaces	0.5%	1	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor road system	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	4.5%	1
Prefer to go elsewhere	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2
Too many betting shops	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Too many charity shops	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Too old / ill / disabled	5.7%	11	50.0%	3	12.5%	1	6.7%	1	5.9%	1	3.2%	2	0.0%	0	10.0%	3	0.0%	0
Traffic congestion	2.1%	4	0.0%	0	0.0%	0	6.7%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	2
Unfamiliar with the area / layout	3.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	12.5%	4	0.0%	0	4.5%	1
(Don't know)	1.6%	3	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2
Base:		192		6		8		15		17		62		32		30		22
Q37 Why don't you visit Syston District Centre? [MR]																		
<i>Those who live in Zone 5 but don't visit Syston District Centre at Q30:</i>																		
Lack of choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have preferred supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away from home or work	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Not accessible by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconveniently located car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit	77.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	77.8%	7	0.0%	0	0.0%	0	0.0%	0
Too small	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		9		0		0		0		0		9		0		0		0

Charnwood Household Survey

For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q38 Do people in your household, including yourself, make use of home internet shopping, mobile internet shopping or TV shopping? [MR]																		
Yes, Internet (home)	64.6%	519	61.0%	61	65.0%	65	68.3%	69	71.0%	71	54.0%	54	72.3%	73	57.0%	57	68.3%	69
Yes, Portable internet shopping (through mobile phone / tablet)	26.0%	209	35.0%	35	24.0%	24	34.7%	35	20.0%	20	15.0%	15	30.7%	31	29.0%	29	19.8%	20
Yes, TV Shopping	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	1.0%	1
(No)	33.0%	265	31.0%	31	33.0%	33	28.7%	29	28.0%	28	45.0%	45	26.7%	27	41.0%	41	30.7%	31
Base:		803		100		100		101		100		100		101		100		101

Q39 Which goods or services does your household currently purchase via electronic (home / mobile / TV) shopping? [MR]*Those who purchase non-food goods via electronic (home / mobile / TV) shopping at Q38:*

Banking / finance	2.6%	14	10.1%	7	6.0%	4	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.9%	2
Books	39.2%	211	47.8%	33	37.3%	25	43.1%	31	43.1%	31	27.3%	15	29.7%	22	37.3%	22	45.7%	32
CDs, DVDs, music	35.1%	189	39.1%	27	38.8%	26	41.7%	30	33.3%	24	41.8%	23	24.3%	18	28.8%	17	34.3%	24
Clothes	47.0%	253	55.1%	38	46.3%	31	58.3%	42	52.8%	38	47.3%	26	51.4%	38	27.1%	16	34.3%	24
DIY goods	7.6%	41	8.7%	6	11.9%	8	5.6%	4	5.6%	4	9.1%	5	4.1%	3	8.5%	5	8.6%	6
Food	9.9%	53	10.1%	7	13.4%	9	9.7%	7	11.1%	8	1.8%	1	9.5%	7	6.8%	4	14.3%	10
Furniture / carpets	5.0%	27	10.1%	7	6.0%	4	2.8%	2	6.9%	5	3.6%	2	2.7%	2	5.1%	3	2.9%	2
Garden items	4.6%	25	10.1%	7	10.4%	7	2.8%	2	1.4%	1	3.6%	2	2.7%	2	5.1%	3	1.4%	1
Holiday and / or travel tickets	3.7%	20	8.7%	6	9.0%	6	1.4%	1	0.0%	0	1.8%	1	1.4%	1	1.7%	1	5.7%	4
Jewellery	2.0%	11	2.9%	2	3.0%	2	0.0%	0	2.8%	2	3.6%	2	1.4%	1	3.4%	2	0.0%	0
Major electrical items	16.5%	89	17.4%	12	16.4%	11	13.9%	10	18.1%	13	25.5%	14	10.8%	8	13.6%	8	18.6%	13
Small electrical items	26.0%	140	27.5%	19	32.8%	22	29.2%	21	20.8%	15	34.5%	19	18.9%	14	18.6%	11	27.1%	19
Small household goods	16.4%	88	21.7%	15	20.9%	14	20.8%	15	5.6%	4	18.2%	10	9.5%	7	16.9%	10	18.6%	13
Sports goods	4.3%	23	4.3%	3	7.5%	5	5.6%	4	6.9%	5	1.8%	1	1.4%	1	3.4%	2	2.9%	2
Toys	8.7%	47	11.6%	8	7.5%	5	1.4%	1	8.3%	6	7.3%	4	8.1%	6	6.8%	4	18.6%	13
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camping / outdoor goods	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Craft / hobby items	3.5%	19	1.4%	1	4.5%	3	6.9%	5	4.2%	3	3.6%	2	2.7%	2	0.0%	0	4.3%	3
Gifts	1.3%	7	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.7%	1	2.9%	2
Greetings cards	1.3%	7	0.0%	0	1.5%	1	1.4%	1	1.4%	1	1.8%	1	4.1%	3	0.0%	0	0.0%	0
Health & beauty products, chemist goods	0.7%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	1.4%	1
Magazines	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Pet food / accessories	2.4%	13	1.4%	1	1.5%	1	2.8%	2	0.0%	0	0.0%	0	5.4%	4	3.4%	2	4.3%	3
Stationery	1.3%	7	4.3%	3	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Vehicle parts / accessories	1.7%	9	1.4%	1	0.0%	0	0.0%	0	2.8%	2	1.8%	1	4.1%	3	1.7%	1	1.4%	1
(Don't know / can't remember)	10.4%	56	5.8%	4	3.0%	2	9.7%	7	12.5%	9	9.1%	5	13.5%	10	23.7%	14	7.1%	5
Base:		538		69		67		72		72		55		74		59		70

Q40 For your household's last non-food electronic (home / mobile / TV) shopping order, how did you receive your goods?*Those who purchase non-food goods via electronic (home / mobile / TV) shopping at Q38:*

Collection at store	4.8%	26	2.9%	2	1.5%	1	8.3%	6	5.6%	4	12.7%	7	5.4%	4	1.7%	1	1.4%	1
Home delivery	92.4%	497	94.2%	65	94.0%	63	91.7%	66	88.9%	64	85.5%	47	94.6%	70	93.2%	55	95.7%	67
Delivery to place of work	1.3%	7	1.4%	1	1.5%	1	0.0%	0	4.2%	3	0.0%	0	0.0%	0	1.7%	1	1.4%	1
Collection at click and collect hub (non-store location)	0.9%	5	0.0%	0	3.0%	2	0.0%	0	1.4%	1	1.8%	1	0.0%	0	1.7%	1	0.0%	0
Collection at other location	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.6%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.4%	1
Base:		538		69		67		72		72		55		74		59		70

Q41 Which of these leisure activities do you participate in? [MR/PR]

Health & fitness	18.9%	152	25.0%	25	22.0%	22	20.8%	21	22.0%	22	12.0%	12	16.8%	17	16.0%	16	16.8%	17
Leisure centre activities	14.1%	113	11.0%	11	17.0%	17	10.9%	11	27.0%	27	8.0%	8	9.9%	10	10.0%	10	18.8%	19
Cinema	45.8%	368	43.0%	43	41.0%	41	36.6%	37	55.0%	55	40.0%	40	55.4%	56	46.0%	46	49.5%	50
Restaurant	58.9%	473	55.0%	55	58.0%	58	40.6%	41	62.0%	62	54.0%	54	72.3%	73	56.0%	56	73.3%	74
Pub / bars	39.7%	319	31.0%	31	36.0%	36	30.7%	31	57.0%	57	43.0%	43	44.6%	45	34.0%	34	41.6%	42
Nightclub	1.6%	13	1.0%	1	1.0%	1	1.0%	1	3.0%	3	3.0%	3	2.0%	2	0.0%	0	2.0%	2
Social club	3.5%	28	2.0%	2	3.0%	3	0.0%	0	1.0%	1	7.0%	7	1.0%	1	9.0%	9	5.0%	5
Ten pin bowling	6.0%	48	12.0%	12	6.0%	6	2.0%	2	5.0%	5	6.0%	6	7.9%	8	5.0%	5	4.0%	4
Bingo	3.0%	24	6.0%	6	3.0%	3	1.0%	1	1.0%	1	7.0%	7	1.0%	1	1.0%	1	4.0%	4
Theatre / concert hall	30.5%	245	26.0%	26	32.0%	32	17.8%	18	42.0%	42	25.0%	25	40.6%	41	31.0%	31	29.7%	30
Museum / art galleries	18.9%	152	21.0%	21	22.0%	22	9.9%	10	25.0%	25	15.0%	15	17.8%	18	17.0%	17	23.8%	24
(None of these)	15.3%	123	22.0%	22	13.0%	13	24.8%	25	12.0%	12	15.0%	15	8.9%	9	16.0%	16	10.9%	11
Base:		803		100		100		101		100		100		101		100		101

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q42 Which centre / facility did you last visit for indoor sports or health and fitness activity?																		
<i>Those who visit for health & fitness at Q41: AND Excl. Nulls & SFT</i>																		
Zone 1																		
Anytime Fitness, Bridge Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CrossFit, Hanford Way, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dynamite Gym, High Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ease Fitness UK, Howard Close, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fit4Less, Wood Gate, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holywell Fitness Centre, Loughborough Park, Oakwood Drive, Loughborough	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jim Play, High Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Leisure Centre, Browns Lane, Loughborough	19.2%	37	37.5%	9	31.0%	9	25.0%	6	20.0%	7	6.3%	1	10.5%	2	9.5%	2	4.0%	1
Loughborough Town Centre	16.1%	31	20.8%	5	41.4%	12	12.5%	3	14.3%	5	12.5%	2	5.3%	1	4.8%	1	8.0%	2
Other, Zone 1	3.1%	6	4.2%	1	3.4%	1	4.2%	1	2.9%	1	6.3%	1	5.3%	1	0.0%	0	0.0%	0
PureGym, The Rushes, Loughborough	5.2%	10	16.7%	4	13.8%	4	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Radmoor Centre, Radmoor Road, Loughborough	2.6%	5	4.2%	1	6.9%	2	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Other, Zone 3	0.5%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shephed District Centre	1.6%	3	4.2%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Zone 4																		
Barrow Upon Star District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Physfit Gyms, Barrow Road Business Park, Barrow Road, Sileby, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Melton Road Local Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	2.1%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	1	18.8%	3	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Birstall District Centre	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	3	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	2	10.5%	2	0.0%	0	4.0%	1
Other, Zone 6	1.0%	2	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soar Valley Leisure Centre, Kingfisher Road, Mountsorrel, Leicester	9.3%	18	0.0%	0	3.4%	1	0.0%	0	34.3%	12	0.0%	0	26.3%	5	0.0%	0	0.0%	0
South Charnwood Leisure Centre, Parkstone Road, Syston, Leicester	2.6%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	1	18.8%	3	0.0%	0	4.8%	1	0.0%	0
Zone 7																		
Other, Zone 7	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	4	0.0%	0
Zone 8																		
East Midlands Airport Yew Lodge Hotel, Packington Hill, Kegworth, Derby DE74 2DF	1.6%	3	0.0%	0	0.0%	0	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Hermitage Leisure Centre, Silver Street, Whitwick, Coalville LE67 5EU	5.2%	10	0.0%	0	0.0%	0	16.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	6
Reeds Health Club, Packington Hill,	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	8.0%	2

Column %ges.

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Kegworth, Derby DE74 2DF																		
The Workhouse Gym, Maple Road, Castle Donington DE74 2UT	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2
Outside Study Area																		
Bannatyne Health Club, Welford Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge 4 Studio, Geoff Monk Way, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Leisure Centre, Lantern Lane, East Leake, Loughborough LE12 6QN	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	5	0.0%	0
FAST Fitness, Groby Community College, Groby, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Hill Golf & Conference Centre, Markfield Lane, Botcheston, Leicester LE9 9FH	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	4.0%	1
Leicester City Centre	1.6%	3	4.2%	1	0.0%	0	4.2%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0
Meltdown Gym, Loughborough Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing, Byford Way, Leicester	0.5%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	4.1%	8	0.0%	0	0.0%	0	4.2%	1	2.9%	1	0.0%	0	0.0%	0	9.5%	2	16.0%	4
Other, Harborough	1.0%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Other, Leicester	2.1%	4	4.2%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	10.5%	2	0.0%	0	0.0%	0
Other, London	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	2.1%	4	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	3
Other, Rushcliffe	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0
PureGym, St Georges Way, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Walnut Street, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushcliffe Arena, Rugby Road, West Bridgford, Nottingham NG2 7HY	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	3	0.0%	0
The Gym, Causeway Lane, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	193		24		29		24		35		16		19		21		25	

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q43 Which centre / facility did you last visit to go the cinema?																		
<i>Those who go to the cinema at Q41: AND Excl. Nulls & SFT</i>																		
Zone 1																		
Cineworld, Old Hospital Court, Loughborough	40.9%	146	51.2%	22	61.0%	25	44.4%	16	56.6%	30	21.6%	8	26.4%	14	35.6%	16	30.6%	15
FLIX, Epinal Way, Loughborough (Student Cinema)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Cattle Market, Loughborough	26.3%	94	48.8%	21	24.4%	10	41.7%	15	15.1%	8	16.2%	6	24.5%	13	17.8%	8	26.5%	13
Outside Study Area																		
Broadway Cinema, Broad Street, Nottingham	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	5	2.0%	1
Cineworld, Forman Street, Nottingham	1.4%	5	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	3	2.0%	1
Cineworld, Guild Street, Burton-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Freemans Park, Leicester	1.4%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	1	5.4%	2	3.8%	2	0.0%	0	0.0%	0
Odeon, The Pipeworks, Coppice Side, Swadlincote DE11 9FQ	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3
Other, East Midlands	1.4%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	8.2%	4
Other, London	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Other, South Yorkshire	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Cinema & Art Centre, Midland Street, Leicester	1.4%	5	0.0%	0	2.4%	1	0.0%	0	0.0%	0	2.7%	1	3.8%	2	2.2%	1	0.0%	0
Piccadilly Cinema, Green Lane Road, Evington, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savoy Cinema, Derby Road, Nottingham	3.1%	11	0.0%	0	4.9%	2	0.0%	0	0.0%	0	2.7%	1	0.0%	0	15.6%	7	2.0%	1
Showcase Cinema De Lux, Highcross Lane, Leicester	9.5%	34	0.0%	0	0.0%	0	0.0%	0	15.1%	8	24.3%	9	18.9%	10	4.4%	2	10.2%	5
Showcase Cinema De Lux, Redfield Way, Nottingham NG7 2UW	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0
Showcase, Foresters Park, Osmaston Park Road, Derby DE23 8AG	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3
Vue Cinema, Meridian Leisure Park, Lubbethorpe Way, Braunstone, Leicester	9.5%	34	0.0%	0	4.9%	2	11.1%	4	7.5%	4	27.0%	10	22.6%	12	0.0%	0	4.1%	2
Others																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	357		43		41		36		53		37		53		45		49	

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q44 Which centre / facility did you last visit to go to a restaurant?																		
<i>Those who go to restaurants at Q41: AND Excl. Nulls & SFT</i>																		
Zone 1																		
Loughborough Town Centre	31.0%	136	71.7%	38	70.2%	40	39.5%	15	26.3%	15	4.0%	2	16.4%	11	13.2%	7	12.5%	8
Shelthorpe District Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Zone 2																		
Gorse Covert District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Hathern Village Centre	0.7%	3	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Shepshed District Centre	2.1%	9	0.0%	0	0.0%	0	21.1%	8	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Zone 4																		
Barrow-upon-Soar District Centre	2.7%	12	1.9%	1	0.0%	0	0.0%	0	15.8%	9	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Hoton Village Centre	0.9%	4	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0
Other, Zone 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
Sileby District Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queniborough Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	4.6%	20	0.0%	0	1.8%	1	0.0%	0	0.0%	0	34.0%	17	3.0%	2	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	4.5%	3	0.0%	0	0.0%	0
Birstall District Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Cropston Village Centre	1.4%	6	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	4.5%	3	0.0%	0	3.1%	2
Mountsorrel Local Centre - Leicester Road / Market Place	1.1%	5	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Newtown Linford Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	1.6%	1
Other, Zone 6	0.5%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Quorn Local Centre	4.1%	18	0.0%	0	3.5%	2	2.6%	1	12.3%	7	4.0%	2	7.5%	5	1.9%	1	0.0%	0
Rothley Local Centre	2.7%	12	0.0%	0	1.8%	1	0.0%	0	7.0%	4	6.0%	3	3.0%	2	1.9%	1	1.6%	1
Woodhouse Eaves Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Zone 7																		
East Leake Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0
Keyworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Ruddington Village	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	5	0.0%	0
Zone 8																		
Castle Donington Town Centre	1.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	8
Kegworth Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Long Whatton Village Centre	0.9%	4	0.0%	0	0.0%	0	2.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Thringstone Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Whitwick Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Outside Study Area																		
Ashby-de-la-Zouch — all locations	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4
Beaumont Leys District Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Braunstone Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.5%	1	0.0%	0	0.0%	0
Central London	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Coalville Town Centre	1.4%	6	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	6.3%	4
Cotgrave Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	4.7%	3
Derby City Centre	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	6
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant Town Centre	0.5%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Leicester City Centre	15.0%	66	7.5%	4	8.8%	5	13.2%	5	8.8%	5	40.0%	20	32.8%	22	1.9%	1	6.3%	4
Melton Mowbray — all locations	0.7%	3	0.0%	0	0.0%	0	2.6%	1	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	5.7%	25	5.7%	3	1.8%	1	2.6%	1	1.8%	1	0.0%	0	0.0%	0	34.0%	18	1.6%	1
Other, Blaby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Other, East England	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.6%	1
Other, East Midlands	2.3%	10	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.5%	1	5.7%	3	7.8%	5
Other, Harborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.5%	2	0.0%	0	1.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Other, North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Other, Rushcliffe	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Other, Rutland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Other, South West	1.1%	5	3.8%	2	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Other, West Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Other, Yorkshire & the Humber	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Shardlow Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
West Bridgford Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0
Others																		
Abroad	2.7%	12	5.7%	3	8.8%	5	0.0%	0	1.8%	1	2.0%	1	3.0%	2	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	439		53		57		38		57		50		67		53		64	

Charnwood Household Survey For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q45 Which centre / facility did you last visit to go to bars, pubs and night / social clubs?																		
<i>Those who go to bars, pubs and / or night / social clubs at Q41: AND Excl. Nulls & SFT</i>																		
Zone 1																		
Loughborough Town Centre	28.7%	87	72.4%	21	85.7%	30	37.9%	11	25.5%	13	2.5%	1	16.3%	7	5.7%	2	4.9%	2
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Hathern Village Centre	1.3%	4	6.9%	2	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshep District Centre	5.0%	15	0.0%	0	0.0%	0	41.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3
Zone 4																		
Barrow-upon-Soar District Centre	3.6%	11	0.0%	0	0.0%	0	0.0%	0	19.6%	10	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Hoton Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Other, Zone 4	0.7%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Sileby District Centre	3.3%	10	0.0%	0	0.0%	0	0.0%	0	17.6%	9	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queniborough Village Centre	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	5	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	5.3%	16	0.0%	0	0.0%	0	0.0%	0	2.0%	1	37.5%	15	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	4	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0
Birstall District Centre	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	6	0.0%	0	0.0%	0
Cropston Village Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.3%	1	0.0%	0	4.9%	2
Mountsorrel Local Centre - Leicester Road / Market Place	1.7%	5	0.0%	0	0.0%	0	0.0%	0	9.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Linford Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.9%	1	0.0%	0
Quorn Local Centre	4.6%	14	3.4%	1	2.9%	1	0.0%	0	3.9%	2	0.0%	0	23.3%	10	0.0%	0	0.0%	0
Rothley Local Centre	3.6%	11	3.4%	1	0.0%	0	0.0%	0	11.8%	6	0.0%	0	9.3%	4	0.0%	0	0.0%	0
Woodhouse Eaves Village Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0
Zone 7																		
East Leake Village Centre	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	11.4%	4	0.0%	0
Keyworth Village Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	4	0.0%	0
Other, Zone 7	2.0%	6	3.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	11.4%	4	0.0%	0
Ruddington Village	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	3	0.0%	0
Zone 8																		
Castle Donington Town Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	4
Kegworth Village Centre	1.7%	5	3.4%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3
Long Whatton Village Centre	0.7%	2	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Thringstone Village Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Whitwick Village Centre	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	6
Outside Study Area																		
Ashby-de-la-Zouch — all locations	0.7%	2	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Beaumont Leys District Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braunstone Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.3%	1	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Cotgrave Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Derby City Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Havant Town Centre	0.7%	2	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Leicester City Centre	6.3%	19	0.0%	0	2.9%	1	3.4%	1	3.9%	2	17.5%	7	14.0%	6	5.7%	2	0.0%
Melton Mowbray — all locations	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	3.3%	10	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.7%	9	0.0%
Other, Blaby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	2.4%
Other, Harborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%
Other, Hinkley & Bosworth	0.7%	2	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Other, N W Leicestershire	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%
Other, North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, North West	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Other, Rushcliffe	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%
Other, Rutland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.4%
Other, Yorkshire & the Humber	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Shardlow Village Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%
West Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others																	
Abroad	1.3%	4	0.0%	0	2.9%	1	3.4%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.4%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:	303			29		35		29		51		40		43		35	41

Q46 Which centre / facility did you last visit to go ten-pin bowling?*Those who go ten-pin bowling at Q41: AND Excl. Nulls & SFT***Outside Study Area**

Hollywood Bowl, Lubbethorpe Way, Leicester	73.8%	31	83.3%	10	66.7%	4	50.0%	1	80.0%	4	100.0%	6	83.3%	5	0.0%	0	50.0%
Hollywood Bowl, West Mall, Albion Street, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
MFA Bowl, Belward Street, Nottingham	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%
MFA Bowl, Derby Road, Ilkeston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Namco Funscape (Stryker's Bowl), Castle Grounds, River Drive, Tamworth	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%
Tenpin & Sector 7, Foresters Leisure Park, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tenpin, Clifton Boulevard, Redfield Way, Nottingham	19.0%	8	16.7%	2	33.3%	2	50.0%	1	20.0%	1	0.0%	0	0.0%	0	66.7%	2	0.0%
Others																	
Abroad	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:	42			12		6		2		5		6		6		3	2

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q47 Which centre / facility did you last visit for bingo?																		
<i>Those who go to bingo at Q41: AND Excl. Nulls & SFT</i>																		
Zone 1																		
Beacon Bingo, The old cinema, Baxter Gate, Loughborough	50.0%	11	100.0%	5	33.3%	1	100.0%	1	100.0%	1	0.0%	0	100.0%	1	0.0%	0	66.7%	2
Zone 5																		
Other, Zone 5	13.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.9%	3	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Admiral Casino & Bingo, Southchurch Drive, Clifton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Beaumont Way, Leicester	18.2%	4	0.0%	0	66.7%	2	0.0%	0	0.0%	0	28.6%	2	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Gala Way, Nottingham	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0
Mecca, Freeman's Park Campus, Aylestone Road, Leicester	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0
Mecca, Queens Road, Beeston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1
Others																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		22		5		3		1		1		7		1		1		3

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q48 Which centre / facility did you last visit for art / culture activities (i.e. theatres / galleries / museums)?																		
<i>Those who visit for art / cultural activites at Q41: AND Excl. Nulls & SFT</i>																		
Zone 1																		
Loughborough Town Centre	19.4%	52	31.0%	9	36.8%	14	15.0%	3	18.6%	8	3.3%	1	19.5%	8	6.5%	2	19.4%	7
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Barrow-upon-Soar District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hoton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Melton Road Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cropston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrel Local Centre - Leicester Road / Market Place	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodhouse Eaves Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Whatton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thringstone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Ashby-de-la-Zouch — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District Centre, Leicester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	2.2%	6	3.4%	1	2.6%	1	5.0%	1	2.3%	1	3.3%	1	2.4%	1	0.0%	0	0.0%	0
Braunstone Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	10.4%	28	6.9%	2	7.9%	3	35.0%	7	20.9%	9	3.3%	1	12.2%	5	0.0%	0	2.8%	1
Coalville Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotgrave Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Havant Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	36.9%	99	17.2%	5	28.9%	11	20.0%	4	39.5%	17	70.0%	21	58.5%	24	9.7%	3	38.9%	14
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	19.4%	52	24.1%	7	21.1%	8	15.0%	3	9.3%	4	6.7%	2	0.0%	0	67.7%	21	19.4%	7
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	1.1%	3	3.4%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Other, Harborough	1.1%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	1	3.3%	1	2.4%	1	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North East	0.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.8%	1
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rutland	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	1.9%	5	3.4%	1	0.0%	0	5.0%	1	0.0%	0	3.3%	1	2.4%	1	0.0%	0	2.8%	1
Other, Yorkshire & the Humber	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	3.2%	1	0.0%	0
Shardlow Village Centre	0.0%	0	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	2.6%	7	3.4%	1	2.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.2%	1	8.3%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		268		29		38		20		43		30		41		31		36

Q49 How do you normally travel when visiting leisure destinations?

Those who visit for one or more leisure activities at Q41:

Car / van (as driver)	63.1%	429	42.3%	33	55.2%	48	73.7%	56	76.1%	67	65.9%	56	58.7%	54	58.3%	49	73.3%	66
Car / van (as passenger)	10.7%	73	19.2%	15	6.9%	6	10.5%	8	9.1%	8	9.4%	8	15.2%	14	7.1%	6	8.9%	8
Bus, minibus or coach	8.4%	57	3.8%	3	11.5%	10	6.6%	5	5.7%	5	7.1%	6	8.7%	8	17.9%	15	5.6%	5
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	11.9%	81	24.4%	19	17.2%	15	5.3%	4	4.5%	4	12.9%	11	12.0%	11	10.7%	9	8.9%	8
Taxi	1.9%	13	5.1%	4	1.1%	1	1.3%	1	0.0%	0	2.4%	2	3.3%	3	1.2%	1	1.1%	1
Train	1.3%	9	1.3%	1	1.1%	1	2.6%	2	3.4%	3	0.0%	0	0.0%	0	1.2%	1	1.1%	1
Bicycle	0.9%	6	3.8%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride	0.4%	3	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tram	0.6%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0
(Don't know / varies)	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.4%	2	0.0%	0	0.0%	0	1.1%	1
Base:		680		78		87		76		88		85		92		84		90

Charnwood Household Survey For WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q50 Which leisure facilities would you like to see more of in your area? [MR]																		
Bars / pubs	1.2%	10	2.0%	2	2.0%	2	1.0%	1	0.0%	0	3.0%	3	1.0%	1	0.0%	0	1.0%	1
Better shopping facilities	3.6%	29	4.0%	4	1.0%	1	6.9%	7	1.0%	1	5.0%	5	4.0%	4	4.0%	4	3.0%	3
Bowling alley	4.9%	39	17.0%	17	9.0%	9	5.0%	5	0.0%	0	2.0%	2	3.0%	3	0.0%	0	3.0%	3
Cinema	2.5%	20	3.0%	3	0.0%	0	0.0%	0	1.0%	1	5.0%	5	3.0%	3	0.0%	0	7.9%	8
Concert hall / venue	0.7%	6	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Cycle paths / area	1.0%	8	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	2.0%	2
Dance facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skate park	0.2%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health & fitness (gym)	0.6%	5	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	0.6%	5	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Karting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	4.5%	36	1.0%	1	2.0%	2	12.9%	13	2.0%	2	1.0%	1	5.0%	5	3.0%	3	8.9%	9
More children facilities / activities	4.4%	35	8.0%	8	10.0%	10	5.0%	5	0.0%	0	4.0%	4	3.0%	3	0.0%	0	5.0%	5
More sports facilities (football pitches, tennis courts)	1.5%	12	1.0%	1	2.0%	2	1.0%	1	1.0%	1	3.0%	3	1.0%	1	1.0%	1	2.0%	2
Museum / art galleries	0.5%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Outdoor play areas / park facilities	0.6%	5	0.0%	0	1.0%	1	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Paintballing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafes	2.7%	22	4.0%	4	0.0%	0	2.0%	2	0.0%	0	5.0%	5	5.9%	6	2.0%	2	3.0%	3
Swimming pool	5.6%	45	4.0%	4	1.0%	1	7.9%	8	3.0%	3	5.0%	5	14.9%	15	4.0%	4	5.0%	5
Theatre	1.5%	12	4.0%	4	0.0%	0	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	3.0%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adult education classes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Climbing wall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Golf course	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
More activities / facilities for the elderly (e.g. social club)	1.4%	11	1.0%	1	3.0%	3	3.0%	3	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0
Racing track	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Snooker hall	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(None)	69.4%	557	55.0%	55	71.0%	71	65.3%	66	88.0%	88	69.0%	69	60.4%	61	82.0%	82	64.4%	65
(Don't know)	3.7%	30	6.0%	6	3.0%	3	3.0%	3	2.0%	2	7.0%	7	3.0%	3	2.0%	2	4.0%	4
Base:		803		100		100		101		100		100		101		100		101
GEN Gender of respondent.																		
Male	36.5%	293	33.0%	33	38.0%	38	42.6%	43	42.0%	42	37.0%	37	33.7%	34	35.0%	35	30.7%	31
Female	63.5%	510	67.0%	67	62.0%	62	57.4%	58	58.0%	58	63.0%	63	66.3%	67	65.0%	65	69.3%	70
Base:		803		100		100		101		100		100		101		100		101
AGE Could I ask, how old are you?																		
18 – 24 years	2.4%	19	1.0%	1	0.0%	0	2.0%	2	2.0%	2	3.0%	3	7.9%	8	2.0%	2	1.0%	1
25 – 34 years	4.2%	34	5.0%	5	2.0%	2	5.0%	5	3.0%	3	7.0%	7	5.0%	5	3.0%	3	4.0%	4
35 – 44 years	9.0%	72	13.0%	13	10.0%	10	9.9%	10	9.0%	9	9.0%	9	6.9%	7	4.0%	4	9.9%	10
45 – 54 years	24.4%	196	34.0%	34	25.0%	25	16.8%	17	36.0%	36	21.0%	21	29.7%	30	21.0%	21	11.9%	12
55 – 64 years	15.4%	124	9.0%	9	14.0%	14	19.8%	20	13.0%	13	16.0%	16	17.8%	18	16.0%	16	17.8%	18
65+ years	44.6%	358	38.0%	38	49.0%	49	46.5%	47	37.0%	37	44.0%	44	32.7%	33	54.0%	54	55.4%	56
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		803		100		100		101		100		100		101		100		101

Charnwood Household Survey For WYG

		Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
PC	Postcode Sector:																		
DE74 2		4.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.7%	33
LE11 1		2.5%	20	10.0%	10	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE11 2		6.6%	53	53.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE11 3		4.9%	39	37.0%	37	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE11 4		6.4%	51	0.0%	0	51.0%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE11 5		4.7%	38	0.0%	0	38.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE12 5		3.5%	28	0.0%	0	0.0%	0	7.9%	8	3.0%	3	0.0%	0	0.0%	0	12.0%	12	5.0%	5
LE12 6		5.7%	46	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	43.0%	43	0.0%	0
LE12 7		7.7%	62	0.0%	0	0.0%	0	0.0%	0	62.0%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE12 8		6.7%	54	0.0%	0	0.0%	0	0.0%	0	31.0%	31	0.0%	0	22.8%	23	0.0%	0	0.0%	0
LE12 9		13.2%	106	0.0%	0	0.0%	0	91.1%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	14
LE14 3		0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE4 3		2.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	21	0.0%	0	0.0%	0
LE4 4		1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	15	0.0%	0	0.0%	0
LE4 8		3.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0	0.0%	0
LE6 0		0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
LE67 3		0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
LE67 4		0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
LE67 5		4.4%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.7%	35
LE67 8		1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	9
LE67 9		0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	0.0%	0	0.0%	0
LE7 1		1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	15	0.0%	0	0.0%	0	0.0%	0
LE7 2		3.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	25	0.0%	0	0.0%	0	0.0%	0
LE7 3		2.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	22	0.0%	0	0.0%	0	0.0%	0
LE7 4		1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.0%	0	0.0%	0	0.0%	0
LE7 7		4.4%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.7%	35	0.0%	0	0.0%	0
LE7 9		0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
NG11 6		3.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0
NG12 5		2.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	19	0.0%	0
Base:		803		100		100		101		100		100		101		100		101	

QUOTA Zone

Zone 1	12.5%	100	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	12.5%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	12.6%	101	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	12.5%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	12.5%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 6	12.6%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%	0
Zone 7	12.5%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 8	12.6%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101
Base:		803		100		100		101		100		100		101		100		101

Appendix 6:

Data Tabulations

By Zone – Filtered Nulls & SFT
(Weighted)

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q01 Where did you last undertake your main food and grocery shopping?																	
<i>Excl. Nulls & SFT</i>																	
Zone 1																	
Co-operative, Market Street, Loughborough LE11 3EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.2%	2	0.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Markets, Loughborough Town Centre LE11 3EA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	1.0%	7	1.1%	1	0.0%	0	0.6%	0	0.8%	1	0.0%	0	1.4%	2	3.7%	3	0.0%
One Stop, Ling Road, Loughborough LE11 2LW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Loughborough Town Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sainsbury's, Ashby Road, Loughborough	4.9%	36	12.7%	13	7.6%	6	9.2%	4	3.4%	3	0.0%	0	1.0%	1	7.7%	7	1.3%
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.0%	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, Park Road, Shelthorpe, Loughborough	16.8%	125	61.2%	64	17.8%	15	9.4%	4	33.6%	30	0.0%	0	6.0%	7	3.4%	3	2.0%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	1.7%	12	0.8%	1	1.4%	1	1.8%	1	3.7%	3	0.7%	1	0.0%	0	4.6%	4	1.4%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	10.6%	79	12.3%	13	24.1%	20	11.3%	5	10.8%	10	0.5%	1	11.4%	14	9.4%	9	8.4%
B&M, Willowbrook Park, Loughborough	0.0%	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-operative, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road West Extension, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Station Avenue, Loughborough	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%
Local shops, Long Whatton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	9.0%	67	4.9%	5	43.9%	36	12.4%	6	6.1%	5	0.0%	0	1.1%	1	8.7%	8	5.5%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.0%	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, 25 Charnwood Street, Shepshed	3.2%	24	0.0%	0	0.0%	0	29.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%
Zone 3																	
Co-operative Extra Foodstore, The Hallcroft, Shepshed	0.2%	1	0.5%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Co-operative, Anson Road, Shepshed	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Local shops, Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.0%	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, Charnwood Road, Shepshed LE12 9QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Barrow Upon Soar District Centre	0.0%	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-operative, 21 High Street, Barrow on Soar	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Sileby																		
Leicester Road / Market Place, Mountsorrel Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	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, High Street, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	4.1%	31	0.0%	0	0.0%	0	0.0%	0	7.6%	7	17.7%	20	3.6%	4	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	6.6%	49	0.0%	0	0.9%	1	0.0%	0	12.2%	11	29.3%	33	4.2%	5	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	1
Local shops, East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.5%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.8%	2	1.1%	1	0.0%	0	0.0%	0
Melton Road, Thurmaston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	4.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.1%	34	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Co-operative, 132 Rothley Road, Mountsorrel	0.3%	3	0.0%	0	0.0%	0	0.6%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.0%	0	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-operative, 19 Wanlip Lane, Birstall	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	12	0.0%	0	0.0%	0
Co-operative, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodhouse Eaves Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	1.6%	12	1.1%	1	0.0%	0	1.4%	1	3.1%	3	1.4%	2	4.9%	6	0.0%	0	0.0%	0
Zone 7																		
Co-operative Food, 87 Main Street, East Leake	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	5	0.6%	1
Co-operative, Church Street, Ruddington NG11 6HD	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0
Local shops, Normanton on Soar Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Local shops, Ruddington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham NG12 5GT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Castle Donington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Co-operative, Market Place Whitwick LE67 5DT	0.0%	0	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-operative, Station Road, Castle Donington DE74 2NJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Co-operative, The Green, Thringstone LE67 8NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	3.9%	29	0.0%	0	0.0%	0	11.8%	5	0.8%	1	0.0%	0	2.1%	3	0.0%	0	20.6%	21
Other, Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Abbey Lane, Leicester	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	6.6%	8	0.0%	0	0.0%	0
Aldi, Adcock Road, Coalville	2.3%	17	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	2.2%	3	0.0%	0	12.5%	13
Aldi, Dents Road, Ashby-de-la-Zouch	0.3%	3	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Asda, 184 Loughborough Road, West Bridgford, Nottingham	3.8%	29	0.8%	1	0.0%	0	0.0%	0	3.7%	3	0.0%	0	1.2%	1	23.1%	22	1.4%	1
Asda, Exploration Drive, Leicester LE4 5NU	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5
Asda, Narborough Road South, Leicester LE3 2LL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Coalville Town Centre	0.0%	0	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-operative, Main Street, Markfield	0.0%	0	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-operative, Market Place, Kegworth DE74 2EE	0.3%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.4%	1
Co-operative, Station Road, Castle Donington DE74 2NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Leicester City Centre	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Loughborough Road, Abbey LE4 5PN	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	3.6%	4	0.0%	0	0.0%	0
Lidl, Thornborough Road, Coalville LE67 3TH	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Eaton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	10.1%	9	0.0%	0
Morrisons, Green Lane, Clifton NG11 9LQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
North East	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Blaby	0.5%	3	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other, East Midlands	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.7%	1	0.0%	0
Other, Gedling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other, Hinkley and Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Other, North West Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.9%	1
Other, Rushcliffe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	7	2.9%	3	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	2.6%	19	0.0%	0	0.0%	0	0.0%	0	5.5%	5	4.6%	5	4.7%	6	4.0%	4	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	5.7%	5	0.0%	0
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	3.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	19.8%	24	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.2%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco, Resolution Road, Ashby-de-la-Zouch	1.4%	11	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	9.2%	9
West Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Others																		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	746		104		82		46		89		111		120		94		100	
Sample:	750		98		95		90		93		97		93		92		92	

Q02 Which retailer did you purchase your last main food internet / home delivery shopping from?

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

Asda	8.2%	4	0.0%	0	0.0%	0	3.7%	0	0.0%	0	40.7%	1	26.5%	2	0.0%	0	4.7%	1
Morrisons	12.8%	7	0.0%	0	23.7%	1	13.3%	1	19.3%	1	0.0%	0	10.0%	1	9.3%	1	15.2%	2
Iceland	1.9%	1	0.0%	0	0.0%	0	13.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	11.9%	6	0.0%	0	0.0%	0	5.2%	0	12.3%	1	0.0%	0	10.0%	1	9.3%	1	28.0%	4
Tesco	44.1%	23	100.0%	3	76.3%	4	59.0%	4	49.1%	3	40.7%	1	27.1%	2	33.3%	2	24.2%	3
Ocado	18.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	1	26.5%	2	48.1%	3	28.0%	4
Waitrose	2.9%	2	0.0%	0	0.0%	0	5.2%	0	19.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		53		3		5		7		6		3		8		7		13
Sample:		51		2		5		10		7		3		7		8		

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q03 What is the main reason you choose (STORE / LOCATION MENTIONED AT Q01) to do your main food and grocery shopping?																		
Accessibility by public transport	0.3%	2	0.5%	1	1.2%	1	0.5%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	2.3%	18	0.7%	1	2.3%	2	1.0%	1	2.4%	2	1.2%	1	3.1%	4	7.2%	7	0.0%	0
Choice of food goods available	7.6%	61	9.8%	11	3.3%	3	12.3%	7	6.1%	6	8.8%	10	4.9%	6	8.4%	8	9.3%	11
Choice of shops nearby selling non-food goods	0.4%	3	0.5%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Choice of shops selling food goods	0.2%	2	0.0%	0	0.0%	0	0.5%	0	0.6%	1	0.5%	1	0.5%	1	0.0%	0	0.0%	0
Cleanliness	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Delivery service	2.0%	16	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	2.1%	3	1.7%	2	8.9%	10
Click & Collect service	0.5%	4	0.0%	0	2.3%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Easy to get to by car	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1	1.1%	1	0.0%	0	0.0%	0
Good internal layout	0.6%	5	2.4%	3	0.6%	1	0.5%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Good service / friendly staff	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	1
Habit / always use it / preference for retailer / familiarity	3.6%	29	4.8%	5	4.3%	4	3.7%	2	2.8%	3	4.8%	5	0.5%	1	2.7%	3	5.5%	6
Internet shopping is convenient	1.9%	16	1.2%	1	2.8%	2	5.8%	3	2.0%	2	0.0%	0	3.4%	4	1.5%	1	0.8%	1
Lower prices	17.4%	140	5.5%	6	16.3%	14	25.3%	14	12.6%	12	17.9%	20	27.5%	36	17.6%	18	17.4%	20
Loyalty card / points scheme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Near to home	33.4%	268	47.9%	52	42.0%	37	22.1%	12	27.6%	26	35.4%	40	33.5%	44	28.5%	29	25.6%	29
Near to work	2.6%	21	1.8%	2	1.2%	1	3.7%	2	2.1%	2	0.7%	1	3.3%	4	4.6%	5	3.8%	4
Nice shopping environment	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Only one in the area / no other choice	0.5%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.3%	3	0.0%	0	1.3%	1	0.0%	0
Preference for retailer	1.5%	12	3.4%	4	0.6%	1	0.0%	0	2.3%	2	1.0%	1	1.1%	1	3.0%	3	0.0%	0
Provision of leisure facilities nearby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	5.6%	45	4.5%	5	5.0%	4	3.0%	2	8.0%	8	6.0%	7	5.7%	8	6.2%	6	5.3%	6
Quality of shops selling food goods	0.7%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.6%	1
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the evening / night time)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	1.4%	12	0.5%	1	0.9%	1	5.0%	3	2.6%	2	0.7%	1	2.8%	4	0.6%	1	0.0%	0
Value for money	3.8%	31	6.2%	7	3.7%	3	1.1%	1	0.0%	0	6.2%	7	2.3%	3	4.7%	5	4.5%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient generally	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.6%	1	0.0%	0
Easy checkout	0.4%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.5%	1	0.6%	1
For a change	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	3.4%	4
Free car parking	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0
Good disabled access	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good in-store café	0.2%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has an in-store opticians	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has everything I need	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.8%	2	0.0%	0	0.6%	1	0.6%	1
Has 'Scan & Shop' facility	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I get a lift to the store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
In the area at the time	0.6%	5	0.0%	0	2.2%	2	1.6%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Large store	1.5%	12	1.9%	2	0.9%	1	1.7%	1	3.3%	3	1.0%	1	0.6%	1	0.0%	0	2.8%	3
Near to family / friends	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.6%	1	0.0%	0
Offers 'cashback' service	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Quiet / not too busy	1.1%	9	0.0%	0	0.0%	0	0.0%	0	2.8%	3	1.8%	2	0.0%	0	0.0%	0	3.4%	4
Small store / not too big	0.6%	5	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0
Wide aisles	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no reason in particular)	5.3%	43	7.7%	8	7.7%	7	3.8%	2	13.1%	12	1.7%	2	3.0%	4	1.9%	2	4.8%	5
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		100

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q04 What if anything is the one thing you most dislike about your main food shopping destination (STORE / LOCATION MENTIONED AT Q01)?																		
Change layout too often	1.3%	11	1.1%	1	2.0%	2	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.6%	1	5.4%	6
Difficult / expensive parking	1.2%	10	1.5%	2	0.9%	1	1.0%	1	1.3%	1	3.0%	3	0.0%	0	0.0%	0	2.1%	2
Difficult to get to	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Expensive	2.3%	18	0.5%	1	1.2%	1	3.4%	2	3.7%	4	2.3%	3	1.0%	1	3.2%	3	3.8%	4
Lack of cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of parking	1.3%	10	0.0%	0	1.3%	1	1.2%	1	0.8%	1	5.5%	6	0.0%	0	0.0%	0	1.2%	1
Lack of public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	3.3%	26	2.7%	3	5.1%	4	3.6%	2	5.9%	6	0.7%	1	2.4%	3	6.0%	6	1.2%	1
No petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor internal layout	1.2%	9	0.0%	0	1.3%	1	1.1%	1	0.6%	1	0.0%	0	1.7%	2	0.9%	1	3.4%	4
Poor quality	0.8%	6	2.0%	2	0.0%	0	1.1%	1	0.6%	1	0.5%	1	0.6%	1	0.0%	0	1.3%	2
Preference for retailer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff rude / unhelpful	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Too busy / crowded	2.4%	19	4.0%	4	6.6%	6	1.9%	1	0.8%	1	0.0%	0	0.9%	1	0.0%	0	5.5%	6
Too far away	0.6%	5	0.0%	0	0.0%	0	0.5%	0	0.8%	1	0.7%	1	0.0%	0	0.0%	0	2.8%	3
Too small	1.2%	10	2.3%	2	0.0%	0	5.2%	3	0.6%	1	1.5%	2	0.0%	0	0.9%	1	1.2%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discontinue items	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discounts / special offers too focussed on families	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Empty shelves / lack of stock	1.3%	11	0.7%	1	0.0%	0	2.4%	1	3.4%	3	1.8%	2	1.6%	2	1.3%	1	0.0%	0
Feeling rushed at the checkout	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Incorrect / misleading pricing	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Internet - can't choose / see the fresh goods myself	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Internet - not able to compare prices	0.3%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No phone signal	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Not enough branded goods	0.7%	6	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4
Not enough staff / queues at the checkout	1.0%	8	0.0%	0	2.7%	2	0.0%	0	0.0%	0	4.0%	5	0.6%	1	0.6%	1	0.0%	0
Opening hours not long enough	0.2%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plants for sale are not watered / looked after	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor packaging	0.5%	4	0.0%	0	0.0%	0	0.5%	0	2.1%	2	0.5%	1	0.6%	1	0.0%	0	0.6%	1
Self-service checkouts	0.2%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Short sell-by dates	0.3%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	1
Tesco has the monopoly	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too cold in store	0.4%	3	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too large	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Undesirable clientele	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	74.6%	599	77.0%	83	66.6%	58	77.4%	42	73.9%	70	76.3%	87	83.3%	110	82.0%	82	59.2%	67
(Don't know)	2.4%	19	3.2%	3	1.5%	1	0.0%	0	5.6%	5	1.0%	1	2.3%	3	0.0%	0	4.4%	5
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

Q05 How do you normally travel to (STORE / LOCATION MENTIONED AT Q01)?*Excluding those who do their main food shopping via the Internet at Q01:*

Car / van (as driver)	77.2%	579	66.9%	70	75.5%	62	81.3%	38	75.1%	66	75.3%	83	80.4%	99	81.8%	77	83.3%	84
Car / van (as passenger)	10.3%	78	13.1%	14	7.1%	6	10.6%	5	12.6%	11	10.4%	11	12.2%	15	6.1%	6	9.5%	10
Bus, minibus or coach	1.8%	14	0.0%	0	1.9%	2	1.8%	1	2.4%	2	1.0%	1	1.0%	1	2.6%	2	4.5%	5
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	9.6%	72	18.7%	20	12.5%	10	5.5%	3	6.3%	6	13.3%	15	6.4%	8	9.5%	9	2.6%	3
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	3	1.3%	1	1.4%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	4	0.0%	0	0.9%	1	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		750		104		82		46		89		111		124		94		100
Sample:		752		98		95		91		93		97		94		92		92

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
MeanScore: minutes																		
Q06 How long did your last journey to (STORE / LOCATION MENTIONED AT Q01) take?																		
Excluding those who do their main food shopping via the Internet at Q01:																		
1 - 5 minutes	37.3%	280	51.8%	54	55.1%	45	29.4%	14	13.1%	12	44.2%	49	30.1%	37	18.7%	17	51.4%	52
6 - 10 minutes	30.0%	225	24.5%	26	38.1%	31	24.7%	11	40.7%	36	39.3%	44	33.2%	41	24.9%	23	12.8%	13
11 - 15 minutes	20.6%	154	14.6%	15	3.5%	3	25.6%	12	31.7%	28	10.7%	12	25.4%	31	35.4%	33	19.5%	20
16 - 20 minutes	7.1%	53	3.1%	3	0.9%	1	12.9%	6	7.3%	7	2.9%	3	5.3%	7	14.9%	14	12.8%	13
21 - 25 minutes	0.6%	5	0.0%	0	0.0%	0	0.6%	0	1.7%	1	0.5%	1	0.0%	0	0.0%	0	2.3%	2
26 - 30 minutes	2.3%	17	0.8%	1	0.0%	0	6.2%	3	0.6%	1	0.5%	1	4.8%	6	6.1%	6	0.6%	1
31 - 35 minutes	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
36 - 40 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
41 - 45 minutes	0.5%	3	0.8%	1	0.0%	0	0.0%	0	0.6%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0
46 - 50 minutes	0.6%	4	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
51 - 55 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
56 - 60 minutes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
61 - 65 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
66 - 70 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
71 - 75 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
76 - 80 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
81 - 85 minutes	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
86 - 90 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
91 - 95 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
96 - 100 minutes	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.4%	3	1.1%	1	0.9%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
(Refused)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	10.55		9.94		7.82		12.64		12.08		8.97		11.22		13.11		9.70	
Weighted base:	750		104		82		46		89		111		124		94		100	
Sample:	752		98		95		91		93		97		94		92		92	
Q07 When you undertook the main food shop at (STORE / LOCATION MENTIONED AT Q01), did you link your trip with any other activity?																		
Excluding those who do their main food shopping via the Internet at Q01:																		
Yes – non-food shopping	8.6%	65	6.4%	7	13.0%	11	2.5%	1	17.2%	15	1.2%	1	6.2%	8	8.6%	8	14.0%	14
Yes – other-food shopping	2.6%	19	0.8%	1	2.3%	2	2.6%	1	2.2%	2	6.6%	7	2.6%	3	0.7%	1	2.1%	2
Yes – visiting services such as banks and other financial institutions	1.2%	9	0.5%	1	1.5%	1	1.3%	1	0.8%	1	1.1%	1	0.5%	1	1.3%	1	2.6%	3
Yes – leisure activity	1.8%	13	1.1%	1	2.2%	2	0.6%	0	0.0%	0	0.7%	1	4.1%	5	3.7%	3	0.6%	1
Yes – travelling to / from work	2.8%	21	2.8%	3	0.9%	1	1.3%	1	0.0%	0	0.0%	0	4.7%	6	6.3%	6	5.1%	5
Yes – travelling to / from school / college / university	0.4%	3	0.8%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	1.5%	11	4.0%	4	4.9%	4	0.0%	0	0.0%	0	0.7%	1	1.2%	1	0.0%	0	0.6%	1
Yes – visiting café / pub / restaurant	2.2%	16	2.2%	2	2.2%	2	0.6%	0	1.7%	1	1.5%	2	3.1%	4	5.5%	5	0.0%	0
Yes – visiting family / friends	1.7%	13	0.5%	1	0.0%	0	0.0%	0	2.1%	2	5.0%	6	3.0%	4	1.4%	1	0.0%	0
Yes – visiting health service such as doctor, dentist, hospital	0.5%	3	0.0%	0	2.1%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.8%	6	0.8%	1	1.4%	1	0.0%	0	0.0%	0	1.0%	1	1.8%	2	0.0%	0	0.6%	1
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - attended a funeral	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - returning from holiday	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Yes - visited amenity tip	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Yes - window shopping / browsing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
(No activity)	73.9%	554	79.6%	83	68.2%	56	88.0%	41	73.8%	65	79.5%	88	67.7%	84	68.6%	64	72.7%	73
(Don't know / varies)	1.7%	13	0.5%	1	0.6%	1	0.0%	0	0.0%	0	1.9%	2	5.1%	6	2.0%	2	1.5%	2
Weighted base:	750		104		82		46		89		111		124		94		100	
Sample:	752		98		95		91		93		97		94		92		92	

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
Q08 Where do you do this linked trip?																	
<i>Those who link their main food shopping trip with other shopping, visiting other services and / or leisure activities at Q07: AND Excl. Nulls & SFT</i>																	
Zone 1																	
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.3%	0	0.0%	0	0.0%	0	9.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Town Centre	43.7%	41	77.8%	7	69.5%	10	72.2%	2	49.7%	9	8.2%	1	29.5%	4	53.5%	5	19.5%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	0.0%	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, Park Road, Shelthorpe, Loughborough	0.0%	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, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	1.2%	1	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Willowbrook Park, Loughborough	0.0%	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, Jubilee Drive, Loughborough	6.7%	6	0.0%	0	25.6%	4	0.0%	0	13.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.8%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 2	1.2%	1	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sharply Road Local Centre	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowbrook Retail Park, Derby Road, Loughborough	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%
Zone 3																	
Asda, 25 Charnwood Street, Shepshed	0.0%	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 Extra, The Hallcroft, Shepshed	0.3%	0	0.0%	0	0.0%	0	9.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	1.3%	1	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%
Zone 4																	
Barrow Upon Star District Centre	0.0%	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sileby District Centre	1.6%	1	0.0%	0	0.0%	0	0.0%	0	8.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Aldi, 1169 Melton Road, Syston	0.0%	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, Inglenook Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	8.4%	8	0.0%	0	0.0%	0	0.0%	0	2.9%	1	71.7%	7	4.1%	1	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	4.9%	5	0.0%	0	0.0%	0	0.0%	0	14.9%	3	20.0%	2	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	0.0%	0	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, 132 Rothley Road, Mountsorrel	0.0%	0	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, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	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, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.8%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	0	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, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	1.9%	2	0.0%	0	0.0%	0	9.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	2
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District	6.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.1%	6	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																	
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville Town Centre	10.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	1	0.0%	0	48.7%
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	1	0.0%	0	0.0%
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.4%	3	0.0%
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	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, Grove Farm Triangle, Fosse Park, Leicester	0.0%	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, Melton Road, Leicester LE4 7SJ	0.0%	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, Stoney Road, Beeston, Nottingham	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1	0.0%
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	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, Waverley Street, Long Eaton	0.0%	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, Resolution Road, Ashby-de-la-Zouch	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%
West Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others																	
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
remember)									
Weighted base:	94	9	15	3	18	9	15	9	17
Sample:	96	7	15	8	18	9	10	11	18

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q09 Where did you undertake your main food and grocery shopping the time before your last visit to (STORE / LOCATION MENTIONED AT Q01) was it the same place, or different, and if so, please specify?																	
<i>Excl. Nulls & SFT</i>																	
Zone 1																	
Co-operative, Market Street, Loughborough LE11 3EP	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%
Iceland, Market Street, Loughborough	0.7%	5	3.2%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Markets, Loughborough Town Centre LE11 3EA	0.5%	3	0.0%	0	2.2%	2	1.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	0.7%	5	1.1%	1	0.7%	1	0.8%	0	0.0%	0	0.7%	1	0.7%	1	1.3%	1	0.0%
One Stop, Ling Road, Loughborough LE11 2LW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Loughborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sainsbury's, Ashby Road, Loughborough	6.6%	49	15.9%	17	14.3%	11	9.8%	5	4.5%	4	0.0%	0	2.1%	3	6.6%	6	4.5%
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.0%	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, Park Road, Shelthorpe, Loughborough	16.3%	122	54.5%	57	15.3%	12	17.9%	9	41.4%	33	0.5%	1	4.5%	6	1.3%	1	3.4%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	2.7%	20	1.3%	1	6.4%	5	2.1%	1	2.9%	2	0.0%	0	2.4%	3	5.8%	5	1.9%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	8.2%	61	7.0%	7	17.6%	14	9.5%	5	10.9%	9	0.7%	1	9.9%	12	7.8%	7	6.3%
B&M, Willowbrook Park, Loughborough	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative, Knightthorpe Road, Loughborough	0.2%	2	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Home Bargains, Belton Road West Extension, Loughborough	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Station Avenue, Loughborough	1.0%	7	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0	4.3%
Local shops, Long Whatton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	7.8%	58	7.6%	8	38.2%	30	9.7%	5	3.1%	2	0.5%	1	0.7%	1	9.5%	9	3.4%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.0%	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, 25 Charnwood Street, Shepshed	0.7%	5	0.0%	0	0.0%	0	10.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Zone 3																	
Co-operative Extra Foodstore, The Hallcroft, Shepshed	1.3%	10	0.5%	1	0.0%	0	9.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%
Co-operative, Anson Road, Shepshed	0.5%	4	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%
Local shops, Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.0%	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, Charnwood Road, Shepshed LE12 9QF	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Barrow Upon Soar District Centre	0.0%	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-operative, 21 High Street, Barrow on Soar	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Costcutter, Barrow Road, Sileby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	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, High Street, Sileby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	3.7%	27	0.0%	0	0.0%	0	0.0%	0	6.0%	5	18.9%	21	1.0%	1	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	6.7%	50	0.5%	1	1.0%	1	0.6%	0	4.5%	4	28.8%	32	9.9%	12	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.5%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.9%	2
Local shops, East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	1.0%	8	0.0%	0	0.0%	0	0.6%	0	0.0%	0	3.6%	4	1.5%	2	1.5%	1	0.0%	0
Melton Road, Thurmaston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	3.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.7%	29	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	11	0.0%	0	0.0%	0
Co-operative, 132 Rothley Road, Mountsorrel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Co-operative, 19 Wanlip Lane, Birstall	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0
Co-operative, 931 Loughborough Road, Rothley	0.4%	3	0.0%	0	0.0%	0	2.1%	1	2.1%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Local shops, Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodhouse Eaves Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	1.9%	15	2.3%	2	0.0%	0	1.2%	1	4.3%	3	1.4%	2	4.8%	6	0.7%	1	0.0%	0
Zone 7																		
Co-operative Food, 87 Main Street, East Leake	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6	0.6%	1
Co-operative, Church Street, Ruddington NG11 6HD	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Local shops, Normanton on Soar Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ruddington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
NG12 5GT																		
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Zone 8																		
Castle Donington Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Co-operative, Market Place Whitwick LE67 5DT	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4
Co-operative, Station Road, Castle Donington DE74 2NJ	0.0%	0	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-operative, The Green, Thringstone LE67 8NR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Local shops, Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	2.6%	20	0.0%	0	0.0%	0	9.8%	5	1.4%	1	0.5%	1	1.7%	2	0.0%	0	10.3%	11
Other, Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Abbey Lane, Leicester	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	9.2%	12	0.0%	0	0.0%	0
Aldi, Adcock Road, Coalville	2.5%	19	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	14.1%	15
Aldi, Dents Road, Ashby-de-la-Zouch	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4
Asda, 184 Loughborough Road, West Bridgford, Nottingham	3.7%	27	0.8%	1	0.0%	0	1.3%	1	4.1%	3	0.0%	0	0.0%	0	23.2%	21	1.3%	1
Asda, Exploration Drive, Leicester LE4 5NU	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6
Asda, Narborough Road South, Leicester LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Co-operative, Main Street, Markfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Co-operative, Market Place, Kegworth DE74 2EE	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.9%	2
Co-operative, Station Road, Castle Donington DE74 2NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Loughborough Road, Abbey LE4 5PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Lidl, Thornborough Road, Coalville LE67 3TH	0.5%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.9%	2
Long Eaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Market Harborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	11	0.0%	0
Morrisons, Green Lane, Clifton NG11 9LQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Blaby	0.5%	3	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other, Gedling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley and Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0
Other, North West Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.3%	1

Column %ges.

Charnwood Household Survey

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Other, Rushcliffe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	7	2.1%	3	0.9%	1	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	3.5%	26	0.0%	0	0.0%	0	0.0%	0	4.3%	3	3.8%	4	11.7%	15	4.1%	4	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.8%	3	0.0%	0
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	8.4%	11	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.6%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	7
Tesco, Resolution Road, Ashby-de-la-Zouch	1.2%	9	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	8
West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	746		104		77		48		80		113		125		92		106	
Sample:	747		98		92		89		89		98		95		91		95	

Q10 From which retailer did you purchase this main food internet / home delivery shopping?

Those who do their main food shopping via the Internet at Q09:

Asda	8.9%	4	0.0%	0	14.4%	1	7.6%	0	0.0%	0	0.0%	0	41.6%	2	0.0%	0	10.8%	1
Morrisons	10.2%	5	0.0%	0	22.7%	1	15.2%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	34.4%	2
Iceland	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Sainsbury's	18.7%	8	0.0%	0	0.0%	0	7.6%	0	28.4%	4	0.0%	0	31.4%	2	0.0%	0	39.8%	2
Tesco	47.2%	21	100.0%	3	62.9%	3	64.1%	3	44.2%	6	0.0%	0	26.9%	1	51.1%	3	15.0%	1
Ocado	11.1%	5	0.0%	0	0.0%	0	5.4%	0	19.1%	3	99.9%	1	0.0%	0	26.7%	1	0.0%	0
Waitrose	2.6%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	45		3		5		5		14		1		5		5		6	
Sample:	45		2		5		10		10		1		5		7		5	

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
MeanScore: £																	
Q11 Approximately how much money do you normally spend on your household's main food and grocery shop?																	
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£6 - £10	0.5%	4	3.1%	3	0.6%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£11 - £15	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%
£16 - £20	1.8%	15	1.1%	1	2.8%	2	1.0%	1	0.6%	1	2.1%	2	3.7%	5	0.0%	0	2.3%
£21 - £25	1.4%	11	1.1%	1	3.8%	3	0.5%	0	0.0%	0	3.5%	4	0.9%	1	0.6%	1	0.6%
£26 - £30	4.0%	32	5.4%	6	5.4%	5	1.9%	1	2.3%	2	1.7%	2	5.9%	8	4.9%	5	3.6%
£31 - £35	2.1%	17	0.5%	1	4.2%	4	5.6%	3	4.5%	4	2.2%	2	0.5%	1	0.0%	0	1.8%
£36 - £40	4.1%	33	2.4%	3	7.3%	6	6.2%	3	2.2%	2	6.2%	7	4.5%	6	0.6%	1	4.3%
£41 - £45	3.3%	26	7.5%	8	2.0%	2	2.2%	1	1.3%	1	5.8%	7	1.5%	2	1.8%	2	3.1%
£46 - £50	7.9%	63	9.8%	11	8.6%	8	6.9%	4	4.9%	5	10.8%	12	9.0%	12	7.2%	7	4.8%
£51 - £55	2.5%	20	5.1%	6	5.0%	4	0.0%	0	0.6%	1	4.0%	5	2.8%	4	0.0%	0	1.1%
£56 - £60	6.2%	49	8.0%	9	5.9%	5	3.6%	2	9.3%	9	7.2%	8	3.9%	5	7.9%	8	3.2%
£61 - £65	1.8%	14	3.2%	3	2.6%	2	2.2%	1	3.4%	3	1.1%	1	0.5%	1	1.3%	1	0.8%
£66 - £70	6.7%	53	8.4%	9	4.5%	4	2.4%	1	7.0%	7	5.9%	7	5.1%	7	8.2%	8	9.7%
£71 - £75	1.9%	15	2.2%	2	1.5%	1	3.0%	2	0.8%	1	2.3%	3	1.0%	1	2.6%	3	2.4%
£76 - £80	7.1%	57	2.5%	3	12.7%	11	7.0%	4	10.4%	10	3.2%	4	5.9%	8	5.6%	6	10.8%
£81 - £85	1.5%	12	0.0%	0	1.7%	1	1.6%	1	2.1%	2	0.7%	1	1.6%	2	4.6%	5	0.0%
£86 - £90	3.3%	26	0.0%	0	4.3%	4	4.0%	2	5.0%	5	4.6%	5	4.7%	6	1.3%	1	2.6%
£91 - £95	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£96 - £100	12.9%	103	10.7%	12	9.9%	9	12.4%	7	15.3%	14	6.1%	7	15.9%	21	15.2%	15	16.5%
£101 - £120	4.2%	34	2.9%	3	4.4%	4	13.7%	7	5.8%	5	5.3%	6	2.5%	3	2.3%	2	2.0%
£121 - £140	1.5%	12	5.4%	6	2.6%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.9%	1	2.6%
£141 - £160	3.8%	30	2.5%	3	0.6%	1	3.6%	2	8.1%	8	4.8%	5	5.4%	7	5.1%	5	0.0%
£161 - £180	0.4%	3	0.7%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%
£181 - £200	0.8%	6	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.6%
£201 - £250	0.9%	7	2.7%	3	0.0%	0	3.2%	2	0.6%	1	1.8%	2	0.0%	0	0.0%	0	0.0%
£250+	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	15.9%	128	11.5%	12	9.7%	8	12.6%	7	12.5%	12	16.0%	18	19.7%	26	21.1%	21	20.2%
(Refused)	3.4%	27	2.5%	3	0.0%	0	0.5%	0	1.3%	1	4.5%	5	2.1%	3	7.5%	8	6.7%
<i>Mean:</i>	<i>77.07</i>		<i>75.10</i>		<i>66.40</i>		<i>89.95</i>		<i>85.82</i>		<i>73.03</i>		<i>78.66</i>		<i>78.37</i>		<i>74.83</i>
Weighted base:	803		108		87		54		95		114		132		100		114
Sample:	803		100		100		101		100		100		101		100		101

MeanScore: visits per week

Q12 How often does your household normally do a main food and grocery shop?

Daily	1.6%	13	5.0%	5	1.3%	1	1.1%	1	2.7%	3	2.2%	2	0.0%	0	0.0%	0	0.6%
At least two times a week	9.5%	76	10.8%	12	8.3%	7	6.8%	4	1.9%	2	19.3%	22	10.9%	14	9.0%	9	5.7%
At least once a week	71.3%	573	71.7%	77	75.6%	66	72.4%	39	74.9%	71	65.0%	74	68.9%	91	64.3%	64	79.5%
At least once a fortnight	13.0%	104	10.6%	11	10.5%	9	7.2%	4	15.5%	15	12.1%	14	14.8%	19	18.6%	19	11.8%
At least once a month	3.2%	25	1.5%	2	2.9%	2	10.2%	6	3.2%	3	0.5%	1	4.9%	7	4.2%	4	1.3%
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	1.4%	11	0.5%	1	1.5%	1	2.3%	1	1.9%	2	0.5%	1	0.5%	1	3.9%	4	1.1%
<i>Mean:</i>	<i>1.30</i>		<i>1.56</i>		<i>1.26</i>		<i>1.17</i>		<i>1.12</i>		<i>1.64</i>		<i>1.22</i>		<i>1.15</i>		<i>1.14</i>
Weighted base:	803		108		87		54		95		114		132		100		114
Sample:	803		100		100		101		100		100		101		100		101

Q13 When do you normally do your household's main food shop?

Weekdays during the day	44.6%	358	53.7%	58	37.8%	33	46.5%	25	35.7%	34	51.4%	59	28.1%	37	53.3%	53	52.5%
Weekdays during the evening	14.3%	114	14.4%	16	18.8%	16	13.7%	7	18.4%	17	15.5%	18	19.0%	25	5.8%	6	8.0%
Saturday	14.1%	113	10.7%	12	13.1%	11	16.0%	9	12.3%	12	20.3%	23	12.1%	16	15.1%	15	13.6%
Sunday	3.6%	29	7.6%	8	6.0%	5	2.3%	1	6.4%	6	1.4%	2	3.9%	5	0.9%	1	0.6%
(Don't know / varies)	23.5%	189	13.6%	15	24.3%	21	21.5%	12	27.3%	26	11.4%	13	36.8%	49	24.9%	25	25.3%
Weighted base:	803		108		87		54		95		114		132		100		114
Sample:	803		100		100		101		100		100		101		100		101

Q14 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping?

Yes	72.3%	581	74.6%	80	66.3%	58	79.3%	43	74.2%	70	64.1%	73	79.4%	105	72.6%	73	69.5%
No	27.7%	222	25.4%	27	33.7%	29	20.7%	11	25.9%	24	35.9%	41	20.6%	27	27.4%	27	30.5%
Weighted base:	803		108		87		54		95		114		132		100		114
Sample:	803		100		100		101		100		100		101		100		101

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q15 Where did you last undertake this 'top-up' food shopping?																	
<i>Those who make top-up shopping trips at Q14: AND Excl. Nulls & SFT</i>																	
Zone 1																	
Co-operative, Market Street, Loughborough LE11 3EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Cattle Market, Loughborough	0.4%	2	1.8%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.8%	5	0.8%	1	1.0%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	3.1%
Iceland, Market Street, Loughborough	0.9%	5	2.4%	2	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.9%	1	0.0%
Loughborough Markets, Loughborough Town Centre LE11 3EA	0.8%	5	0.8%	1	0.0%	0	0.7%	0	4.9%	3	0.0%	0	0.6%	1	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	0.5%	3	0.8%	1	3.5%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Ling Road, Loughborough LE11 2LW	1.8%	10	10.0%	8	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Loughborough Town Centre	1.2%	7	6.3%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.2%
Other, Zone 1	0.3%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Ashby Road, Loughborough	4.5%	25	13.0%	10	14.5%	8	2.1%	1	1.7%	1	0.0%	0	0.8%	1	6.4%	4	0.0%
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.5%	3	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Park Road, Shelthorpe, Loughborough	6.0%	33	33.9%	26	7.3%	4	4.9%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	2.0%	11	10.4%	8	2.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	3.0%	16	2.9%	2	17.4%	9	2.4%	1	3.5%	2	0.8%	1	0.0%	0	1.3%	1	0.0%
B&M, Willowbrook Park, Loughborough	0.9%	5	0.0%	0	1.0%	1	0.0%	0	4.9%	3	0.0%	0	0.0%	0	2.0%	1	0.0%
Co-operative, Knightthorpe Road, Loughborough	0.6%	3	0.8%	1	3.7%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road West Extension, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Long Whatton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	4.4%	25	2.4%	2	34.9%	19	2.9%	1	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 2	0.6%	3	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.3%	1	0.0%	0	2.0%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, 25 Charnwood Street, Shepshed	4.0%	22	0.0%	0	0.0%	0	36.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%
Zone 3																	
Co-operative Extra Foodstore, The Hallcroft, Shepshed	1.0%	5	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%
Co-operative, Anson Road, Shepshed	2.2%	12	0.0%	0	0.0%	0	23.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
Local shops, Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.4%	2	0.8%	1	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Charnwood Road, Shepshed LE12 9QF	0.5%	3	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Zone 4																	
Barrow Upon Soar District Centre	0.0%	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-operative, 21 High Street, Barrow on Soar	2.5%	14	0.0%	0	0.0%	0	0.0%	0	21.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road,	1.6%	9	0.0%	0	0.0%	0	0.0%	0	11.7%	8	1.8%	1	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sileby																		
Leicester Road / Market Place, Mountsorrel Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Sileby	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	2.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	14	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	10	0.0%	0	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Melton Road, Thurmaston Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	4.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.4%	27	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Birstall District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	1.8%	10	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	9.0%	9	0.0%	0	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	4.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.6%	25	0.0%	0	0.0%	0
Co-operative, 132 Rothley Road, Mountsorrel	2.0%	11	0.0%	0	0.0%	0	0.0%	0	16.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.8%	4	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Co-operative, 19 Wanlip Lane, Birstall	3.9%	21	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	17.6%	18	0.0%	0	0.8%	1
Co-operative, 931 Loughborough Road, Rothley	1.1%	6	0.0%	0	0.0%	0	2.4%	1	3.5%	2	0.0%	0	2.1%	2	0.0%	0	0.8%	1
Local shops, Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodhouse Eaves Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Rothley Local Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	3.4%	3	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	10	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	1.8%	10	0.0%	0	0.0%	0	0.7%	0	6.3%	4	0.0%	0	5.5%	6	0.0%	0	0.0%	0
Zone 7																		
Co-operative Food, 87 Main Street, East Leake	4.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.9%	26	0.8%	1
Co-operative, Church Street, Ruddington NG11 6HD	2.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	13	0.0%	0
Local shops, Normanton on Soar Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ruddington Village Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	5	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham NG12 5GT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Castle Donington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Co-operative, Market Place Whitwick LE67 5DT	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	5
Co-operative, Station Road, Castle Donington DE74 2NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Co-operative, The Green, Thringstone LE67 8NR	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Local shops, Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	2.7%	15	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	14
Other, Zone 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Outside Study Area																		
Aldi, Abbey Lane, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Adcock Road, Coalville	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	5
Aldi, Dents Road, Ashby-de-la-Zouch	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.3%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Exploration Drive, Leicester LE4 5NU	0.0%	0	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, Midland Street, Long Eaton	0.0%	0	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, Narborough Road South, Leicester LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4
Co-operative, Main Street, Markfield	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0
Co-operative, Market Place, Kegworth DE74 2EE	2.7%	15	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	15.5%	12
Co-operative, Station Road, Castle Donington DE74 2NJ	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4
Leicester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lidl, Loughborough Road, Abbey LE4 5PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Lidl, Thornborough Road, Coalville LE67 3TH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Long Eaton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Morrisons, Green Lane, Clifton NG11 9LQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.8%	1
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other, Gedling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley and Bosworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.9%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	3.1%	2
Other, North West Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0

Column %ges.

Charnwood Household Survey

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July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	4.4%	5	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	0.0%	0
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	10	0.0%	0	0.8%	1
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	553			75		54		42		66		69		103		66		76
Sample:	544			66		66		74		68		59		74		70		67

Charnwood Household Survey

For WYG

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q16 Where did you undertake your top-up shopping the time before your last visit to (STORE / LOCATION MENTIONED AT Q15) was it the same place, or different, and if so, please specify?																	
<i>Those who make top-up shopping trips at Q14: AND Excl. Nulls & SFT</i>																	
Zone 1																	
Co-operative, Market Street, Loughborough LE11 3EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Cattle Market, Loughborough	0.7%	4	4.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.6%	1	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.4%	2	0.7%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.9%	1	0.0%
Loughborough Markets, Loughborough Town Centre LE11 3EA	1.5%	8	1.8%	1	3.6%	2	0.7%	0	6.5%	4	0.0%	0	0.6%	1	0.0%	0	0.0%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	1.9%	10	2.8%	2	4.3%	2	3.4%	1	1.2%	1	0.0%	0	3.6%	4	0.0%	0	0.0%
One Stop, Ling Road, Loughborough LE11 2LW	1.8%	10	9.0%	7	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Loughborough Town Centre	1.7%	9	9.6%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.2%
Other, Zone 1	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Ashby Road, Loughborough	4.3%	24	12.5%	10	11.2%	6	2.5%	1	1.2%	1	0.0%	0	0.8%	1	8.1%	5	0.0%
Tesco Express, Leicester Road, Loughborough LE11 2AL	1.0%	6	7.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Park Road, Shelthorpe, Loughborough	4.2%	23	12.5%	10	13.1%	7	0.9%	0	1.9%	1	0.0%	0	0.8%	1	2.0%	1	3.2%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	2.2%	12	7.5%	6	7.7%	4	2.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	3.0%	16	6.6%	5	11.9%	6	4.5%	2	2.6%	2	0.0%	0	0.6%	1	1.3%	1	0.0%
B&M, Willowbrook Park, Loughborough	1.2%	7	0.0%	0	1.0%	1	0.0%	0	5.3%	3	0.0%	0	1.4%	1	2.0%	1	0.0%
Co-operative, Knightthorpe Road, Loughborough	0.9%	5	0.0%	0	7.3%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road West Extension, Loughborough	0.0%	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, Station Avenue, Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Local shops, Long Whatton Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	4.3%	23	6.8%	5	23.8%	13	3.0%	1	2.9%	2	0.0%	0	0.0%	0	3.3%	2	0.0%
Other, Zone 2	0.6%	3	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, 25 Charnwood Street, Shepshed	4.5%	25	0.0%	0	2.3%	1	51.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Zone 3																	
Co-operative Extra Foodstore, The Hallcroft, Shepshed	1.8%	10	0.0%	0	0.0%	0	7.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%
Co-operative, Anson Road, Shepshed	1.3%	7	0.0%	0	0.0%	0	11.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
Local shops, Hathern Village Centre	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.2%	1	0.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Charnwood Road, Shepshed LE12 9QF	1.0%	5	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%
Zone 4																	
Barrow Upon Soar District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative, 21 High Street, Barrow on Soar	2.1%	11	0.0%	0	0.0%	0	0.0%	0	18.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Costcutter, Barrow Road, Sileby	0.7%	4	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Sileby	0.7%	4	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	2.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	12	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	3.3%	18	1.6%	1	0.0%	0	0.0%	0	1.2%	1	24.2%	16	0.0%	0	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Local shops, East Goscote Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.9%	5	0.0%	0	3.6%	2	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0
Melton Road, Thurmaston Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	3.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.8%	18	0.0%	0	3.4%	2	0.0%	0
Zone 6																		
Anstey District Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0
Birstall District Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	1.6%	9	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	7.6%	8	0.0%	0	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	3.5%	19	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	17.8%	19	0.0%	0	0.0%	0
Co-operative, 132 Rothley Road, Mountsorrel	1.5%	8	0.0%	0	0.0%	0	0.0%	0	13.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.7%	4	1.8%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Co-operative, 19 Wanlip Lane, Birstall	2.5%	14	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	9.4%	10	0.0%	0	0.9%	1
Co-operative, 931 Loughborough Road, Rothley	1.3%	7	0.0%	0	0.0%	0	2.4%	1	3.8%	2	0.0%	0	2.9%	3	0.0%	0	0.9%	1
Local shops, Newtown Linford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Local shops, Woodhouse Eaves Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Rothley Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	4.0%	22	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	20.1%	21	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	3.2%	17	6.6%	5	1.0%	1	0.0%	0	10.2%	6	0.0%	0	4.6%	5	1.3%	1	0.0%	0
Zone 7																		
Co-operative Food, 87 Main Street, East Leake	3.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%	18	0.9%	1
Co-operative, Church Street, Ruddington NG11 6HD	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	8	0.0%	0
Local shops, Normanton on Soar Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ruddington Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
NG12 5GT																		
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Zone 8																		
Castle Donington Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Co-operative, Market Place Whitwick LE67 5DT	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	5
Co-operative, Station Road, Castle Donington DE74 2NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-operative, The Green, Thringstone LE67 8NR	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	5
Local shops, Kegworth Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Morrisons, Whitwick Road, Coalville	2.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	14
Other, Zone 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Outside Study Area																		
Aldi, Abbey Lane, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Aldi, Adcock Road, Coalville	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	4.4%	3
Aldi, Dents Road, Ashby-de-la-Zouch	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Asda, Exploration Drive, Leicester LE4 5NU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	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, Narborough Road South, Leicester LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-operative, Main Street, Markfield	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Co-operative, Market Place, Kegworth DE74 2EE	2.9%	16	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	15.9%	12
Co-operative, Station Road, Castle Donington DE74 2NJ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Leicester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lidl, Loughborough Road, Abbey LE4 5PN	0.0%	0	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, Thornborough Road, Coalville LE67 3TH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Long Eaton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Morrisons, Green Lane, Clifton NG11 9LQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4	1.9%	1
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other, Gedling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley and Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.7%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	2	1.2%	1	0.0%	0	0.0%	0
Other, North West	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Leicestershire																		
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Other, Rushcliffe	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.9%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	1	4.0%	3	0.0%	0	2.0%	1	0.0%
Sainsbury's, Melton Road, Leicester LE4 7SJ	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	4.7%	5	0.0%	0	0.0%
Sainsbury's, Stoney Road, Beeston, Nottingham	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.0%	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%
Tesco Extra, Waverley Street, Long Eaton	0.0%	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, Resolution Road, Ashby-de-la-Zouch	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%
West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others																	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	546			77		54		42		61		66		104		67	
Sample:	532			65		66		74		63		55		75		70	

MeanScore: £

Q17 Approximately how much money do you normally spend on your household's 'top-up' food and grocery shop?

Those who make top-up shopping trips at Q14:

£1 - £5	14.6%	85	15.7%	13	19.3%	11	16.4%	7	15.8%	11	12.7%	9	10.7%	11	14.5%	11	15.0%	12
£6 - £10	20.1%	117	28.5%	23	12.8%	7	20.0%	9	12.3%	9	26.5%	19	19.2%	20	11.1%	8	27.4%	22
£11 - £15	12.6%	73	6.3%	5	17.6%	10	13.4%	6	18.5%	13	8.7%	6	18.2%	19	5.6%	4	12.0%	9
£16 - £20	16.2%	94	17.4%	14	15.8%	9	14.9%	6	17.1%	12	8.5%	6	14.6%	15	22.2%	16	19.0%	15
£21 - £25	5.7%	33	7.2%	6	5.1%	3	3.9%	2	5.9%	4	3.5%	3	6.7%	7	8.9%	6	2.9%	2
£26 - £30	6.3%	37	5.3%	4	11.9%	7	8.3%	4	4.9%	3	2.5%	2	11.5%	12	6.7%	5	0.0%	0
£31 - £35	1.1%	6	0.0%	0	1.3%	1	0.6%	0	5.7%	4	0.8%	1	0.8%	1	0.0%	0	0.0%	0
£36 - £40	2.2%	13	0.0%	0	4.7%	3	0.0%	0	0.7%	1	8.5%	6	0.0%	0	2.7%	2	1.6%	1
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	0.7%	4	2.0%	2	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.8%	1	0.8%	1	0.0%	0
£51 - £55	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	0.6%	3	0.7%	1	0.9%	1	4.0%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
£61 - £65	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.8%	1	0.0%	0
£101 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 +	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	15.4%	89	14.1%	11	10.5%	6	17.8%	8	15.9%	11	17.7%	13	15.7%	16	13.6%	10	17.4%	14
(Refused)	3.6%	21	1.7%	1	0.0%	0	0.0%	0	0.7%	1	6.3%	5	1.3%	1	13.1%	9	4.7%	4
Mean:	16.91		16.40		16.95		17.11		17.42		19.72		16.96		18.37		12.98	
Weighted base:	581		80		58		43		70		73		105		73		79	
Sample:	564		69		70		75		70		61		76		74		69	

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
MeanScore: visits per week																		
Q18 How often does your household normally do a 'top up' food and grocery shop?																		
Those who make top-up shopping trips at Q14:																		
Daily	4.2%	24	8.8%	7	8.2%	5	7.6%	3	3.4%	2	2.1%	2	2.1%	2	3.4%	2	0.8%	1
At least two times a week	33.7%	196	31.8%	26	40.5%	23	44.4%	19	26.9%	19	43.2%	32	39.5%	41	28.2%	20	19.7%	16
At least once a week	39.3%	228	45.4%	36	32.1%	19	36.3%	16	46.1%	32	43.7%	32	36.3%	38	29.3%	21	43.0%	34
At least once a fortnight	9.2%	54	13.3%	11	10.2%	6	2.1%	1	9.6%	7	3.5%	3	10.2%	11	8.9%	6	12.4%	10
At least once a month	0.8%	5	0.0%	0	0.9%	1	4.0%	2	0.7%	1	0.0%	0	0.6%	1	1.7%	1	0.0%	0
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	12.7%	74	0.7%	1	8.1%	5	5.6%	2	13.2%	9	7.4%	5	11.3%	12	28.6%	21	24.0%	19
Mean:		2.39		2.43		2.79		2.86		2.11		2.52		2.41		2.39		1.76
Weighted base:		581		80		58		43		70		73		105		73		79
Sample:		564		69		70		75		70		61		76		74		69

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q19 Where did you last buy clothing or footwear goods?																		
Excl. Nulls & SFT																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	23.9%	124	41.2%	23	49.9%	29	49.7%	16	31.4%	19	3.8%	3	8.4%	8	19.7%	14	18.3%	13
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.2%	1	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelthorpe District Centre	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	3.4%	17	16.0%	9	10.0%	6	4.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.9%	1
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Zone 2																		
Aldi, 51 Belton Road, Loughborough	0.0%	0	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&M, Willowbrook Park, Loughborough	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.4%	2	0.0%	0	0.9%	1	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.9%	5	0.0%	0	0.0%	0	0.0%	0	7.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	0.2%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	1.7%	9	1.0%	1	1.8%	1	0.9%	0	0.9%	1	0.7%	1	0.0%	0	0.8%	1	7.4%	5
Zone 4																		
Barrow Upon Star District Centre	0.0%	0	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.0%	0	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, Inglenook Park,	2.8%	14	3.2%	2	0.0%	0	0.0%	0	1.9%	1	13.8%	11	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	3.8%	20	1.0%	1	0.9%	1	0.0%	0	6.5%	4	9.0%	7	8.0%	7	0.0%	0	0.0%	0
Thurmaston Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	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, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	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, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.6%	3	0.0%	0	3.4%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District	2.0%	11	1.0%	1	1.3%	1	0.0%	0	0.0%	0	5.5%	5	5.2%	5	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																		
Birmingham City Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	4.6%	3
Burton-upon-Trent Town Centre	0.3%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Coalville Town Centre	0.8%	4	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	1.6%	8	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	8
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.2%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	10.5%	55	15.3%	9	3.1%	2	14.5%	5	9.4%	6	15.2%	13	17.0%	15	4.8%	4	4.0%	3
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.3%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	23.0%	120	9.2%	5	17.3%	10	6.5%	2	34.6%	21	37.8%	31	45.7%	41	1.2%	1	12.8%	9
Melton Mowbray — all locations	0.4%	2	1.0%	1	0.0%	0	0.0%	0	0.9%	1	0.7%	1	0.7%	1	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Nottingham City Centre	10.8%	56	1.4%	1	6.3%	4	2.8%	1	0.9%	1	0.7%	1	1.5%	1	54.8%	40	12.2%	9
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Other, East England	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.4%	2	0.0%	0	1.3%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Other, Hinkley & Bosworth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Other, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	0.2%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	4.0%	3
Other, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.3%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Other, South West	0.2%	1	1.4%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other, Yorkshire	0.3%	1	1.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	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, Grove Farm Triangle, Fosse Park, Leicester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	4.8%	4	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Tesco, Resolution Road, Ashby-de-la-Zouch	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
West Bridgford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	1.8%	10	2.4%	1	0.0%	0	0.0%	0	2.5%	1	0.9%	1	0.7%	1	1.7%	1	6.0%	4
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
shopping)																	
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	519		56		58		32		59		83		89		73		70
Sample:	529		57		68		59		65		75		70		73		62

MeanScore: visits per year

Q20 How often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q19)?*Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q19:*

Daily	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	1.0%	5	3.8%	2	0.0%	0	6.3%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
At least once a week	4.8%	24	6.8%	4	3.5%	2	9.4%	3	5.8%	3	5.5%	5	0.7%	1	3.6%	3	7.1%	5
At least once a fortnight	6.1%	31	2.9%	2	14.8%	9	2.1%	1	9.0%	5	10.2%	8	4.1%	4	3.4%	2	1.0%	1
At least once a month	25.5%	130	24.6%	13	20.8%	12	26.4%	8	28.1%	16	18.7%	15	31.5%	28	24.0%	17	29.9%	20
At least every two months	15.1%	77	13.6%	7	18.4%	11	13.5%	4	8.5%	5	18.1%	15	24.8%	22	6.3%	5	12.4%	8
At least every 3 months	14.7%	75	12.8%	7	9.6%	6	18.1%	6	20.8%	12	12.7%	10	10.5%	9	16.4%	12	20.1%	13
At least every 6 months	8.4%	43	11.4%	6	4.6%	3	5.8%	2	12.3%	7	4.8%	4	5.0%	4	14.1%	10	9.6%	6
Less often than once every 6 months	3.5%	18	6.4%	4	1.8%	1	0.9%	0	6.9%	4	3.0%	2	4.1%	4	0.0%	0	4.8%	3
Have only visited once	0.7%	3	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
(Don't know / varies)	20.2%	103	16.6%	9	22.0%	13	17.5%	6	8.5%	5	26.1%	22	19.4%	17	31.1%	22	15.2%	10
Mean:	14.06		24.75		12.54		28.34		11.35		15.49		8.98		10.06		10.99	
Weighted base:	510		54		58		32		58		82		88		72		66	
Sample:	518		55		68		59		63		74		69		71		59	

Q21 How do you normally travel to (LOCATION MENTIONED AT Q19)?*Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q19:*

Car / van (as driver)	68.6%	350	50.8%	28	62.6%	36	60.1%	19	82.4%	48	75.3%	62	75.1%	66	51.2%	37	82.4%	54
Car / van (as passenger)	7.6%	39	16.1%	9	6.8%	4	19.0%	6	3.8%	2	8.4%	7	2.0%	2	7.4%	5	5.8%	4
Bus, minibus or coach	15.6%	80	5.2%	3	18.4%	11	8.9%	3	13.8%	8	11.5%	9	19.5%	17	33.8%	24	6.9%	5
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.1%	26	25.4%	14	5.9%	3	10.0%	3	0.0%	0	4.9%	4	2.0%	2	0.0%	0	0.0%	0
Taxi	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.9%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0
Bicycle	0.7%	4	0.0%	0	5.4%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride	0.6%	3	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1
Tram	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	3.1%	2
(Don't know / varies)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	1
Weighted base:	510		54		58		32		58		82		88		72		66	
Sample:	518		55		68		59		63		74		69		71		59	

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q22 When you go shopping for clothing or footwear, do you link this trip with another activity?																		
<i>Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q19:</i>																		
Yes – food shopping	3.6%	18	3.9%	2	1.3%	1	6.4%	2	0.9%	1	5.2%	4	0.7%	1	2.9%	2	9.2%	6
Yes – non-food shopping	4.0%	20	8.9%	5	4.3%	2	8.3%	3	6.4%	4	2.4%	2	1.4%	1	3.7%	3	1.0%	1
Yes – visiting services such as banks and other financial institutions	0.9%	5	3.8%	2	1.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Yes – leisure activity	2.2%	11	4.4%	2	0.9%	1	1.8%	1	2.2%	1	0.0%	0	4.8%	4	0.0%	0	3.1%	2
Yes – travelling to / from work	1.1%	6	0.0%	0	0.9%	1	1.2%	0	0.0%	0	0.9%	1	1.5%	1	0.0%	0	4.2%	3
Yes – travelling to / from school / college / university	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting café / pub / restaurant	15.9%	81	8.9%	5	19.1%	11	7.5%	2	10.8%	6	15.3%	13	10.8%	10	13.3%	10	37.5%	25
Yes – visiting family/friends	4.5%	23	4.8%	3	8.5%	5	1.9%	1	6.3%	4	2.5%	2	4.9%	4	1.9%	1	5.7%	4
Yes – visiting health service such as doctor, dentist, hospital	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.6%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	60.0%	306	63.8%	35	56.5%	32	72.0%	23	62.3%	36	69.2%	57	59.2%	52	66.1%	47	34.9%	23
Yes - going to church	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Yes - visiting the market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - window shopping / browsing	1.3%	7	0.0%	0	2.2%	1	0.9%	0	2.5%	1	0.9%	1	1.4%	1	2.5%	2	0.0%	0
(Don't know / varies)	4.9%	25	0.0%	0	3.5%	2	0.0%	0	4.6%	3	0.9%	1	15.5%	14	6.9%	5	1.0%	1
Weighted base:		510		54		58		32		58		82		88		72		66
Sample:		518		55		68		59		63		74		69		71		59

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q23 Where did you last buy books, CDs, DVDs?																	
<i>Excl. Nulls & SFT</i>																	
Zone 1																	
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Town Centre	36.2%	72	72.3%	24	60.1%	17	26.1%	3	47.6%	9	2.8%	1	18.2%	5	20.2%	5	23.2%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	0.9%	2	1.7%	1	2.6%	1	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Park Road, Shelthorpe, Loughborough	0.0%	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, Unit 1, The Rushes Shopping Centre, Loughborough	8.9%	18	26.0%	9	20.0%	6	3.8%	0	8.9%	2	0.0%	0	2.4%	1	0.0%	0	1.8%
	1.0%	2	0.0%	0	4.1%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	0.9%	2	0.0%	0	0.0%	0	16.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Willowbrook Park, Loughborough	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	1.7%	3	0.0%	0	9.6%	3	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Regents Place Retail Park, Derby Road, Loughborough	0.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sharply Road Local Centre	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Asda, 25 Charnwood Street, Shepshed	1.2%	2	0.0%	0	0.0%	0	23.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op Extra, The Hallcroft, Shepshed	0.1%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	1.1%	2	0.0%	0	0.0%	0	14.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Zone 4																	
Barrow Upon Star District Centre	0.0%	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Aldi, 1169 Melton Road, Syston	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%
Asda, Inglenook Park,	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	3.3%	1	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.3%	5	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	2	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	1.8%	1
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0
Asda, Midland Street, Long Eaton	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	4
Ashby-de-la-Zouch — all locations	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	4
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																	
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville Town Centre	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	12.9%
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	2.0%	4	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	14.8%	4	0.0%	0	0.0%
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	10.7%	21	0.0%	0	0.0%	0	0.0%	0	16.1%	3	32.2%	6	38.3%	10	0.0%	0	5.9%
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	9.6%	19	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	47.2%	13	14.9%
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	0.1%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South East	0.1%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	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, Grove Farm Triangle, Fosse Park, Leicester	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	3.3%	1	0.0%	0	0.0%
Sainsbury's, Melton Road, Leicester LE4 7SJ	1.3%	3	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	5.3%	1	0.0%	0	0.0%
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	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, Waverley Street, Long Eaton	0.0%	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, Resolution Road, Ashby-de-la-Zouch	0.0%	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others																	
Abroad	3.3%	7	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	5	4.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
shopping) (Don't know / can't remember)	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0
Weighted base:	198	33	29	10	20	20	25	27	34
Sample:	205	32	33	19	25	22	23	25	26

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q24 Where did you last buy small household goods such as home furnishings, glass and china items?																	
<i>Excl. Nulls & SFT</i>																	
Zone 1																	
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Town Centre	20.8%	71	35.7%	20	40.7%	13	35.8%	9	24.8%	11	1.8%	1	8.5%	5	15.5%	5	15.1%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	0.8%	3	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%
Tesco Extra, Park Road, Shelthorpe, Loughborough	0.0%	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, Unit 1, The Rushes Shopping Centre, Loughborough	4.7%	16	6.4%	4	14.6%	5	1.1%	0	5.7%	2	1.8%	1	1.0%	1	3.8%	1	5.2%
	0.5%	2	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	0.0%	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&M, Willowbrook Park, Loughborough	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road, West Extension, Loughborough	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Station Avenue, Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.1%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Regents Place Retail Park, Derby Road, Loughborough	4.1%	14	7.7%	4	9.0%	3	7.8%	2	4.5%	2	0.0%	0	0.0%	0	4.1%	1	3.1%
Sharply Road Local Centre	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowbrook Retail Park, Derby Road, Loughborough	2.0%	7	3.9%	2	1.7%	1	7.1%	2	3.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%
Zone 3																	
Asda, 25 Charnwood Street, Shepshed	0.8%	3	0.0%	0	0.0%	0	10.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op Extra, The Hallcroft, Shepshed	0.0%	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Barrow Upon Star District Centre	0.0%	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mountsorrell Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Aldi, 1169 Melton Road, Syston	0.0%	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, Inglenook Park,	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	2.8%	10	0.0%	0	0.0%	0	0.0%	0	2.9%	1	16.7%	7	2.1%	1	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	6.6%	23	0.0%	0	0.0%	0	0.0%	0	8.7%	4	31.5%	13	8.5%	5	0.0%	0	0.0%	0
Thurmaston Village Centre	1.9%	6	0.0%	0	0.0%	0	0.0%	0	1.7%	1	4.8%	2	5.9%	4	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	7.2%	5	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	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, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	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, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Whitwick Village Centre	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																	
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville Town Centre	0.5%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	1.8%	6	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	8.1%
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	4.4%	15	5.1%	3	0.0%	0	5.5%	1	5.6%	2	1.3%	1	3.0%	2	0.0%	0	13.4%
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	11.4%	39	7.2%	4	24.1%	8	10.4%	3	12.5%	5	5.0%	2	14.9%	9	8.6%	3	10.2%
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	14.2%	49	27.7%	15	1.7%	1	8.7%	2	15.2%	7	14.4%	6	18.9%	12	4.1%	1	10.0%
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	9.4%	32	0.0%	0	3.3%	1	2.2%	1	4.5%	2	0.0%	0	8.0%	5	56.2%	20	7.9%
Other, Blaby	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.3%	1	0.0%	0	0.0%
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Melton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, North West	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Other, Yorkshire	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	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, Grove Farm Triangle, Fosse Park, Leicester	0.2%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's, Melton Road, Leicester LE4 7SJ	1.5%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	6.8%	4	0.0%	0	0.0%
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	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, Waverley Street, Long Eaton	0.0%	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, Resolution Road, Ashby-de-la-Zouch	0.0%	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%
Others																	
Abroad	0.5%	2	0.0%	0	1.7%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
shopping) (Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	341		55		32		25		43		43		63		35		45	
Sample:	322		49		37		39		48		41		42		32		34	

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q25 Where did you last buy goods such as toys, games, bicycles and recreation goods?																	
<i>Excl. Nulls & SFT</i>																	
Zone 1																	
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Town Centre	30.5%	68	46.7%	19	31.5%	10	56.2%	7	61.6%	20	0.0%	0	6.6%	2	28.1%	4	21.1%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	0.7%	2	0.0%	0	4.1%	1	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Park Road, Shelthorpe, Loughborough	0.0%	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, Unit 1, The Rushes Shopping Centre, Loughborough	4.9%	11	12.1%	5	10.0%	3	0.0%	0	7.7%	2	0.0%	0	2.1%	1	0.0%	0	0.0%
	1.7%	4	1.4%	1	1.7%	1	20.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	0.0%	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&M, Willowbrook Park, Loughborough	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Jubilee Drive, Loughborough	0.6%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.5%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%
Regents Place Retail Park, Derby Road, Loughborough	3.8%	8	6.5%	3	8.6%	3	0.0%	0	6.1%	2	0.0%	0	0.0%	0	8.5%	1	0.0%
Sharply Road Local Centre	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowbrook Retail Park, Derby Road, Loughborough	6.0%	13	17.8%	7	12.1%	4	0.0%	0	3.9%	1	1.7%	1	0.0%	0	4.3%	1	0.0%
Zone 3																	
Asda, 25 Charnwood Street, Shepshed	1.7%	4	0.0%	0	0.0%	0	0.0%	0	10.2%	3	0.0%	0	0.0%	0	0.0%	0	2.0%
Co-op Extra, The Hallcroft, Shepshed	0.0%	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	1.1%	2	0.0%	0	0.0%	0	7.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%
Zone 4																	
Barrow Upon Star District Centre	0.0%	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Aldi, 1169 Melton Road, Syston	0.0%	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, Inglenook Park,	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	6	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Thurmaston Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	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, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	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, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	1	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	2	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	3.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.4%	8
B&Q, Devonshire Road, Leicester LE4 0BG	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Beaumont Leys District	1.1%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																	
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville Town Centre	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	17.1%	5
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	1.9%	4	2.0%	1	0.0%	0	2.9%	0	0.0%	0	3.8%	1	4.6%	1	0.0%	0	2.0%
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	4.7%	11	2.0%	1	10.0%	3	0.0%	0	0.0%	0	10.7%	3	0.0%	0	22.1%	3	0.0%
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	16.6%	37	5.2%	2	5.8%	2	2.9%	0	8.2%	3	38.1%	12	53.5%	15	0.0%	0	8.4%
Melton Mowbray — all locations	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	3	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	1.5%	3	0.0%	0	3.7%	1	2.1%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	2	0.0%
Other, Blaby	0.2%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Derby	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	12.3%	4
Other, East England	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%
Other, East Midlands	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Other, Hinkley & Bosworth	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Leicester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%
Other, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.1%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	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, Grove Farm Triangle, Fosse Park, Leicester	0.0%	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, Melton Road, Leicester LE4 7SJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.4%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	3	0.0%	0	0.0%
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	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, Waverley Street, Long Eaton	0.0%	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, Resolution Road, Ashby-de-la-Zouch	0.0%	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others																	
Abroad	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
shopping) (Don't know / can't remember)	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0
Weighted base:	224	40	31	13	32	32	29	14	32
Sample:	196	31	35	21	24	22	22	18	23

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q26 Where did you last buy chemist goods (including health and beauty products)?																		
Excl. Nulls & SFT																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	30.6%	203	63.6%	52	76.2%	58	55.5%	21	35.9%	30	4.3%	4	15.2%	17	19.1%	15	6.8%	7
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelthorpe District Centre	1.0%	7	1.7%	1	4.7%	4	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	0.7%	5	5.3%	4	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	5.2%	34	18.5%	15	7.6%	6	4.3%	2	7.4%	6	0.0%	0	4.7%	5	0.8%	1	0.0%	0
	1.5%	10	5.3%	4	2.5%	2	2.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Zone 2																		
Aldi, 51 Belton Road, Loughborough	0.8%	5	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.8%	1	1.9%	1	2.2%	2
B&M, Willowbrook Park, Loughborough	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Jubilee Drive, Loughborough	0.0%	0	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, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.3%	2	1.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	1.1%	8	0.0%	0	6.1%	5	4.5%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	0.6%	4	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	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, Anson Road, Shepshed	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Shepshed District Centre	2.0%	13	0.7%	1	0.0%	0	16.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	7
Zone 4																		
Barrow Upon Star District Centre	1.3%	9	0.0%	0	0.0%	0	0.0%	0	10.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	4.9%	4	0.0%	0
Sileby District Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park,	3.3%	22	0.0%	0	0.0%	0	0.0%	0	2.8%	2	17.0%	16	3.2%	4	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	3.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.4%	22	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	3.8%	25	1.0%	1	0.0%	0	0.0%	0	8.5%	7	16.0%	15	2.4%	3	0.0%	0	0.0%	0
Thurmaston Village Centre	1.5%	10	0.0%	0	0.0%	0	0.0%	0	2.3%	2	6.5%	6	1.5%	2	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	8	0.0%	0	0.0%	0
Birstall Village Centre	3.5%	23	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	20.5%	23	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	1.8%	12	1.4%	1	0.0%	0	0.0%	0	13.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markfield Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Other, Zone 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Quorn Local Centre	1.2%	8	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	5.7%	6	0.0%	0	0.0%	0
Rothley Local Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	2.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.4%	18	0.0%	0
Other, Rushcliffe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	8	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	2.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	14
Kegworth Village Centre	2.4%	16	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	6	9.4%	10
Morrisons, Whitwick Road, Coalville	0.7%	4	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.8%	2
Whitwick Village Centre	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	12
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District	2.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	14	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Coalville Town Centre	3.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	23
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	1.3%	9	0.0%	0	0.0%	0	1.8%	1	0.0%	0	4.5%	4	3.3%	4	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	4.7%	31	0.0%	0	0.0%	0	0.0%	0	2.0%	2	18.0%	17	8.9%	10	0.0%	0	2.7%	3
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0
Nottingham City Centre	1.9%	13	0.0%	0	0.0%	0	0.7%	0	0.6%	1	0.0%	0	0.0%	0	12.3%	10	2.2%	2
Other, Blaby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.2%	1	0.0%	0	4.9%	5
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	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, Grove Farm Triangle, Fosse Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	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, Resolution Road, Ashby-de-la-Zouch	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
West Bridgford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	0.4%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
shopping) (Don't know / can't remember)	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0
Weighted base:	663	81	75	38	83	93	111	77	105
Sample:	663	76	88	68	89	83	88	79	92

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q27 Where did you last buy electrical items, such as televisions, washing machines and computers?																	
<i>Excl. Nulls & SFT</i>																	
Zone 1																	
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Town Centre	23.8%	96	40.7%	23	45.3%	25	31.0%	9	33.4%	14	8.3%	3	7.9%	5	9.2%	5	18.6%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%
Tesco Extra, Park Road, Shelthorpe, Loughborough	0.0%	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, Unit 1, The Rushes Shopping Centre, Loughborough	3.6%	15	11.4%	6	5.4%	3	0.0%	0	5.8%	2	0.0%	0	2.1%	1	0.0%	0	2.0%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	0.0%	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&M, Willowbrook Park, Loughborough	0.0%	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, Jubilee Drive, Loughborough	0.2%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road, West Extension, Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Regents Place Retail Park, Derby Road, Loughborough	21.7%	87	28.3%	16	39.8%	22	45.6%	13	18.6%	8	8.3%	3	3.7%	3	15.7%	8	23.8%
Sharply Road Local Centre	0.0%	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, Jubilee Drive, Loughborough	0.0%	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, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowbrook Retail Park, Derby Road, Loughborough	2.7%	11	7.7%	4	2.1%	1	5.8%	2	3.0%	1	0.0%	0	0.0%	0	1.2%	1	3.2%
Zone 3																	
Asda, 25 Charnwood Street, Shepshed	1.2%	5	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%
Co-op Extra, The Hallcroft, Shepshed	0.0%	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Barrow Upon Star District Centre	0.0%	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Aldi, 1169 Melton Road, Syston	0.0%	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, Inglenook Park,	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	3	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other, Zone 5	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	1.9%	1	0.0%	0	0.0%	0
Syston District Centre	0.4%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.2%	1	0.0%	0	0.0%	0
Thurmaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0
Birstall Village Centre	0.0%	0	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, 132 Rothley Road, Mountsorrel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 17-25 Cropston Road, Anstey	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4	0.0%	0	0.0%	0
Co-op, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.6%	2	2.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	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, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Ruddington Village	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	0	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, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																	
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton-upon-Trent Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Coalville Town Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	9.8%	40	3.8%	2	0.9%	1	6.5%	2	10.4%	4	16.8%	7	30.5%	21	0.0%	0	5.0%
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	8	0.0%
Ibstock Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%
Leicester City Centre	12.9%	52	5.9%	3	4.2%	2	4.5%	1	23.5%	10	31.3%	13	28.8%	19	1.2%	1	3.4%
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	6.1%	24	0.0%	0	1.3%	1	1.0%	0	0.0%	0	1.3%	1	0.0%	0	38.4%	19	6.5%
Other, Blaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
Other, Derby	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%
Other, Rushcliffe	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	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, Grove Farm Triangle, Fosse Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	1.1%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	5.9%	2	1.9%	1	0.0%	0	0.0%
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.9%	1	0.0%	0	0.0%
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%
Tesco Extra, Waverley Street, Long Eaton	0.0%	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, Resolution Road, Ashby-de-la-Zouch	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
West Bridgford Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Others																	
Abroad	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
shopping) (Don't know / can't remember)	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0	0.0%0
Weighted base:	403	56	56	28	42	42	67	49	64
Sample:	424	57	58	50	51	45	54	50	59

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q28 Where did you last buy DIY (including gardening) goods?																		
Excl. Nulls & SFT																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	8.3%	49	13.1%	11	11.5%	8	11.0%	4	13.0%	10	0.0%	0	3.9%	4	7.9%	6	6.8%	6
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelthorpe District Centre	0.0%	0	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, Park Road, Shelthorpe, Loughborough	0.0%	0	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, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Aldi, 51 Belton Road, Loughborough	0.0%	0	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&M, Willowbrook Park, Loughborough	0.4%	2	0.0%	0	1.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
B&Q, Jubilee Drive, Loughborough	55.4%	325	75.3%	66	71.8%	49	63.3%	25	72.3%	56	24.9%	16	40.1%	39	47.7%	34	49.8%	40
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.3%	2	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.4%	2	0.0%	0	2.5%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	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, Jubilee Drive, Loughborough	0.0%	0	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, Belton Road, Loughborough	3.1%	18	4.0%	3	5.6%	4	2.3%	1	7.0%	5	0.0%	0	0.0%	0	0.0%	0	5.6%	5
Willowbrook Retail Park, Derby Road, Loughborough	1.8%	11	1.4%	1	3.4%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	5.9%	5
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	0.0%	0	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 Extra, The Hallcroft, Shepshed	0.0%	0	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.4%	2	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Barrow Upon Star District Centre	0.0%	0	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Aldi, 1169 Melton Road, Syston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park,	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	5	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey
For WYG

Weighted:

July 2018

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.4%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	2.8%	17	0.0%	0	0.0%	0	0.0%	0	2.3%	2	23.0%	15	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	1
Birstall Village Centre	0.5%	3	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	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, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	1.3%	8	2.1%	2	0.0%	0	0.0%	0	0.7%	1	1.9%	1	4.3%	4	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	1.1%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	4.7%	5	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	1.2%	7	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	7	0.0%	0
Co-op, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Ruddington Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.6%	4	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	0	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, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
B&Q, Devonshire Road, Leicester LE4 0BG	7.1%	42	0.0%	0	0.0%	0	0.0%	0	1.5%	1	9.0%	6	35.9%	35	0.0%	0	0.0%	0
Beaumont Leys District	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.5%	1	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																	
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton-upon-Trent Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Coalville Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	2.8%	16	0.7%	1	0.0%	0	4.4%	2	0.0%	0	14.6%	10	4.8%	5	0.0%	0	0.0%
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	1.5%	9	0.0%	0	1.7%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	7	0.0%
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Derby	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Hinkley & Bosworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%
Other, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Melton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Rushcliffe	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.8%	1	0.0%
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Other, Yorkshire	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	7	0.0%
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.0%	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, Melton Road, Leicester LE4 7SJ	0.0%	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, Stoney Road, Beeston, Nottingham	0.0%	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.0%	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, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	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, Waverley Street, Long Eaton	0.0%	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, Resolution Road, Ashby-de-la-Zouch	0.0%	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Others																	
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
shopping)																		
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	586		87		68		39		77		65		97		72		81	
Sample:	577		80		75		69		82		58		74		69		70	

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q29 Where did you last buy furniture, carpets and floor coverings?																	
<i>Excl. Nulls & SFT</i>																	
Zone 1																	
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Town Centre	19.0%	64	37.8%	21	38.7%	15	19.3%	4	11.2%	5	1.3%	1	8.6%	5	21.2%	6	16.8%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	0.0%	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, Park Road, Shelthorpe, Loughborough	0.0%	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, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Aldi, 51 Belton Road, Loughborough	0.0%	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&M, Willowbrook Park, Loughborough	0.3%	1	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%
B&Q, Jubilee Drive, Loughborough	2.0%	7	0.0%	0	7.1%	3	3.5%	1	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Covert District Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	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, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Regents Place Retail Park, Derby Road, Loughborough	10.0%	33	10.8%	6	25.5%	10	5.8%	1	13.6%	6	10.9%	5	3.1%	2	4.9%	1	5.3%
Sharply Road Local Centre	0.0%	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, Jubilee Drive, Loughborough	0.4%	1	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowbrook Retail Park, Derby Road, Loughborough	2.2%	8	3.8%	2	1.4%	1	7.6%	2	1.6%	1	0.0%	0	1.0%	1	4.1%	1	1.6%
Zone 3																	
Asda, 25 Charnwood Street, Shepshed	0.0%	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 Extra, The Hallcroft, Shepshed	0.0%	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, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepshed District Centre	1.1%	4	0.0%	0	0.0%	0	17.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Barrow Upon Star District Centre	0.0%	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, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 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%
Sileby District Centre	1.8%	6	2.3%	1	0.0%	0	0.0%	0	10.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Aldi, 1169 Melton Road, Syston	0.0%	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, Inglenook Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Barkby Thorpe Lane, Thurmaston																		
East Goscote Village Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	2.7%	9	0.0%	0	0.0%	0	0.0%	0	2.7%	1	16.3%	7	1.3%	1	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.1%	1	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	6.1%	20	2.5%	1	2.8%	1	2.5%	1	15.2%	7	9.2%	4	10.3%	6	0.0%	0	0.0%	0
Birstall Village Centre	4.5%	15	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.3%	1	22.3%	14	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	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, 17-25 Cropston Road, Anstey	0.0%	0	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, 19 Loughborough Road, Quorn	0.0%	0	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, 19 Wanlip Lane, Birstall	0.0%	0	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, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	1.6%	1
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	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 (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Bradmore Village Centre	0.0%	0	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, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.4%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Outside Study Area																		
Aldi, Thornborough Road, Coalville	0.0%	0	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, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	0	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, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	3
B&Q, Devonshire Road, Leicester LE4 0BG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Leicester																	
Birmingham City Centre	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville Town Centre	2.6%	9	0.0%	0	0.0%	0	7.6%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	15.2%
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby City Centre	1.7%	6	1.0%	1	0.0%	0	0.0%	0	3.2%	1	1.8%	1	0.0%	0	0.0%	0	7.8%
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	10.8%	36	9.9%	5	3.3%	1	8.0%	2	11.6%	5	17.4%	7	17.9%	11	0.0%	0	9.9%
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	6.7%	23	2.9%	2	0.0%	0	13.6%	3	1.1%	1	7.8%	3	7.2%	5	19.0%	6	10.2%
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	12.7%	43	22.4%	12	16.5%	6	7.9%	2	12.6%	6	14.6%	6	14.7%	9	0.0%	0	2.3%
Melton Mowbray — all locations	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	4.6%	15	3.8%	2	1.9%	1	1.2%	0	1.1%	1	0.0%	0	2.1%	1	28.5%	9	5.3%
Other, Blaby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
Other, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	1.2%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	9.4%
Other, Hinkley & Bosworth	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%
Other, Leicester	1.5%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	5.9%	4	0.0%	0	1.6%
Other, London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Other, Melton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Nottingham	0.3%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%
Other, Rushcliffe	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%
Other, South East	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wales	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	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, Grove Farm Triangle, Fosse Park, Leicester	0.0%	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, Melton Road, Leicester LE4 7SJ	0.0%	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, Stoney Road, Beeston, Nottingham	0.0%	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 Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	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, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.0%	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, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	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, Waverley Street, Long Eaton	0.0%	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, Resolution Road, Ashby-de-la-Zouch	0.0%	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 Bridgford Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others																	
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
shopping)																	
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	336		55		38		22		47		43		62		30		38
Sample:	343		52		39		36		52		46		47		34		37

Q30 Do you ever visit any of the following centres? [MR/PR]

Loughborough Town Centre	73.8%	593	94.1%	102	94.2%	82	89.5%	48	83.8%	79	35.6%	40	66.1%	87	66.7%	67	76.9%	87
Syston District Centre	23.9%	192	4.9%	5	2.9%	3	8.8%	5	31.0%	29	87.6%	100	34.0%	45	3.3%	3	1.8%	2
(Don't visit either of these)	16.4%	132	5.9%	6	5.8%	5	10.5%	6	13.5%	13	12.4%	14	21.7%	29	33.3%	33	23.1%	26
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

Q31 Which centre do you visit the most?*Those who visit more than one or more centres at Q30:*

Loughborough Town Centre	79.6%	534	100.0%	102	100.0%	82	99.4%	48	83.0%	68	2.7%	3	76.1%	79	100.0%	67	99.3%	87
Syston District Centre	20.4%	137	0.0%	0	0.0%	0	0.6%	0	17.0%	14	97.3%	97	23.9%	25	0.0%	0	0.7%	1
Weighted base:		671		102		82		48		82		100		103		67		87
Sample:		677		94		92		86		86		91		79		70		79

MeanScore: visits per year**Q32 How often do you visit (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30)?***Those who visit a centre at Q30:*

Daily	6.1%	41	12.8%	13	6.5%	5	3.5%	2	0.9%	1	14.6%	15	4.4%	5	0.0%	0	1.0%	1
At least two times a week	16.1%	108	27.5%	28	29.8%	24	17.7%	9	6.8%	6	30.9%	31	4.5%	5	3.8%	3	4.1%	4
At least once a week	28.0%	188	39.0%	40	43.8%	36	34.5%	17	28.3%	23	21.8%	22	12.8%	13	31.9%	21	18.3%	16
At least once a fortnight	16.1%	108	10.4%	11	9.4%	8	22.9%	11	31.5%	26	11.7%	12	13.2%	14	19.9%	13	16.7%	15
At least once a month	15.5%	104	5.0%	5	8.6%	7	13.4%	6	15.3%	12	14.5%	14	26.8%	28	14.1%	9	24.5%	21
At least every two months	5.9%	40	0.0%	0	1.3%	1	1.4%	1	10.5%	9	0.6%	1	18.3%	19	8.7%	6	4.6%	4
At least every 3 months	4.3%	29	0.0%	0	0.0%	0	1.8%	1	3.7%	3	0.6%	1	5.9%	6	5.1%	3	16.9%	15
At least every 6 months	2.2%	15	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	5.1%	3	6.2%	5
Less often than once every 6 months	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	3.6%	4	0.9%	1	2.3%	2
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.9%	33	4.2%	4	0.6%	1	4.7%	2	2.4%	2	5.4%	5	6.2%	6	10.4%	7	5.5%	5
Mean:	80.70		132.91		112.62		79.18		43.96		141.34		42.68		36.01		31.84	
Weighted base:	671		102		82		48		82		100		103		67		87	
Sample:	677		94		92		86		86		91		79		70		79	

Q33 How do you usually travel to (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30) (main part of journey)?*Those who visit a centre at Q30:*

Car / van (as driver)	70.7%	475	43.0%	44	51.7%	42	74.9%	36	80.6%	66	70.7%	71	78.8%	81	81.9%	55	91.2%	80
Car / van (as passenger)	5.9%	39	6.4%	7	5.2%	4	5.2%	3	11.0%	9	1.7%	2	9.5%	10	2.7%	2	4.3%	4
Bus, minibus or coach	8.6%	58	6.2%	6	14.5%	12	14.9%	7	6.4%	5	2.2%	2	10.6%	11	15.3%	10	4.5%	4
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	12.9%	87	42.5%	43	23.3%	19	4.1%	2	0.0%	0	21.9%	22	0.6%	1	0.0%	0	0.0%	0
Taxi	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.1%	7	1.3%	1	4.7%	4	0.8%	0	1.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Weighted base:	671		102		82		48		82		100		103		67		87	
Sample:	677		94		92		86		86		91		79		70		79	

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q34 What is the main reason for visiting (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30)?																		
<i>Those who visit a centre at Q30:</i>																		
Choice and range of shops	33.0%	222	35.3%	36	29.2%	24	32.8%	16	40.8%	33	42.8%	43	33.4%	35	26.7%	18	20.1%	18
Supermarket	3.1%	21	1.9%	2	2.5%	2	2.4%	1	9.2%	8	6.3%	6	0.8%	1	2.0%	1	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	8.6%	58	6.9%	7	13.2%	11	10.5%	5	5.6%	5	8.7%	9	9.3%	10	5.1%	3	9.9%	9
Choice of services (hairdressers, banks etc)	7.2%	48	9.5%	10	2.8%	2	3.8%	2	10.6%	9	7.7%	8	4.9%	5	12.0%	8	5.8%	5
Livestock market	3.2%	21	2.7%	3	5.4%	4	8.1%	4	1.3%	1	0.6%	1	2.1%	2	6.4%	4	2.3%	2
Environmental quality of centre	1.6%	11	1.3%	1	4.0%	3	1.1%	1	0.0%	0	0.6%	1	0.8%	1	0.0%	0	4.8%	4
Close to home	9.9%	66	13.8%	14	17.4%	14	15.0%	7	4.2%	3	8.8%	9	3.8%	4	7.8%	5	10.7%	9
Close to work	4.4%	29	6.0%	6	3.9%	3	8.3%	4	1.8%	1	3.8%	4	8.0%	8	1.3%	1	1.7%	2
Easily accessible by public transport	0.6%	4	3.4%	3	0.6%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	1.1%	7	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	5.6%	4	2.3%	2
Free car parking	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.9%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Compact layout	1.0%	7	1.9%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.8%	1	3.0%	3
Convenient for meeting family / friends	3.9%	26	2.1%	2	0.6%	1	4.9%	2	8.8%	7	2.2%	2	9.0%	9	3.8%	3	0.0%	0
Convenient generally	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Familiarity	0.5%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.8%	1	0.0%	0	1.8%	1	1.6%	1
For a change	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.5%	3	2.2%	1	0.0%	0
Good for walking	0.5%	4	1.9%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.7%	1
Good for window shopping / browsing	2.7%	18	1.9%	2	2.7%	2	0.8%	0	2.3%	2	2.9%	3	4.2%	4	0.0%	0	5.5%	5
Good market	3.5%	23	2.6%	3	6.7%	6	0.6%	0	4.6%	4	0.0%	0	3.6%	4	0.9%	1	7.6%	7
My doctor is located there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Pedestrianised	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Pleasant atmosphere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Quiet / not too busy	2.9%	19	4.1%	4	0.0%	0	4.2%	2	5.1%	4	0.0%	0	0.8%	1	4.9%	3	5.3%	5
(Nothing in particular)	10.6%	71	4.6%	5	9.3%	8	6.2%	3	4.8%	4	14.1%	14	12.8%	13	14.4%	10	17.3%	15
Weighted base:		671		102		82		48		82		100		103		67		87
Sample:		677		94		92		86		86		91		79		70		79

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q35 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30) more often?																		
<i>Those who visit a centre at Q30:</i>																		
1st Mention																		
Increased choice and range of shops	17.3%	116	25.1%	25	30.2%	25	10.3%	5	27.3%	22	4.4%	4	6.9%	7	20.2%	13	15.4%	13
Discount food stores within the town centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	2.0%	1	0.0%	0
Improved non-food shops within the town centre	0.9%	6	0.8%	1	3.9%	3	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.9%	6	4.0%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.1%	8	0.8%	1	6.7%	6	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
More parking	5.1%	34	3.4%	3	2.7%	2	6.5%	3	6.7%	6	9.5%	9	4.7%	5	5.2%	3	2.2%	2
Cheaper parking	3.6%	24	5.6%	6	6.3%	5	0.0%	0	0.9%	1	0.8%	1	2.5%	3	1.3%	1	9.5%	8
Improved street cleaning	0.4%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.7%	2
Increased public transport	1.9%	13	3.4%	3	2.1%	2	0.8%	0	0.6%	1	4.0%	4	0.0%	0	0.9%	1	2.5%	2
Cheaper public transport	0.4%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Better environment	1.1%	7	3.0%	3	0.0%	0	0.6%	0	1.5%	1	0.6%	1	0.8%	1	1.3%	1	0.7%	1
Better security	1.0%	7	2.3%	2	0.6%	1	3.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.3%	2	0.0%	0	0.0%	0	2.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access / facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Better market	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Fewer betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer buses	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer market stalls	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access by car (e.g. better roads)	0.7%	5	2.6%	3	1.4%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafés / restaurants / takeaways	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cheap shops	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less student housing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	1.4%	10	0.6%	1	0.6%	1	2.1%	1	0.0%	0	0.6%	1	3.6%	4	4.9%	3	0.0%	0
Long parking hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths	0.5%	3	0.0%	0	1.6%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
More / better pubs	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks, post office etc.)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a community centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce business rates / rents	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	1.8%	12	0.0%	0	0.6%	1	1.8%	1	0.0%	0	8.3%	8	2.1%	2	0.0%	0	0.0%	0
Remove cycle lanes	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair roads (e.g. potholes)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tighter parking regulations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	56.9%	382	46.0%	47	35.7%	29	63.4%	31	58.2%	48	59.1%	59	75.2%	78	58.8%	39	59.0%	52
(Don't know)	1.9%	13	0.0%	0	0.6%	1	0.0%	0	0.6%	1	3.5%	3	0.0%	0	2.2%	1	7.6%	7
Weighted base:		671		102		82		48		82		100		103		67		87
Sample:		677		94		92		86		86		91		79		70		79

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
2nd Mention																		
Increased choice and range of shops	2.5%	17	2.8%	3	5.6%	5	0.6%	0	0.6%	1	2.1%	2	1.3%	1	3.3%	2	3.4%	3
Discount food stores within the town centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	2.4%	16	2.7%	3	6.7%	5	0.0%	0	2.3%	2	2.1%	2	0.0%	0	3.5%	2	1.7%	2
Improved leisure facilities	0.7%	5	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Improved quality of shops	0.7%	4	2.6%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
More parking	1.9%	13	0.8%	1	5.7%	5	1.3%	1	0.9%	1	4.2%	4	0.0%	0	2.6%	2	0.0%	0
Cheaper parking	2.3%	16	2.6%	3	2.7%	2	1.4%	1	6.4%	5	1.6%	2	2.1%	2	1.8%	1	0.0%	0
Improved street cleaning	0.6%	4	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Increased public transport	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Cheaper public transport	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.4%	3	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1
Better security	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access / facilities	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Better market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Fewer betting shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer buses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer market stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access by car (e.g. better roads)	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafés / restaurants / takeaways	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Less charity shops	0.7%	5	0.0%	0	3.7%	3	0.6%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Less cheap shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less student housing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	0.9%	6	4.0%	4	2.1%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Long parking hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.3%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
More / better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks, post office etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a community centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0
Reduce business rates / rents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	0.6%	4	0.0%	0	1.4%	1	1.3%	1	0.9%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Remove cycle lanes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair roads (e.g. potholes)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tighter parking regulations	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	80.6%	541	76.4%	78	62.5%	51	92.0%	44	87.6%	72	77.3%	77	90.1%	93	79.5%	53	82.9%	72
(Don't know)	2.5%	17	2.1%	2	1.6%	1	2.1%	1	0.6%	1	3.5%	3	0.0%	0	2.2%	1	7.6%	7
Weighted base:		671		102		82		48		82		100		103		67		87
Sample:		677		94		92		86		86		91		79		70		79

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
3rd Mention																		
Increased choice and range of shops	0.6%	4	0.8%	1	1.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.3%	1	0.7%	1
Discount food stores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.6%	4	0.8%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.0%	1
Improved leisure facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.6%	10	0.6%	1	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	7.1%	6
More parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.4%	3	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better clientele	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access / facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer buses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer market stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.3%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access by car (e.g. better roads)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Less cafés / restaurants / takeaways	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cheap shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less student housing	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long parking hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks, post office etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a community centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce business rates / rents	0.4%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Remove cycle lanes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair roads (e.g. potholes)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tighter parking regulations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	92.3%	619	90.5%	92	85.9%	70	97.3%	47	98.7%	81	93.3%	93	98.2%	101	92.5%	62	83.6%	73
(Don't know)	2.5%	17	2.1%	2	1.6%	1	2.1%	1	0.6%	1	4.0%	4	0.0%	0	2.2%	1	7.6%	7
Weighted base:		671		102		82		48		82		100		103		67		87
Sample:		677		94		92		86		86		91		79		70		79

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q35X Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30) more often? (Any mention)																		
<i>Those who visit a centre at Q30:</i>																		
Increased choice and range of shops	19.8%	133	26.6%	27	36.6%	30	10.9%	5	27.3%	22	7.1%	7	8.2%	8	23.4%	16	19.5%	17
Discount food stores within the town centre	0.9%	6	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.3%	3	0.0%	0	2.0%	1	0.0%	0
Improved non-food shops within the town centre	4.0%	27	4.2%	4	12.0%	10	4.8%	2	2.3%	2	2.1%	2	0.0%	0	5.6%	4	2.7%	2
Improved leisure facilities	1.7%	12	6.6%	7	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	2.7%	2
Improved quality of shops	3.4%	23	3.9%	4	12.1%	10	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	7.8%	7
More parking	7.1%	48	4.2%	4	8.4%	7	7.8%	4	7.6%	6	14.5%	14	4.7%	5	7.8%	5	2.2%	2
Cheaper parking	6.0%	40	8.3%	8	9.1%	7	1.4%	1	7.3%	6	2.4%	2	4.6%	5	3.1%	2	9.5%	8
Improved street cleaning	1.1%	8	0.8%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	3.4%	2	1.7%	2
Increased public transport	1.9%	13	3.4%	3	2.1%	2	0.8%	0	0.6%	1	4.0%	4	0.0%	0	0.9%	1	2.5%	2
Cheaper public transport	0.5%	3	0.0%	0	0.9%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Better environment	1.9%	13	4.9%	5	2.1%	2	0.6%	0	1.5%	1	0.6%	1	1.4%	1	1.3%	1	1.7%	2
Better security	1.4%	9	2.3%	2	0.6%	1	3.5%	2	0.0%	0	2.6%	3	2.1%	2	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.3%	2	0.0%	0	0.0%	0	2.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better clientele	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access / facilities	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.7%	1
Better market	0.3%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Fewer betting shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer buses	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer market stalls	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.5%	3	2.1%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access by car (e.g. better roads)	0.9%	6	3.4%	3	1.4%	1	0.0%	0	0.9%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Less cafés / restaurants / takeaways	0.2%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.8%	1	0.0%	0	0.9%	1	0.0%	0
Less charity shops	0.8%	5	0.0%	0	3.7%	3	0.6%	0	0.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Less cheap shops	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less student housing	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	2.4%	16	4.6%	5	2.7%	2	2.1%	1	0.0%	0	1.1%	1	3.6%	4	4.9%	3	0.0%	0
Long parking hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.6%	4	2.1%	2	1.4%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths	0.6%	4	0.0%	0	1.6%	1	0.0%	0	2.3%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0
More / better public toilets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
More / better pubs	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks, post office etc.)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.3%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a community centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0
Reduce business rates / rents	0.5%	3	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	2.7%	18	0.0%	0	2.1%	2	3.1%	1	0.9%	1	9.9%	10	3.9%	4	0.0%	0	0.0%	0
Remove cycle lanes	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair roads (e.g. potholes)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tighter parking regulations	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	671		102		82		48		82		100		103		67		87	
Sample:	677		94		92		86		86		91		79		70		79	

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q36 Why don't you visit Loughborough Town Centre? [MR]																		
<i>Those who do not visit Loughborough Town Centre at Q30:</i>																		
Lack of choice and range of shops	8.8%	19	0.0%	0	45.8%	2	24.5%	1	46.1%	7	2.4%	2	3.2%	1	1.8%	1	14.8%	4
Doesn't have preferred supermarket	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	3.2%	1	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	7.5%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Too far away from home or work	31.0%	65	8.9%	1	0.0%	0	27.9%	2	4.8%	1	41.6%	31	17.5%	8	56.1%	19	19.7%	5
Not accessible by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconveniently located car parking	4.8%	10	0.0%	0	20.8%	1	0.0%	0	12.7%	2	1.8%	1	8.2%	4	4.4%	1	2.4%	1
Expensive car parking	1.3%	3	0.0%	0	10.4%	1	4.9%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	4.8%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit	45.9%	96	8.9%	1	10.4%	1	37.7%	2	42.3%	6	51.9%	38	61.2%	27	32.2%	11	39.8%	10
General dislike of the town centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of time	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	2
Not enough disability parking spaces	0.3%	1	0.0%	0	10.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor road system	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.4%	1
Prefer to go elsewhere	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	5
Too many betting shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Too many charity shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Too old / ill / disabled	3.1%	7	26.8%	2	22.9%	1	4.9%	0	3.4%	1	1.5%	1	0.0%	0	5.5%	2	0.0%	0
Traffic congestion	1.7%	3	0.0%	0	0.0%	0	4.9%	0	12.7%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Unfamiliar with the area / layout	3.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	8.0%	4	0.0%	0	14.8%	4
(Don't know)	2.3%	5	55.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Weighted base:		210		6		5		6		15		73		45		33		26
Sample:		192		6		8		15		17		62		32		30		22

Q37 Why don't you visit Syston District Centre? [MR]*Those who live in Zone 5 but don't visit Syston District Centre at Q30:*

Lack of choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have preferred supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away from home or work	8.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	1	0.0%	0	0.0%	0	0.0%	0
Not accessible by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconveniently located car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit	82.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	82.6%	12	0.0%	0	0.0%	0	0.0%	0
Too small	8.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		14		0		0		0		14		0		0		0		0
Sample:		9		0		0		0		9		0		0		0		0

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q38 Do people in your household, including yourself, make use of home internet shopping, mobile internet shopping or TV shopping? [MR]																		
Yes, Internet (home)	67.3%	540	56.6%	61	69.2%	60	73.7%	40	76.9%	73	55.4%	63	76.0%	100	64.3%	64	69.4%	79
Yes, Portable internet shopping (through mobile phone / tablet)	30.8%	247	35.5%	38	34.0%	30	38.8%	21	28.1%	27	20.0%	23	40.2%	53	29.2%	29	23.4%	27
Yes, TV Shopping (No)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.8%	3	0.6%	1
	29.3%	235	31.5%	34	24.7%	22	23.0%	12	22.6%	21	44.1%	50	21.2%	28	34.0%	34	29.4%	33
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

Q39 Which goods or services does your household currently purchase via electronic (home / mobile / TV) shopping? [MR]*Those who purchase non-food goods via electronic (home / mobile / TV) shopping at Q38:*

Banking / finance	3.3%	18	10.4%	8	7.8%	5	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	2.8%	2
Books	41.7%	237	52.3%	39	42.2%	28	39.8%	17	49.4%	36	32.7%	21	35.0%	36	31.1%	21	49.8%	40
CDs, DVDs, music	36.9%	210	48.3%	36	46.2%	30	41.2%	17	30.8%	23	44.2%	28	28.1%	29	25.4%	17	37.2%	30
Clothes	50.9%	289	60.1%	44	55.9%	37	63.5%	26	56.4%	41	48.1%	31	56.5%	59	26.1%	17	42.5%	34
DIY goods	7.1%	40	8.8%	7	10.0%	7	3.5%	1	9.1%	7	8.5%	5	2.6%	3	8.2%	5	7.1%	6
Food	10.0%	57	11.3%	8	17.1%	11	10.7%	4	13.7%	10	5.4%	3	4.7%	5	4.4%	3	14.6%	12
Furniture / carpets	5.7%	32	9.8%	7	4.5%	3	1.3%	1	8.3%	6	6.7%	4	1.6%	2	7.5%	5	5.8%	5
Garden items	4.7%	27	12.6%	9	7.3%	5	3.9%	2	0.7%	1	6.7%	4	1.8%	2	5.3%	3	0.8%	1
Holiday and / or travel tickets	3.9%	22	11.4%	8	6.1%	4	0.7%	0	0.0%	0	5.4%	3	1.3%	1	0.9%	1	5.3%	4
Jewellery	2.7%	16	3.6%	3	1.9%	1	0.0%	0	2.3%	2	4.1%	3	3.6%	4	5.4%	4	0.0%	0
Major electrical items	19.0%	108	17.9%	13	14.7%	10	13.2%	5	25.9%	19	29.7%	19	11.7%	12	23.4%	15	17.6%	14
Small electrical items	27.0%	153	28.9%	21	33.7%	22	25.5%	11	25.2%	18	37.5%	24	19.5%	20	27.2%	18	23.5%	19
Small household goods	18.2%	103	22.8%	17	22.2%	15	17.4%	7	4.3%	3	27.6%	18	17.9%	19	15.0%	10	19.2%	15
Sports goods	3.9%	22	5.0%	4	6.9%	5	6.3%	3	5.3%	4	1.9%	1	0.8%	1	4.3%	3	2.8%	2
Toys	11.2%	63	12.4%	9	12.9%	8	2.5%	1	6.3%	5	13.9%	9	7.7%	8	4.4%	3	25.3%	20
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camping / outdoor goods	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Craft / hobby items	4.6%	26	0.8%	1	7.6%	5	6.9%	3	6.4%	5	8.7%	6	4.8%	5	0.0%	0	3.3%	3
Gifts	0.9%	5	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.9%	1	1.9%	2
Greetings cards	2.7%	15	0.0%	0	1.1%	1	2.5%	1	2.7%	2	5.4%	3	7.7%	8	0.0%	0	0.0%	0
Health & beauty products, chemist goods	0.5%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.8%	1
Magazines	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Pet food / accessories	2.7%	15	1.1%	1	1.1%	1	2.4%	1	0.0%	0	0.0%	0	8.7%	9	2.6%	2	2.4%	2
Stationery	1.1%	6	2.9%	2	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0
Vehicle parts / accessories	1.6%	9	0.8%	1	0.0%	0	0.0%	0	3.2%	2	0.9%	1	3.5%	4	2.0%	1	0.8%	1
(Don't know / can't remember)	11.4%	65	3.7%	3	2.6%	2	9.4%	4	14.1%	10	4.7%	3	16.0%	17	28.3%	19	9.6%	8
Weighted base:		568		74		66		42		73		64		104		66		80
Sample:		538		69		67		72		72		55		74		59		70

Q40 For your household's last non-food electronic (home / mobile / TV) shopping order, how did you receive your goods?*Those who purchase non-food goods via electronic (home / mobile / TV) shopping at Q38:*

Collection at store	3.7%	21	2.1%	2	0.8%	1	8.5%	4	6.0%	4	9.3%	6	3.0%	3	0.9%	1	1.7%	1
Home delivery	92.3%	524	94.0%	69	91.3%	60	91.5%	38	88.1%	64	88.8%	56	97.0%	101	90.1%	60	94.6%	76
Delivery to place of work	2.1%	12	2.8%	2	5.0%	3	0.0%	0	4.4%	3	0.0%	0	0.0%	0	1.3%	1	2.9%	2
Collection at click and collect hub (non-store location)	1.0%	6	0.0%	0	2.9%	2	0.0%	0	1.6%	1	1.9%	1	0.0%	0	2.0%	1	0.0%	0
Collection at other location	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.8%	1
Weighted base:		568		74		66		42		73		64		104		66		80
Sample:		538		69		67		72		72		55		74		59		70

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q41 Which of these leisure activities do you participate in? [MR/PR]																		
Health & fitness	21.3%	171	22.6%	24	26.3%	23	21.4%	12	26.1%	25	13.2%	15	18.4%	24	23.0%	23	22.1%	25
Leisure centre activities	16.0%	129	11.1%	12	20.1%	17	8.5%	5	33.9%	32	11.1%	13	10.8%	14	10.7%	11	21.9%	25
Cinema	50.0%	401	47.1%	51	48.6%	42	43.4%	23	58.8%	56	45.4%	52	56.7%	75	44.5%	45	51.2%	58
Restaurant	58.8%	472	53.3%	58	59.1%	51	45.4%	24	64.8%	61	53.2%	61	64.9%	86	53.2%	53	68.8%	78
Pub / bars	41.5%	334	32.6%	35	38.1%	33	32.2%	17	59.1%	56	47.4%	54	43.6%	58	30.6%	31	44.0%	50
Nightclub	3.2%	26	0.7%	1	2.3%	2	3.2%	2	7.6%	7	4.8%	5	3.8%	5	0.0%	0	3.3%	4
Social club	4.7%	37	1.1%	1	4.9%	4	0.0%	0	3.4%	3	10.8%	12	2.8%	4	9.6%	10	2.8%	3
Ten pin bowling	7.6%	61	13.2%	14	9.1%	8	3.0%	2	6.4%	6	5.9%	7	10.0%	13	6.9%	7	3.8%	4
Bingo	4.0%	32	10.4%	11	2.1%	2	0.7%	0	0.6%	1	8.5%	10	2.8%	4	0.9%	1	3.7%	4
Theatre / concert hall	28.7%	231	21.0%	23	28.6%	25	22.9%	12	44.1%	42	20.3%	23	32.4%	43	28.6%	29	30.3%	34
Museum / art galleries	20.1%	162	20.0%	22	22.0%	19	11.8%	6	25.9%	24	13.9%	16	17.5%	23	21.8%	22	25.8%	29
(None of these)	15.8%	127	22.8%	25	9.4%	8	23.4%	13	11.9%	11	17.0%	19	11.8%	16	21.1%	21	12.3%	14
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q42 Which centre / facility did you last visit for indoor sports or health and fitness activity?																	
<i>Those who visit for health & fitness at Q41: AND Excl. Nulls & SFT</i>																	
Zone 1																	
Anytime Fitness, Bridge Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CrossFit, Hanford Way, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dynamite Gym, High Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ease Fitness UK, Howard Close, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fit4Less, Wood Gate, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Holywell Fitness Centre, Loughborough Park, Oakwood Drive, Loughborough	1.5%	3	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Jim Play, High Street, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough Leisure Centre, Browns Lane, Loughborough	15.4%	33	36.1%	8	27.4%	8	25.9%	3	21.6%	9	2.5%	1	5.0%	1	6.3%	1	4.0%
Loughborough Town Centre	12.9%	28	15.0%	4	37.1%	11	8.5%	1	9.2%	4	21.1%	5	2.9%	1	3.6%	1	6.5%
Other, Zone 1	3.2%	7	5.3%	1	6.8%	2	2.2%	0	1.8%	1	5.5%	1	4.6%	1	0.0%	0	0.0%
PureGym, The Rushes, Loughborough	5.2%	11	13.5%	3	20.2%	6	17.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Radmoor Centre, Radmoor Road, Loughborough	1.9%	4	3.4%	1	6.6%	2	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Other, Zone 3	0.3%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shephed District Centre	0.8%	2	3.4%	1	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Zone 4																	
Barrow Upon Star District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Physfit Gyms, Barrow Road Business Park, Barrow Road, Sileby, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sileby District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Melton Road Local Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%
Syston District Centre	2.1%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	1	15.4%	3	0.0%	0	0.0%	0	0.0%
Zone 6																	
Anstey District Centre	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	4	0.0%	0	0.0%
Birstall District Centre	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	3	0.0%	0	0.0%
Leicester Road / Market Place, Mountsorrel Local Centre	3.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	3	5.8%	2	0.0%	0	6.7%
Other, Zone 6	0.9%	2	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Soar Valley Leisure Centre, Kingfisher Road, Mountsorrel, Leicester	10.0%	21	0.0%	0	1.8%	1	0.0%	0	33.4%	13	0.0%	0	26.1%	8	0.0%	0	0.0%
South Charnwood Leisure Centre, Parkstone Road, Syston, Leicester	3.5%	8	0.0%	0	0.0%	0	0.0%	0	1.3%	1	21.6%	5	0.0%	0	9.7%	2	0.0%
Zone 7																	
Other, Zone 7	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	3	0.0%
Zone 8																	
East Midlands Airport Yew Lodge Hotel, Packington Hill, Kegworth, Derby DE74 2DF	0.8%	2	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Hermitage Leisure Centre, Silver Street, Whitwick, Coalville LE67 5EU	4.3%	9	0.0%	0	0.0%	0	17.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.1%
Reeds Health Club, Packington Hill,	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	7.9%

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Kegworth, Derby DE74 2DF																		
The Workhouse Gym, Maple Road, Castle Donington DE74 2UT	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	5
Outside Study Area																		
Bannatyne Health Club, Welford Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge 4 Studio, Geoff Monk Way, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake Leisure Centre, Lantern Lane, East Leake, Loughborough LE12 6QN	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	5	0.0%	0
FAST Fitness, Groby Community College, Groby, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Hill Golf & Conference Centre, Markfield Lane, Botcheston, Leicester LE9 9FH	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.8%	1
Leicester City Centre	2.1%	4	9.0%	2	0.0%	0	2.2%	0	0.0%	0	9.3%	2	0.0%	0	0.0%	0	0.0%	0
Meltdown Gym, Loughborough Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing, Byford Way, Leicester	0.3%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	3.0%	6	0.0%	0	0.0%	0	2.2%	0	1.8%	1	0.0%	0	0.0%	0	8.3%	2	10.1%	4
Other, Harborough	1.2%	3	0.0%	0	0.0%	0	0.0%	0	4.9%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0
Other, Leicester	4.8%	10	9.0%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	1	25.7%	7	0.0%	0	0.0%	0
Other, London	1.5%	3	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	4.1%	9	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	8
Other, Rushcliffe	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	3	0.0%	0
PureGym, St Georges Way, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Walnut Street, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushcliffe Arena, Rugby Road, West Bridgford, Nottingham NG2 7HY	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.4%	6	0.0%	0
The Gym, Causeway Lane, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		214		23		29		12		40		22		29		23		35
Sample:		193		24		29		24		35		16		19		21		25

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q43 Which centre / facility did you last visit to go the cinema?																		
<i>Those who go to the cinema at Q41: AND Excl. Nulls & SFT</i>																		
Zone 1																		
Cineworld, Old Hospital Court, Loughborough	42.4%	164	62.3%	32	64.8%	27	49.8%	11	61.5%	33	23.8%	11	20.5%	15	33.7%	15	36.2%	20
FLIX, Epinal Way, Loughborough (Student Cinema)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Cattle Market, Loughborough	22.4%	87	37.7%	19	24.7%	10	35.6%	8	9.3%	5	9.0%	4	25.6%	18	15.0%	7	26.8%	15
Outside Study Area																		
Broadway Cinema, Broad Street, Nottingham	2.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	10	1.1%	1
Cineworld, Forman Street, Nottingham	1.0%	4	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	2	1.1%	1
Cineworld, Guild Street, Burton-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Freemans Park, Leicester	0.9%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.9%	1	2.0%	1	0.0%	0	0.0%	0
Odeon, The Pipeworks, Coppice Side, Swadlincote DE11 9FQ	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4
Other, East Midlands	1.4%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	7.6%	4
Other, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other, South Yorkshire	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Cinema & Art Centre, Midland Street, Leicester	1.6%	6	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.2%	1	6.0%	4	1.4%	1	0.0%	0
Piccadilly Cinema, Green Lane Road, Evington, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savoy Cinema, Derby Road, Nottingham	2.5%	10	0.0%	0	4.0%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	13.6%	6	2.5%	1
Showcase Cinema De Lux, Highcross Lane, Leicester	10.5%	41	0.0%	0	0.0%	0	0.0%	0	16.9%	9	24.4%	11	18.1%	13	4.4%	2	9.2%	5
Showcase Cinema De Lux, Redfield Way, Nottingham NG7 2UW	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0
Showcase, Foresters Park, Osmaston Park Road, Derby DE23 8AG	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3
Vue Cinema, Meridian Leisure Park, Lubbethorpe Way, Braunstone, Leicester	12.0%	46	0.0%	0	3.0%	1	10.1%	2	7.8%	4	37.5%	18	27.8%	20	0.0%	0	2.3%	1
Others																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		388		51		42		23		54		47		71		44		56
Sample:		357		43		41		36		53		37		53		45		49

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q44 Which centre / facility did you last visit to go to a restaurant?																		
<i>Those who go to restaurants at Q41: AND Excl. Nulls & SFT</i>																		
Zone 1																		
Loughborough Town Centre	32.8%	143	75.9%	42	76.2%	38	55.2%	13	32.2%	18	2.7%	2	16.7%	13	15.9%	8	14.5%	10
Shelthorpe District Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Zone 2																		
Gorse Covert District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Hathern Village Centre	0.4%	2	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Shepshed District Centre	0.9%	4	0.0%	0	0.0%	0	13.8%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Zone 4																		
Barrow-upon-Soar District Centre	2.5%	11	1.0%	1	0.0%	0	0.0%	0	15.2%	9	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Hoton Village Centre	0.6%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Other, Zone 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
Sileby District Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queniborough Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	4.6%	20	0.0%	0	2.4%	1	0.0%	0	0.0%	0	29.3%	17	2.5%	2	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Birstall District Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Cropston Village Centre	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	4.7%	4	0.0%	0	3.0%	2
Mountsorrel Local Centre - Leicester Road / Market Place	0.8%	3	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Newtown Linford Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.9%	1
Other, Zone 6	0.4%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Quorn Local Centre	3.7%	16	0.0%	0	2.6%	1	1.2%	0	12.9%	7	2.7%	2	6.3%	5	1.3%	1	0.0%	0
Rothley Local Centre	2.3%	10	0.0%	0	1.1%	1	0.0%	0	5.5%	3	5.3%	3	1.8%	1	1.3%	1	2.1%	1
Woodhouse Eaves Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Zone 7																		
East Leake Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0
Keyworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Ruddington Village	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	7	0.0%	0
Zone 8																		
Castle Donington Town Centre	2.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	9
Kegworth Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Long Whatton Village Centre	0.7%	3	0.0%	0	0.0%	0	1.7%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Thringstone Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Whitwick Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Outside Study Area																		
Ashby-de-la-Zouch — all locations	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3
Beaumont Leys District Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Braunstone Town Centre	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	2.8%	2	0.0%	0	0.0%	0
Central London	0.8%	4	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Coalville Town Centre	2.0%	9	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	11.2%	7
Cotgrave Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.8%	2
Derby City Centre	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	5
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Havant Town Centre	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Leicester City Centre	18.5%	80	8.1%	4	7.5%	4	6.4%	1	10.4%	6	45.7%	26	42.6%	33	1.3%	1	7.4%
Melton Mowbray — all locations	0.5%	2	0.0%	0	0.0%	0	4.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	5.9%	26	6.2%	3	2.4%	1	4.4%	1	0.9%	1	0.0%	0	0.0%	0	38.5%	19	1.3%
Other, Blaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Other, East England	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.9%
Other, East Midlands	1.5%	7	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.8%	1	3.8%	2	5.8%
Other, Harborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Other, Hinkley & Bosworth	0.4%	2	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, N W Leicestershire	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
Other, North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, North West	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%
Other, Rushcliffe	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.9%
Other, Rutland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%
Other, South West	0.7%	3	2.9%	2	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Other, West Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Other, Yorkshire & the Humber	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%
Shardlow Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%
West Bridgford Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%
Others																	
Abroad	2.1%	9	3.9%	2	5.8%	3	0.0%	0	0.9%	1	3.6%	2	1.8%	1	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	435			55		49		23		57		57		78		48	
Sample:	439			53		57		38		57		50		67		53	

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q45 Which centre / facility did you last visit to go to bars, pubs and night / social clubs?																		
<i>Those who go to bars, pubs and / or night / social clubs at Q41: AND Excl. Nulls & SFT</i>																		
Zone 1																		
Loughborough Town Centre	29.9%	95	73.3%	25	87.5%	29	58.7%	11	29.8%	15	1.6%	1	19.6%	11	3.9%	1	5.9%	3
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Hathern Village Centre	1.1%	4	7.9%	3	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshef District Centre	2.2%	7	0.0%	0	0.0%	0	27.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Zone 4																		
Barrow-upon-Soar District Centre	3.4%	11	0.0%	0	0.0%	0	0.0%	0	19.7%	10	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Hoton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Other, Zone 4	0.7%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Sileby District Centre	3.3%	11	0.0%	0	0.0%	0	0.0%	0	14.2%	7	7.2%	3	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queniborough Village Centre	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	5	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	6.7%	21	0.0%	0	0.0%	0	0.0%	0	1.4%	1	42.9%	21	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	5	0.0%	0	0.0%	0
Birstall District Centre	3.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	12	0.0%	0	0.0%	0
Cropston Village Centre	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	4.3%	2
Mountsorrel Local Centre - Leicester Road / Market Place	1.4%	4	0.0%	0	0.0%	0	0.0%	0	8.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Linford Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	1	0.0%	0
Quorn Local Centre	4.3%	14	2.4%	1	1.6%	1	0.0%	0	5.3%	3	0.0%	0	17.0%	10	0.0%	0	0.0%	0
Rothley Local Centre	3.7%	12	3.7%	1	0.0%	0	0.0%	0	12.3%	6	0.0%	0	7.4%	4	0.0%	0	0.0%	0
Woodhouse Eaves Village Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0
Zone 7																		
East Leake Village Centre	2.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4	10.1%	3	0.0%	0
Keyworth Village Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0
Other, Zone 7	1.3%	4	1.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	10.1%	3	0.0%	0
Ruddington Village	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	3	0.0%	0
Zone 8																		
Castle Donington Town Centre	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	5
Kegworth Village Centre	2.4%	8	6.3%	2	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	5
Long Whatton Village Centre	0.4%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Thringstone Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Whitwick Village Centre	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	5
Outside Study Area																		
Ashby-de-la-Zouch — all locations	0.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Beaumont Leys District Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braunstone Town Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	3	1.0%	1	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	5
Cotgrave Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Derby City Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Havant Town Centre	0.3%	1	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.3%
Leicester City Centre	5.7%	18	0.0%	0	3.5%	1	1.5%	0	4.5%	2	15.5%	7	9.5%	5	4.7%	1	0.0%
Melton Mowbray — all locations	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	4.0%	13	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.4%	12	0.0%
Other, Blaby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, East Midlands	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	1.3%
Other, Harborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%
Other, Hinkley & Bosworth	0.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Other, N W Leicestershire	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%
Other, North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, North West	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%
Other, Rushcliffe	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%
Other, Rutland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.3%
Other, Yorkshire & the Humber	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Shardlow Village Centre	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%
West Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others																	
Abroad	1.2%	4	0.0%	0	3.5%	1	3.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	319			34		33		18		51		48		58		31	
Sample:	303			29		35		29		51		40		43		35	

Q46 Which centre / facility did you last visit to go ten-pin bowling?*Those who go ten-pin bowling at Q41: AND Excl. Nulls & SFT***Outside Study Area**

Hollywood Bowl, Lubbesthorpe Way, Leicester	75.4%	37	79.8%	11	65.8%	5	62.8%	1	68.1%	4	100.0%	7	90.4%	8	0.0%	0	58.3%
Hollywood Bowl, West Mall, Albion Street, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
MFA Bowl, Belward Street, Nottingham	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%
MFA Bowl, Derby Road, Ilkeston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Namco Funscape (Stryker's Bowl), Castle Grounds, River Drive, Tamworth	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.7%
Tenpin & Sector 7, Foresters Leisure Park, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tenpin, Clifton Boulevard, Redfield Way, Nottingham	19.9%	10	20.2%	3	34.2%	3	37.3%	1	31.9%	2	0.0%	0	0.0%	0	66.7%	2	0.0%
Others																	
Abroad	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	1	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	49			14		8		2		6		7		9		3	
Sample:	42			12		6		2		5		6		6		3	

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q47 Which centre / facility did you last visit for bingo?																		
<i>Those who go to bingo at Q41: AND Excl. Nulls & SFT</i>																		
Zone 1																		
Beacon Bingo, The old cinema, Baxter Gate, Loughborough	55.4%	17	100.0%	11	41.1%	1	99.9%	0	100.0%	1	0.0%	0	100.0%	4	0.0%	0	35.1%	1
Zone 5																		
Other, Zone 5	15.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.6%	5	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Admiral Casino & Bingo, Southchurch Drive, Clifton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Beaumont Way, Leicester	14.0%	4	0.0%	0	58.9%	1	0.0%	0	0.0%	0	34.2%	3	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Gala Way, Nottingham	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0
Mecca, Freeman's Park Campus, Aylestone Road, Leicester	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0
Mecca, Queens Road, Beeston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	64.9%	2
Others																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		31		11		2		0		1		10		4		1		4
Sample:		22		5		3		1		1		7		1		1		3

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q48 Which centre / facility did you last visit for art / culture activities (i.e. theatres / galleries / museums)?																		
<i>Those who visit for art / cultural activites at Q41: AND Excl. Nulls & SFT</i>																		
Zone 1																		
Loughborough Town Centre	17.9%	46	29.7%	8	35.2%	11	12.2%	2	18.1%	8	7.5%	2	12.4%	6	4.7%	1	20.5%	8
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Barrow-upon-Soar District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hoton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 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
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Melton Road Local Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cropston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrel Local Centre - Leicester Road / Market Place	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodhouse Eaves Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Whaddon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thringstone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Ashby-de-la-Zouch — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District Centre, Leicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	1.8%	5	2.2%	1	3.7%	1	4.7%	1	1.6%	1	2.8%	1	1.8%	1	0.0%	0	0.0%	0
Braunstone Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	12.3%	32	6.1%	2	9.5%	3	45.0%	6	33.3%	15	2.8%	1	10.1%	5	0.0%	0	1.6%	1
Coalville Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotgrave Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Havant Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	38.5%	98	18.4%	5	26.2%	8	13.7%	2	31.6%	14	59.3%	16	71.2%	33	7.9%	2	44.9%	18
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	19.1%	49	29.4%	8	21.8%	7	14.2%	2	7.0%	3	14.5%	4	0.0%	0	72.1%	19	16.2%	6
Other, Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.6%	1	2.2%	1	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Other, Harborough	0.9%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.0%	1	1.3%	1	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North East	0.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	1.6%	1
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Rutland	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.3%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	1.6%	4	4.8%	1	0.0%	0	8.0%	1	0.0%	0	2.0%	1	1.3%	1	0.0%	0	1.6%	1
Other, Yorkshire & the Humber	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.3%	1	0.0%	0
Shardlow Village Centre	0.0%	0	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 Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	2.5%	6	2.2%	1	3.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.3%	1	8.6%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		256		26		32		13		45		28		46		26		40
Sample:		268		29		38		20		43		30		41		31		36

Q49 How do you normally travel when visiting leisure destinations?

Those who visit for one or more leisure activities at Q41:

Car / van (as driver)	63.6%	430	46.9%	39	61.5%	49	72.3%	30	75.0%	62	65.1%	62	58.3%	68	57.1%	45	75.6%	75
Car / van (as passenger)	9.3%	63	14.7%	12	4.0%	3	10.8%	4	9.6%	8	9.2%	9	15.0%	17	4.6%	4	5.1%	5
Bus, minibus or coach	7.8%	53	2.3%	2	9.1%	7	6.8%	3	5.1%	4	3.8%	4	9.2%	11	21.4%	17	5.6%	6
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	13.2%	89	28.4%	24	19.5%	15	3.7%	2	3.8%	3	13.9%	13	13.9%	16	10.9%	9	7.8%	8
Taxi	2.1%	14	3.3%	3	0.9%	1	4.1%	2	0.0%	0	3.5%	3	2.4%	3	1.7%	1	1.4%	1
Train	1.3%	9	1.0%	1	0.7%	1	2.1%	1	5.9%	5	0.0%	0	0.0%	0	1.1%	1	0.6%	1
Bicycle	0.7%	5	3.4%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride	0.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tram	0.5%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0
(Don't know / varies)	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.6%	1	4.5%	4	0.0%	0	0.0%	0	3.9%	4
Weighted base:		676		83		79		41		83		95		116		79		100
Sample:		680		78		87		76		88		85		92		84		90

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q50 Which leisure facilities would you like to see more of in your area? [MR]																		
Bars / pubs	1.7%	14	4.0%	4	1.2%	1	0.5%	0	0.0%	0	1.9%	2	1.7%	2	0.0%	0	3.4%	4
Better shopping facilities	3.6%	29	3.1%	3	0.9%	1	6.2%	3	2.1%	2	5.6%	6	3.8%	5	6.1%	6	1.7%	2
Bowling alley	5.5%	44	19.8%	21	11.0%	10	7.5%	4	0.0%	0	1.2%	1	1.9%	3	0.0%	0	4.5%	5
Cinema	3.3%	27	3.2%	3	0.0%	0	0.0%	0	3.4%	3	4.6%	5	2.6%	3	0.0%	0	10.1%	12
Concert hall / venue	0.5%	4	0.0%	0	2.0%	2	0.0%	0	0.8%	1	0.0%	0	0.5%	1	1.2%	1	0.0%	0
Cycle paths / area	0.9%	7	0.7%	1	1.3%	1	0.0%	0	0.8%	1	0.0%	0	1.0%	1	1.7%	2	1.3%	2
Dance facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skate park	0.5%	4	1.9%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health & fitness (gym)	0.8%	6	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.3%	4
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	0.8%	7	1.3%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Karting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	4.4%	35	0.5%	1	2.2%	2	15.0%	8	2.8%	3	1.1%	1	5.4%	7	2.8%	3	9.6%	11
More children facilities / activities	4.9%	39	7.9%	8	9.3%	8	4.8%	3	0.0%	0	7.6%	9	3.8%	5	0.0%	0	5.8%	7
More sports facilities (football pitches, tennis courts)	2.1%	17	0.7%	1	2.2%	2	1.9%	1	0.8%	1	3.0%	3	2.8%	4	0.6%	1	4.0%	5
Museum / art galleries	0.8%	7	0.0%	0	0.0%	0	0.5%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	3.4%	4
Outdoor play areas / park facilities	0.9%	7	0.0%	0	1.3%	1	0.7%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0
Paintballing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafes	3.8%	30	3.4%	4	0.0%	0	1.6%	1	0.0%	0	5.4%	6	9.9%	13	1.5%	1	4.5%	5
Swimming pool	5.7%	46	3.1%	3	3.8%	3	7.7%	4	2.3%	2	4.8%	5	11.8%	16	3.9%	4	7.3%	8
Theatre	1.3%	11	2.5%	3	0.0%	0	1.1%	1	2.0%	2	1.8%	2	0.6%	1	0.0%	0	2.3%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adult education classes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Climbing wall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Golf course	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1
More activities / facilities for the elderly (e.g. social club)	1.1%	9	0.5%	1	2.8%	2	3.4%	2	0.0%	0	0.5%	1	1.7%	2	1.2%	1	0.0%	0
Racing track	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Snooker hall	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
(None)	65.5%	526	51.6%	56	67.9%	59	61.9%	33	85.0%	80	65.5%	75	59.8%	79	81.5%	82	54.9%	63
(Don't know)	5.5%	44	8.3%	9	3.7%	3	4.2%	2	1.6%	1	8.9%	10	2.6%	3	2.2%	2	10.8%	12
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

GEN Gender of respondent.

Male	36.9%	296	39.9%	43	37.8%	33	41.2%	22	45.8%	43	36.4%	41	36.2%	48	31.9%	32	29.5%	34
Female	63.1%	507	60.1%	65	62.2%	54	58.8%	32	54.2%	51	63.6%	72	63.8%	84	68.1%	68	70.5%	80
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

AGE Could I ask, how old are you?

18 – 24 years	8.1%	65	3.2%	3	0.0%	0	6.3%	3	6.9%	6	9.1%	10	22.4%	30	7.5%	8	3.4%	4
25 – 34 years	13.9%	112	16.2%	17	7.5%	7	15.8%	9	10.3%	10	21.2%	24	14.0%	18	11.3%	11	13.7%	16
35 – 44 years	17.6%	141	25.3%	27	22.6%	20	19.0%	10	18.5%	17	16.4%	19	11.7%	15	9.0%	9	20.5%	23
45 – 54 years	18.5%	148	24.9%	27	21.3%	19	12.2%	7	27.9%	26	14.4%	16	19.0%	25	17.9%	18	9.3%	11
55 – 64 years	18.0%	145	10.4%	11	18.8%	16	22.6%	12	15.9%	15	17.3%	20	17.9%	24	21.4%	21	22.0%	25
65+ years	24.0%	192	19.9%	22	29.9%	26	24.1%	13	20.5%	19	21.6%	25	15.0%	20	32.9%	33	31.1%	35
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

Charnwood Household Survey

For WYG

Weighted:

July 2018

		Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
PC	Postcode Sector:																	
DE74 2	5.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.2%	40
LE11 1	2.8%	23	10.5%	11	12.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE11 2	7.5%	60	56.0%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE11 3	4.6%	37	33.5%	36	0.6%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE11 4	5.1%	41	0.0%	0	46.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE11 5	4.3%	35	0.0%	0	39.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE12 5	3.1%	25	0.0%	0	0.0%	0	8.9%	5	3.6%	3	0.0%	0	0.0%	0	10.0%	10	5.6%	6
LE12 6	5.4%	44	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	41.9%	42	0.0%	0
LE12 7	7.7%	62	0.0%	0	0.0%	0	0.0%	0	65.6%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE12 8	6.1%	49	0.0%	0	0.0%	0	0.0%	0	27.7%	26	0.0%	0	17.4%	23	0.0%	0	0.0%	0
LE12 9	8.1%	65	0.0%	0	0.0%	0	90.6%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	16
LE14 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE4 3	3.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	30	0.0%	0	0.0%	0
LE4 4	3.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	26	0.0%	0	0.0%	0
LE4 8	3.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.8%	29	0.0%	0	0.0%	0	0.0%	0
LE6 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
LE67 3	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5
LE67 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
LE67 5	4.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.7%	37
LE67 8	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	7
LE67 9	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7	0.0%	0	0.0%	0
LE7 1	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	11	0.0%	0	0.0%	0	0.0%	0
LE7 2	5.2%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.3%	41	0.0%	0	0.0%	0	0.0%	0
LE7 3	2.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	20	0.0%	0	0.0%	0	0.0%	0
LE7 4	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	11	0.0%	0	0.0%	0	0.0%	0
LE7 7	5.7%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	46	0.0%	0	0.0%	0
LE7 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
NG11 6	3.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.8%	31	0.0%	0
NG12 5	2.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	17	0.0%	0
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

QUOTA Zone

Zone 1	13.4%	108	100.0%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	10.8%	87	0.0%	0	100.0%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	6.7%	54	0.0%	0	0.0%	0	100.0%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	11.8%	95	0.0%	0	0.0%	0	0.0%	0	100.0%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	14.2%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	114	0.0%	0	0.0%	0	0.0%	0
Zone 6	16.4%	132	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	132	0.0%	0	0.0%	0
Zone 7	12.5%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 8	14.2%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	114
Weighted base:		803		108		87		54		95		114		132		100		114
Sample:		803		100		100		101		100		100		101		100		101

Appendix 7:

Data Tabulations

By Centre Mentioned at Q31

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Q01 Where did you last undertake your main food and grocery shopping?						
Zone 1						
Co-operative, Market Street, Loughborough LE11 3EP	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.4%	3	0.5%	3	0.0%	0
Loughborough Markets, Loughborough Town Centre LE11 3EA	0.1%	1	0.2%	1	0.0%	0
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	1.1%	9	1.4%	8	0.0%	0
One Stop, Ling Road, Loughborough LE11 2LW	0.0%	0	0.0%	0	0.0%	0
Other, Loughborough Town Centre	0.1%	1	0.2%	1	0.0%	0
Other, Zone 1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ashby Road, Loughborough	6.1%	49	7.7%	43	0.8%	1
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	15.7%	126	20.9%	117	0.8%	1
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	2.1%	17	2.5%	14	0.8%	1
Zone 2						
Aldi, 51 Belton Road, Loughborough	9.0%	72	11.1%	62	2.5%	3
B&M, Willowbrook Park, Loughborough	0.0%	0	0.0%	0	0.0%	0
Co-operative, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road West Extension, Loughborough	0.1%	1	0.0%	0	0.0%	0
Lidl, Station Avenue, Loughborough	0.2%	2	0.2%	1	0.0%	0
Local shops, Long Whatton Village Centre	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	9.7%	78	12.5%	70	0.8%	1
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.0%	0	0.0%	0	0.0%	0
Asda, 25 Charnwood Street, Shepshed	3.7%	30	4.8%	27	0.8%	1
Zone 3						
Co-operative Extra Foodstore, The Hallcroft, Shepshed	0.4%	3	0.4%	2	0.0%	0
Co-operative, Anson Road, Shepshed	0.5%	4	0.7%	4	0.0%	0
Local shops, Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Charnwood Road, Shepshed LE12 9QF	0.0%	0	0.0%	0	0.0%	0
Zone 4						
Barrow Upon Soar District Centre	0.0%	0	0.0%	0	0.0%	0
Co-operative, 21 High Street, Barrow on Soar	0.1%	1	0.2%	1	0.0%	0
Costcutter, Barrow Road, Sileby	0.4%	3	0.4%	2	0.0%	0

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Leicester Road / Market Place, Mountsorrel Local Centre	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Sileby	0.0%	0	0.0%	0	0.0%	0
Zone 5						
Aldi, 1169 Melton Road, Syston	3.1%	25	0.7%	4	16.9%	20
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	5.4%	43	1.8%	10	22.9%	27
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.2%	2	0.4%	2	0.0%	0
Local shops, East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.5%	4	0.0%	0	2.5%	3
Melton Road, Thurmaston Local Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	3.0%	24	0.0%	0	18.6%	22
Zone 6						
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0
Birstall District Centre	0.0%	0	0.0%	0	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	0.1%	1	0.0%	0	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	0.4%	3	0.2%	1	0.8%	1
Co-operative, 132 Rothley Road, Mountsorrel	0.6%	5	0.7%	4	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.0%	0	0.0%	0	0.0%	0
Co-operative, 19 Wanlip Lane, Birstall	0.5%	4	0.5%	3	0.0%	0
Co-operative, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0
Local shops, Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodhouse Eaves Village Centre	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.1%	1	0.2%	1	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	2.1%	17	2.1%	12	2.5%	3
Zone 7						
Co-operative Food, 87 Main Street, East Leake	0.7%	6	0.7%	4	0.0%	0
Co-operative, Church Street, Ruddington NG11 6HD	0.6%	5	0.2%	1	0.0%	0
Local shops, Normanton on Soar Village Centre	0.1%	1	0.2%	1	0.0%	0
Local shops, Ruddington Village Centre	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham NG12 5GT	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Wilford	0.0%	0	0.0%	0	0.0%	0

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Road, Ruddington NG11 6EN						
Zone 8						
Castle Donington Town Centre	0.1%	1	0.0%	0	0.0%	0
Co-operative, Market Place Whitwick LE67 5DT	0.0%	0	0.0%	0	0.0%	0
Co-operative, Station Road, Castle Donington DE74 2NJ	0.1%	1	0.0%	0	0.0%	0
Co-operative, The Green, Thringstone LE67 8NR	0.0%	0	0.0%	0	0.0%	0
Local shops, Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	4.6%	37	5.5%	31	0.8%	1
Other, Zone 8	0.0%	0	0.0%	0	0.0%	0
Outside Study Area						
Aldi, Abbey Lane, Leicester	1.0%	8	0.4%	2	1.7%	2
Aldi, Adcock Road, Coalville	2.4%	19	2.7%	15	0.0%	0
Aldi, Dents Road, Ashby-de-la-Zouch	0.5%	4	0.5%	3	0.0%	0
Asda, 184 Loughborough Road, West Bridgford, Nottingham	2.6%	21	1.8%	10	0.8%	1
Asda, Exploration Drive, Leicester LE4 5NU	0.2%	2	0.4%	2	0.0%	0
Asda, Midland Street, Long Eaton	0.4%	3	0.5%	3	0.0%	0
Asda, Narborough Road South, Leicester LE3 2LL	0.1%	1	0.2%	1	0.0%	0
Coalville Town Centre	0.0%	0	0.0%	0	0.0%	0
Co-operative, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0
Co-operative, Market Place, Kegworth DE74 2EE	0.4%	3	0.5%	3	0.0%	0
Co-operative, Station Road, Castle Donington DE74 2NJ	0.1%	1	0.2%	1	0.0%	0
Leicester City Centre	0.1%	1	0.2%	1	0.0%	0
Lidl, Loughborough Road, Abbey LE4 5PN	0.4%	3	0.0%	0	1.7%	2
Lidl, Thornborough Road, Coalville LE67 3TH	0.2%	2	0.2%	1	0.0%	0
Long Eaton	0.2%	2	0.0%	0	0.0%	0
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.8%	1
Morrisons, Gamston District Centre, Nottingham	1.6%	13	1.1%	6	0.8%	1
Morrisons, Green Lane, Clifton NG11 9LQ	0.4%	3	0.2%	1	0.0%	0
North East	0.1%	1	0.2%	1	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0
Other, Blaby	0.1%	1	0.0%	0	0.0%	0
Other, Derby	0.1%	1	0.0%	0	0.0%	0
Other, East Midlands	0.4%	3	0.4%	2	0.8%	1
Other, Gedling	0.1%	1	0.2%	1	0.0%	0
Other, Hinkley and Bosworth	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.5%	4	0.2%	1	1.7%	2
Other, North West Leicestershire	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.4%	3	0.5%	3	0.0%	0
Other, Rushcliffe	0.1%	1	0.0%	0	0.0%	0
Sainsbury's, Grove Farm	1.4%	11	0.5%	3	4.2%	5

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Triangle, Fosse Park, Leicester						
Sainsbury's, Melton Road, Leicester LE4 7SJ	1.9%	15	0.7%	4	5.9%	7
Sainsbury's, Stoney Road, Beeston, Nottingham	0.9%	7	0.7%	4	0.0%	0
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.4%	3	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	2.2%	18	2.0%	11	3.4%	4
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.2%	2	0.0%	0	1.7%	2
Tesco Extra, Waverley Street, Long Eaton	0.2%	2	0.2%	1	0.0%	0
Tesco, Resolution Road, Ashby-de-la-Zouch	1.1%	9	1.3%	7	0.0%	0
West Midlands	0.1%	1	0.2%	1	0.0%	0
Others						
Other	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	6.4%	51	7.0%	39	4.2%	5
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.2%	2	0.4%	2	0.0%	0
Base:		803		559		118

Q02 Which retailer did you purchase your last main food internet / home delivery shopping from?

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

Asda	7.8%	4	2.6%	1	40.0%	2
Morrisons	15.7%	8	17.9%	7	0.0%	0
Iceland	2.0%	1	2.6%	1	0.0%	0
Sainsbury's	11.8%	6	5.1%	2	0.0%	0
Tesco	43.1%	22	48.7%	19	40.0%	2
Ocado	15.7%	8	17.9%	7	20.0%	1
Waitrose	3.9%	2	5.1%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0
Base:		51		39		5

Charnwood Household Survey

For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Q03 What is the main reason you choose (STORE / LOCATION MENTIONED AT Q01) to do your main food and grocery shopping?						
Accessibility by public transport	0.6%	5	0.7%	4	0.0%	0
Car parking prices	0.0%	0	0.0%	0	0.0%	0
Car parking provision	2.6%	21	3.0%	17	2.5%	3
Choice of food goods available	7.2%	58	6.8%	38	5.9%	7
Choice of shops nearby selling non-food goods	0.7%	6	0.9%	5	0.0%	0
Choice of shops selling food goods	0.5%	4	0.4%	2	0.8%	1
Cleanliness	0.2%	2	0.4%	2	0.0%	0
Delivery service	1.7%	14	2.1%	12	0.0%	0
Click & Collect service	0.4%	3	0.5%	3	0.0%	0
Easy to get to by car	0.5%	4	0.2%	1	2.5%	3
Good internal layout	0.9%	7	1.3%	7	0.0%	0
Good service / friendly staff	0.4%	3	0.4%	2	0.0%	0
Habit / always use it / preference for retailer / familiarity	3.7%	30	4.5%	25	2.5%	3
Internet shopping is convenient	2.0%	16	2.1%	12	0.8%	1
Lower prices	15.7%	126	14.8%	83	18.6%	22
Loyalty card / points scheme	0.0%	0	0.0%	0	0.0%	0
Near to home	33.1%	266	32.7%	183	36.4%	43
Near to work	2.5%	20	2.0%	11	1.7%	2
Nice shopping environment	0.2%	2	0.2%	1	0.0%	0
Only one in the area / no other choice	0.5%	4	0.2%	1	1.7%	2
Preference for retailer	2.0%	16	2.3%	13	1.7%	2
Provision of leisure facilities nearby	0.1%	1	0.2%	1	0.0%	0
Provision of services nearby, such as banks and other financial services	0.1%	1	0.2%	1	0.0%	0
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	6.7%	54	6.3%	35	8.5%	10
Quality of shops selling food goods	0.5%	4	0.4%	2	1.7%	2
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0
Safety (during the evening / night time)	0.1%	1	0.2%	1	0.0%	0
Staff discount / work there	1.4%	11	1.6%	9	0.0%	0
Value for money	3.0%	24	2.7%	15	3.4%	4
Other	0.0%	0	0.0%	0	0.0%	0
Convenient generally	0.5%	4	0.7%	4	0.0%	0
Easy checkout	0.6%	5	0.5%	3	0.0%	0
For a change	0.2%	2	0.4%	2	0.0%	0
Free car parking	0.4%	3	0.5%	3	0.0%	0
Good disabled access	0.1%	1	0.0%	0	0.0%	0
Good in-store café	0.1%	1	0.2%	1	0.0%	0
Has an in-store opticians	0.1%	1	0.0%	0	0.0%	0
Has everything I need	0.5%	4	0.4%	2	1.7%	2
Has 'Scan & Shop' facility	0.1%	1	0.0%	0	0.0%	0
I get a lift to the store	0.1%	1	0.2%	1	0.0%	0
In the area at the time	0.7%	6	1.1%	6	0.0%	0
Large store	1.7%	14	2.0%	11	2.5%	3
Near to family / friends	0.4%	3	0.0%	0	0.8%	1
Offers 'cashback' service	0.1%	1	0.2%	1	0.0%	0
Quiet / not too busy	0.5%	4	0.4%	2	0.0%	0
Small store / not too big	0.4%	3	0.2%	1	1.7%	2
Wide aisles	0.1%	1	0.2%	1	0.0%	0
(Don't know / no reason in particular)	5.6%	45	6.3%	35	4.2%	5
Base:		803		559		118

Charnwood Household Survey

For WYG

Q04 What if anything is the one thing you most dislike about your main food shopping destination (STORE / LOCATION MENTIONED AT Q01)?

	Total	Loughborough Town Centre		Syston District Centre	
Change layout too often	1.7%	14	1.8%	10	0.8%
Difficult / expensive parking	1.1%	9	1.3%	7	1.7%
Difficult to get to	0.2%	2	0.2%	1	0.8%
Expensive	2.9%	23	3.0%	17	1.7%
Lack of cycle parking	0.0%	0	0.0%	0	0.0%
Lack of parking	1.0%	8	0.7%	4	2.5%
Lack of public transport	0.0%	0	0.0%	0	0.0%
Limited range of goods	3.5%	28	3.9%	22	2.5%
No petrol station	0.0%	0	0.0%	0	0.0%
Poor internal layout	0.7%	6	1.1%	6	0.0%
Poor quality	1.1%	9	1.1%	6	2.5%
Preference for retailer	0.0%	0	0.0%	0	0.0%
Staff rude / unhelpful	0.1%	1	0.2%	1	0.0%
Too busy / crowded	1.4%	11	1.8%	10	0.0%
Too far away	0.6%	5	0.7%	4	0.8%
Too small	2.1%	17	2.5%	14	1.7%
Other	0.0%	0	0.0%	0	0.0%
Discontinue items	0.1%	1	0.2%	1	0.0%
Discounts / special offers too focussed on families	0.1%	1	0.2%	1	0.0%
Empty shelves / lack of stock	1.1%	9	1.3%	7	1.7%
Feeling rushed at the checkout	0.1%	1	0.2%	1	0.0%
Incorrect / misleading pricing	0.2%	2	0.2%	1	0.0%
Internet - can't choose / see the fresh goods myself	0.2%	2	0.0%	0	0.0%
Internet - not able to compare prices	0.1%	1	0.2%	1	0.0%
No phone signal	0.1%	1	0.0%	0	0.8%
Not enough branded goods	0.2%	2	0.2%	1	0.0%
Not enough staff / queues at the checkout	0.9%	7	0.5%	3	2.5%
Opening hours not long enough	0.1%	1	0.2%	1	0.0%
Plants for sale are not watered / looked after	0.1%	1	0.0%	0	0.0%
Poor packaging	0.6%	5	0.2%	1	0.8%
Self-service checkouts	0.4%	3	0.5%	3	0.0%
Short sell-by dates	0.4%	3	0.4%	2	0.8%
Tesco has the monopoly	0.1%	1	0.2%	1	0.0%
Too cold in store	0.1%	1	0.2%	1	0.0%
Too large	0.4%	3	0.5%	3	0.0%
Undesirable clientele	0.1%	1	0.2%	1	0.0%
(Nothing)	75.7%	608	74.8%	418	73.7%
(Don't know)	2.0%	16	1.8%	10	4.2%
Base:		803		559	118

Q05 How do you normally travel to (STORE / LOCATION MENTIONED AT Q01)?

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

Car / van (as driver)	76.2%	573	75.6%	393	78.8%	89
Car / van (as passenger)	11.2%	84	10.8%	56	9.7%	11
Bus, minibus or coach	2.7%	20	2.5%	13	1.8%	2
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0
Walk	9.0%	68	9.8%	51	9.7%	11
Taxi	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.5%	4	0.8%	4	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.2%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.3%	2	0.4%	2	0.0%	0
Base:		752		520		113

Charnwood Household Survey

For WYG

	Total	Loughborough Town Centre	Syston District Centre
MeanScore: minutes			
Q06 How long did your last journey to (STORE / LOCATION MENTIONED AT Q01) take?			
<i>Excluding those who do their main food shopping via the Internet at Q01:</i>			
1 - 5 minutes	34.3% 258	33.8% 176	37.2% 42
6 - 10 minutes	31.9% 240	31.7% 165	38.9% 44
11 - 15 minutes	19.7% 148	21.3% 111	15.0% 17
16 - 20 minutes	9.4% 71	8.5% 44	6.2% 7
21 - 25 minutes	0.7% 5	0.4% 2	0.9% 1
26 - 30 minutes	2.0% 15	2.1% 11	0.9% 1
31 - 35 minutes	0.1% 1	0.2% 1	0.0% 0
36 - 40 minutes	0.0% 0	0.0% 0	0.0% 0
41 - 45 minutes	0.4% 3	0.4% 2	0.9% 1
46 - 50 minutes	0.3% 2	0.2% 1	0.0% 0
51 - 55 minutes	0.0% 0	0.0% 0	0.0% 0
56 - 60 minutes	0.1% 1	0.2% 1	0.0% 0
61 - 65 minutes	0.0% 0	0.0% 0	0.0% 0
66 - 70 minutes	0.0% 0	0.0% 0	0.0% 0
71 - 75 minutes	0.0% 0	0.0% 0	0.0% 0
76 - 80 minutes	0.0% 0	0.0% 0	0.0% 0
81 - 85 minutes	0.1% 1	0.2% 1	0.0% 0
86 - 90 minutes	0.0% 0	0.0% 0	0.0% 0
91 - 95 minutes	0.0% 0	0.0% 0	0.0% 0
96 - 100 minutes	0.1% 1	0.2% 1	0.0% 0
(Don't know)	0.7% 5	0.6% 3	0.0% 0
(Refused)	0.1% 1	0.2% 1	0.0% 0
Mean:	10.89	10.98	9.86
Base:	752	520	113

Q07 When you undertook the main food shop at (STORE / LOCATION MENTIONED AT Q01), did you link your trip with any other activity?
Excluding those who do their main food shopping via the Internet at Q01:

Yes – non-food shopping	8.2% 62	10.4% 54	4.4% 5
Yes – other-food shopping	3.1% 23	3.3% 17	3.5% 4
Yes – visiting services such as banks and other financial institutions	1.6% 12	1.5% 8	0.9% 1
Yes – leisure activity	1.9% 14	1.3% 7	1.8% 2
Yes – travelling to / from work	2.0% 15	2.3% 12	0.9% 1
Yes – travelling to / from school / college / university	0.3% 2	0.4% 2	0.0% 0
Yes – getting petrol	1.6% 12	1.9% 10	0.9% 1
Yes – visiting café / pub / restaurant	2.5% 19	2.3% 12	4.4% 5
Yes – visiting family / friends	0.9% 7	0.8% 4	0.9% 1
Yes – visiting health service such as doctor, dentist, hospital	0.8% 6	1.0% 5	0.0% 0
Yes – visiting other service such as laundrette, hairdresser, recycling	1.1% 8	1.2% 6	1.8% 2
Yes – other activity	0.0% 0	0.0% 0	0.0% 0
Yes - attended a funeral	0.1% 1	0.2% 1	0.0% 0
Yes - returning from holiday	0.3% 2	0.2% 1	0.9% 1
Yes - visited amenity tip	0.1% 1	0.2% 1	0.0% 0
Yes - window shopping / browsing	0.1% 1	0.2% 1	0.0% 0
(No activity)	73.9% 556	71.3% 371	78.8% 89
(Don't know / varies)	1.5% 11	1.5% 8	0.9% 1
Base:	752	520	113

Charnwood Household Survey For WYG

	Total	Loughborough h Town Centre		Syston District Centre		
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Q08 Where do you do this linked trip?

Those who link their main food shopping trip with other shopping, visiting other services and / or leisure activities at Q07:

Zone 1

Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.9%	1	1.2%	1	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	38.7%	43	47.7%	41	16.7%	2
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	0.0%	0	0.0%	0	0.0%	0
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0

Zone 2

Aldi, 51 Belton Road, Loughborough	0.9%	1	1.2%	1	0.0%	0
B&M, Willowbrook Park, Loughborough	0.0%	0	0.0%	0	0.0%	0
B&Q, Jubilee Drive, Loughborough	3.6%	4	4.7%	4	0.0%	0
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.9%	1	1.2%	1	0.0%	0
Other, Zone 2	1.8%	2	2.3%	2	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Jubilee Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wickes, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.9%	1	1.2%	1	0.0%	0

Zone 3

Asda, 25 Charnwood Street, Shepshed	0.0%	0	0.0%	0	0.0%	0
Co-op Extra, The Hallcroft, Shepshed	0.9%	1	1.2%	1	0.0%	0
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	1.8%	2	1.2%	1	0.0%	0

Zone 4

Barrow Upon Star District Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	1.8%	2	1.2%	1	0.0%	0

Zone 5

Aldi, 1169 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park,	0.0%	0	0.0%	0	0.0%	0

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Barkby Thorpe Lane, Thurmaston						
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.9%	1	1.2%	1	0.0%	0
Syston District Centre	6.3%	7	1.2%	1	50.0%	6
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	4.5%	5	3.5%	3	16.7%	2
Thurmaston Village Centre	0.0%	0	0.0%	0	0.0%	0
Zone 6						
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	0.0%	0	0.0%	0
Co-op, 17-25 Cropston Road, Anstey	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Loughborough Road, Quorn	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Wanlip Lane, Birstall	0.0%	0	0.0%	0	0.0%	0
Co-op, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.0%	0	0.0%	0	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.9%	1	1.2%	1	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0
Zone 7						
Bradmore Village Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.9%	1	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0
Zone 8						
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0
Outside Study Area						
Aldi, Thornborough Road, Coalville	0.0%	0	0.0%	0	0.0%	0
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	0	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	2.7%	3	3.5%	3	0.0%	0
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District	2.7%	3	2.3%	2	8.3%	1

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Centre, Leicester						
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	9.0%	10	8.1%	7	8.3%	1
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	0	0.0%	0	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.9%	1	1.2%	1	0.0%	0
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	2.7%	3	2.3%	2	0.0%	0
Other, Blaby	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.9%	1	1.2%	1	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.9%	1	1.2%	1	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Tesco, Resolution Road, Ashby-de-la-Zouch	0.9%	1	1.2%	1	0.0%	0
West Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0
Others						
Abroad	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't	13.5%	15	9.3%	8	0.0%	0

Charnwood Household Survey
For WYG

	Total	Loughboroug h Town Centre	Syston District Centre
remember)			
Base:	111	86	12

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Q09 Where did you undertake your main food and grocery shopping the time before your last visit to (STORE / LOCATION MENTIONED AT Q01) was it the same place, or different, and if so, please specify?						
Zone 1						
Co-operative, Market Street, Loughborough LE11 3EP	0.1%	1	0.2%	1	0.0%	0
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.1%	1	0.2%	1	0.0%	0
Iceland, Market Street, Loughborough	0.6%	5	0.9%	5	0.0%	0
Loughborough Markets, Loughborough Town Centre LE11 3EA	0.7%	6	0.9%	5	0.0%	0
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	1.0%	8	1.1%	6	0.0%	0
One Stop, Ling Road, Loughborough LE11 2LW	0.0%	0	0.0%	0	0.0%	0
Other, Loughborough Town Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ashby Road, Loughborough	7.8%	63	10.4%	58	0.0%	0
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	14.3%	115	18.6%	104	5.1%	6
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	2.5%	20	3.2%	18	0.0%	0
Zone 2						
Aldi, 51 Belton Road, Loughborough	8.3%	67	10.2%	57	0.8%	1
B&M, Willowbrook Park, Loughborough	0.1%	1	0.2%	1	0.0%	0
Co-operative, Knightthorpe Road, Loughborough	0.4%	3	0.2%	1	0.0%	0
Home Bargains, Belton Road West Extension, Loughborough	0.2%	2	0.2%	1	0.0%	0
Lidl, Station Avenue, Loughborough	0.7%	6	0.9%	5	0.0%	0
Local shops, Long Whatton Village Centre	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	8.6%	69	11.4%	64	0.8%	1
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.0%	0	0.0%	0	0.0%	0
Asda, 25 Charnwood Street, Shepshed	1.5%	12	1.6%	9	0.8%	1
Zone 3						
Co-operative Extra Foodstore, The Hallcroft, Shepshed	1.1%	9	1.4%	8	0.0%	0
Co-operative, Anson Road, Shepshed	0.9%	7	1.1%	6	0.0%	0
Local shops, Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Charnwood Road, Shepshed LE12 9QF	0.1%	1	0.2%	1	0.0%	0
Zone 4						
Barrow Upon Soar District Centre	0.0%	0	0.0%	0	0.0%	0
Co-operative, 21 High Street, Barrow on Soar	0.2%	2	0.2%	1	0.0%	0
Costcutter, Barrow Road,	0.1%	1	0.2%	1	0.0%	0

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Sileby						
Leicester Road / Market Place, Mountsorrel Local Centre	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Sileby	0.1%	1	0.0%	0	0.8%	1
Zone 5						
Aldi, 1169 Melton Road, Syston	3.1%	25	0.4%	2	16.9%	20
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	4.9%	39	1.1%	6	24.6%	29
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.5%	4	0.7%	4	0.0%	0
Local shops, East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.9%	7	0.4%	2	3.4%	4
Melton Road, Thurmaston Local Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.1%	1	0.0%	0	0.8%	1
Tesco Metro, 1197 Melton Road, Syston	2.5%	20	0.0%	0	15.3%	18
Zone 6						
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0
Birstall District Centre	0.0%	0	0.0%	0	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	0.1%	1	0.0%	0	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	0.7%	6	0.5%	3	0.8%	1
Co-operative, 132 Rothley Road, Mountsorrel	0.1%	1	0.2%	1	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.1%	1	0.2%	1	0.0%	0
Co-operative, 19 Wanlip Lane, Birstall	0.1%	1	0.2%	1	0.0%	0
Co-operative, 931 Loughborough Road, Rothley	0.5%	4	0.5%	3	0.0%	0
Local shops, Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodhouse Eaves Village Centre	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.1%	1	0.2%	1	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.1%	1	0.2%	1	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	2.4%	19	2.5%	14	2.5%	3
Zone 7						
Co-operative Food, 87 Main Street, East Leake	1.1%	9	1.3%	7	0.0%	0
Co-operative, Church Street, Ruddington NG11 6HD	0.5%	4	0.2%	1	0.0%	0
Local shops, Normanton on Soar Village Centre	0.0%	0	0.0%	0	0.0%	0
Local shops, Ruddington Village Centre	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham NG12 5GT	0.1%	1	0.2%	1	0.0%	0

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.1%	1	0.0%	0	0.0%	0
Zone 8						
Castle Donington Town Centre	0.2%	2	0.2%	1	0.0%	0
Co-operative, Market Place Whitwick LE67 5DT	0.1%	1	0.0%	0	0.0%	0
Co-operative, Station Road, Castle Donington DE74 2NJ	0.0%	0	0.0%	0	0.0%	0
Co-operative, The Green, Thringstone LE67 8NR	0.2%	2	0.4%	2	0.0%	0
Local shops, Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	3.1%	25	3.0%	17	1.7%	2
Other, Zone 8	0.0%	0	0.0%	0	0.0%	0
Outside Study Area						
Aldi, Abbey Lane, Leicester	1.2%	10	0.9%	5	1.7%	2
Aldi, Adcock Road, Coalville	2.2%	18	2.7%	15	0.0%	0
Aldi, Dents Road, Ashby-de-la-Zouch	0.4%	3	0.5%	3	0.0%	0
Asda, 184 Loughborough Road, West Bridgford, Nottingham	2.4%	19	2.0%	11	0.0%	0
Asda, Exploration Drive, Leicester LE4 5NU	0.4%	3	0.2%	1	0.0%	0
Asda, Midland Street, Long Eaton	0.5%	4	0.7%	4	0.0%	0
Asda, Narborough Road South, Leicester LE3 2LL	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.4%	3	0.5%	3	0.0%	0
Co-operative, Main Street, Markfield	0.1%	1	0.0%	0	0.0%	0
Co-operative, Market Place, Kegworth DE74 2EE	0.4%	3	0.4%	2	0.0%	0
Co-operative, Station Road, Castle Donington DE74 2NJ	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.1%	1	0.0%	0	0.8%	1
Lidl, Loughborough Road, Abbey LE4 5PN	0.1%	1	0.0%	0	0.0%	0
Lidl, Thornborough Road, Coalville LE67 3TH	0.6%	5	0.7%	4	0.0%	0
Long Eaton	0.1%	1	0.0%	0	0.0%	0
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.1%	1	0.2%	1	0.0%	0
Market Harborough Town Centre	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.2%	2	0.4%	2	0.0%	0
Melton Mowbray — all locations	0.1%	1	0.2%	1	0.0%	0
Morrisons, Gamston District Centre, Nottingham	1.6%	13	1.4%	8	0.0%	0
Morrisons, Green Lane, Clifton NG11 9LQ	0.2%	2	0.0%	0	0.0%	0
North East Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0
Other, Blaby	0.1%	1	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.2%	2	0.2%	1	0.0%	0
Other, Gedling	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley and Bosworth	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.2%	2	0.4%	2	0.0%	0
Other, North West Leicestershire	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.4%	3	0.2%	1	0.0%	0
Other, Rushcliffe	0.2%	2	0.4%	2	0.0%	0

Charnwood Household Survey For WYG

	Total	Loughborough h Town Centre		Syston District Centre		
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	1.4%	11	0.4%	2	5.1%	6
Sainsbury's, Melton Road, Leicester LE4 7SJ	2.1%	17	0.9%	5	7.6%	9
Sainsbury's, Stoney Road, Beeston, Nottingham	0.5%	4	0.4%	2	0.8%	1
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.2%	2	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	1.5%	12	1.3%	7	2.5%	3
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.7%	6	0.2%	1	4.2%	5
Tesco Extra, Waverley Street, Long Eaton	0.5%	4	0.4%	2	0.0%	0
Tesco, Resolution Road, Ashby-de-la-Zouch	1.7%	14	1.6%	9	0.8%	1
West Midlands	0.0%	0	0.0%	0	0.0%	0
Others						
Other	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	5.6%	45	6.3%	35	1.7%	2
(Don't know / can't remember)	1.4%	11	1.6%	9	0.0%	0
Base:		803		559		118

Q10 From which retailer did you purchase this main food internet / home delivery shopping?

Those who do their main food shopping via the Internet at Q09:

Asda	8.9%	4	5.7%	2	50.0%	1
Morrisons	13.3%	6	14.3%	5	0.0%	0
Iceland	2.2%	1	2.9%	1	0.0%	0
Sainsbury's	13.3%	6	8.6%	3	0.0%	0
Tesco	46.7%	21	51.4%	18	0.0%	0
Ocado	13.3%	6	14.3%	5	50.0%	1
Waitrose	2.2%	1	2.9%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0
Base:		45		35		2

Charnwood Household Survey

For WYG

	Total	Loughborough h Town Centre		Syston District Centre		
MeanScore: £						
Q11 Approximately how much money do you normally spend on						
£1 - £5	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.5%	4	0.7%	4	0.0%	0
£11 - £15	0.2%	2	0.2%	1	0.0%	0
£16 - £20	2.1%	17	2.0%	11	3.4%	4
£21 - £25	1.7%	14	1.4%	8	2.5%	3
£26 - £30	4.5%	36	3.9%	22	5.9%	7
£31 - £35	2.1%	17	1.6%	9	3.4%	4
£36 - £40	4.6%	37	4.8%	27	4.2%	5
£41 - £45	3.5%	28	3.4%	19	4.2%	5
£46 - £50	9.1%	73	9.1%	51	9.3%	11
£51 - £55	2.0%	16	1.8%	10	3.4%	4
£56 - £60	6.7%	54	6.1%	34	11.0%	13
£61 - £65	2.0%	16	2.5%	14	0.8%	1
£66 - £70	6.1%	49	6.3%	35	6.8%	8
£71 - £75	2.5%	20	2.9%	16	1.7%	2
£76 - £80	7.3%	59	7.7%	43	7.6%	9
£81 - £85	1.7%	14	2.3%	13	0.8%	1
£86 - £90	3.4%	27	2.7%	15	5.1%	6
£91 - £95	0.1%	1	0.2%	1	0.0%	0
£96 - £100	10.8%	87	12.0%	67	4.2%	5
£101 - £120	4.5%	36	5.2%	29	3.4%	4
£121 - £140	1.5%	12	1.4%	8	0.8%	1
£141 - £160	3.5%	28	2.5%	14	5.9%	7
£161 - £180	0.4%	3	0.4%	2	0.0%	0
£181 - £200	0.9%	7	1.1%	6	0.0%	0
£201 - £250	0.6%	5	0.7%	4	0.8%	1
£250+	0.1%	1	0.0%	0	0.0%	0
(Don't know)	14.6%	117	14.5%	81	10.2%	12
(Refused)	2.9%	23	2.7%	15	4.2%	5
Mean:	74.75		75.33		69.42	
Base:	803		559		118	

MeanScore: visits per week**Q12 How often does your household normally do a main food and grocery shop?**

Daily	2.1%	17	2.1%	12	3.4%	4
At least two times a week	10.1%	81	10.2%	57	14.4%	17
At least once a week	71.7%	576	72.1%	403	68.6%	81
At least once a fortnight	10.6%	85	9.8%	55	8.5%	10
At least once a month	2.9%	23	3.2%	18	2.5%	3
At least every two months	0.0%	0	0.0%	0	0.0%	0
Less often	0.1%	1	0.0%	0	0.8%	1
Have only visited once	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.5%	20	2.5%	14	1.7%	2
Mean:	1.36		1.37		1.58	
Base:	803		559		118	

Q13 When do you normally do your household's main food shop?

Weekdays during the day	49.1%	394	48.1%	269	49.2%	58
Weekdays during the evening	9.8%	79	8.6%	48	16.9%	20
Saturday	13.2%	106	12.9%	72	14.4%	17
Sunday	4.2%	34	5.5%	31	1.7%	2
(Don't know / varies)	23.7%	190	24.9%	139	17.8%	21
Base:	803		559		118	

Q14 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping?

Yes	70.2%	564	73.3%	410	63.6%	75
No	29.8%	239	26.7%	149	36.4%	43
Base:	803		559		118	

Charnwood Household Survey For WYG

	Total	Loughborough h Town Centre		Syston District Centre	
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Q15 Where did you last undertake this 'top-up' food shopping?

Those who make top-up shopping trips at Q14:

Zone 1

Co-operative, Market Street, Loughborough LE11 3EP	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cattle Market, Loughborough	0.5%	3	0.7%	3	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.9%	5	1.0%	4	1.3%	1
Iceland, Market Street, Loughborough	1.2%	7	1.7%	7	0.0%	0
Loughborough Markets, Loughborough Town Centre LE11 3EA	0.7%	4	1.0%	4	0.0%	0
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	0.7%	4	1.0%	4	0.0%	0
One Stop, Ling Road, Loughborough LE11 2LW	1.4%	8	2.0%	8	0.0%	0
Other, Loughborough Town Centre	1.1%	6	1.5%	6	0.0%	0
Other, Zone 1	0.4%	2	0.5%	2	0.0%	0
Sainsbury's, Ashby Road, Loughborough	4.3%	24	5.4%	22	1.3%	1
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.4%	2	0.5%	2	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	5.5%	31	7.6%	31	0.0%	0
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	1.6%	9	2.0%	8	1.3%	1

Zone 2

Aldi, 51 Belton Road, Loughborough	3.5%	20	4.1%	17	1.3%	1
B&M, Willowbrook Park, Loughborough	0.5%	3	0.7%	3	0.0%	0
Co-operative, Knightthorpe Road, Loughborough	0.9%	5	1.0%	4	0.0%	0
Home Bargains, Belton Road West Extension, Loughborough	0.2%	1	0.2%	1	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0
Local shops, Long Whatton Village Centre	0.2%	1	0.2%	1	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	5.5%	31	6.8%	28	0.0%	0
Other, Zone 2	0.2%	1	0.2%	1	0.0%	0
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.5%	3	0.7%	3	0.0%	0
Asda, 25 Charnwood Street, Shepshed	6.0%	34	7.3%	30	0.0%	0

Zone 3

Co-operative Extra Foodstore, The Hallcroft, Shepshed	1.2%	7	1.5%	6	0.0%	0
Co-operative, Anson Road, Shepshed	3.5%	20	3.9%	16	0.0%	0
Local shops, Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.9%	5	1.0%	4	0.0%	0
Tesco Express, Charnwood Road, Shepshed LE12 9QF	1.2%	7	1.5%	6	0.0%	0

Zone 4

Barrow Upon Soar District Centre	0.0%	0	0.0%	0	0.0%	0
Co-operative, 21 High Street, Barrow on Soar	2.5%	14	2.4%	10	0.0%	0
Costcutter, Barrow Road,	1.4%	8	1.0%	4	5.3%	4

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Sileby						
Leicester Road / Market Place, Mountsorrel Local Centre	0.2%	1	0.2%	1	0.0%	0
Sileby District Centre	0.4%	2	0.5%	2	0.0%	0
Tesco Express, High Street, Sileby	0.5%	3	0.7%	3	0.0%	0
Zone 5						
Aldi, 1169 Melton Road, Syston	2.1%	12	0.0%	0	16.0%	12
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	1.8%	10	0.7%	3	9.3%	7
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.0%	0	0.0%	0	0.0%	0
Local shops, East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.2%	1	0.0%	0	1.3%	1
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.4%	2	0.0%	0	2.7%	2
Melton Road, Thurmaston Local Centre	0.2%	1	0.0%	0	1.3%	1
Other, Zone 5	0.2%	1	0.0%	0	1.3%	1
Syston District Centre	0.5%	3	0.0%	0	4.0%	3
Tesco Metro, 1197 Melton Road, Syston	3.2%	18	0.0%	0	21.3%	16
Zone 6						
Anstey District Centre	0.5%	3	0.5%	2	1.3%	1
Birstall District Centre	0.2%	1	0.2%	1	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	1.6%	9	1.7%	7	1.3%	1
Co-operative Supermarket, 17-25 Cropston Road, Anstey	2.3%	13	1.2%	5	2.7%	2
Co-operative, 132 Rothley Road, Mountsorrel	2.1%	12	2.4%	10	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.9%	5	1.2%	5	0.0%	0
Co-operative, 19 Wanlip Lane, Birstall	2.5%	14	1.7%	7	6.7%	5
Co-operative, 931 Loughborough Road, Rothley	1.1%	6	1.0%	4	1.3%	1
Local shops, Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodhouse Eaves Village Centre	0.2%	1	0.2%	1	0.0%	0
Rothley Local Centre	1.1%	6	1.0%	4	1.3%	1
Tesco Express, 139 Sibson Road, Birstall	0.9%	5	0.7%	3	1.3%	1
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	2.5%	14	2.7%	11	0.0%	0
Zone 7						
Co-operative Food, 87 Main Street, East Leake	5.3%	30	6.6%	27	0.0%	0
Co-operative, Church Street, Ruddington NG11 6HD	2.3%	13	1.7%	7	0.0%	0
Local shops, Normanton on Soar Village Centre	0.0%	0	0.0%	0	0.0%	0
Local shops, Ruddington Village Centre	0.4%	2	0.0%	0	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham NG12 5GT	0.4%	2	0.2%	1	0.0%	0

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.0%	0	0.0%	0	0.0%	0
Zone 8						
Castle Donington Town Centre	0.2%	1	0.0%	0	0.0%	0
Co-operative, Market Place Whitwick LE67 5DT	0.9%	5	1.0%	4	0.0%	0
Co-operative, Station Road, Castle Donington DE74 2NJ	0.2%	1	0.2%	1	0.0%	0
Co-operative, The Green, Thringstone LE67 8NR	0.4%	2	0.5%	2	0.0%	0
Local shops, Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	2.1%	12	2.4%	10	0.0%	0
Other, Zone 8	0.2%	1	0.2%	1	0.0%	0
Outside Study Area						
Aldi, Abbey Lane, Leicester	0.0%	0	0.0%	0	0.0%	0
Aldi, Adcock Road, Coalville	0.9%	5	1.0%	4	1.3%	1
Aldi, Dents Road, Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.2%	1	0.2%	1	0.0%	0
Asda, Exploration Drive, Leicester LE4 5NU	0.0%	0	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Asda, Narborough Road South, Leicester LE3 2LL	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.2%	1	0.2%	1	0.0%	0
Co-operative, Main Street, Markfield	0.5%	3	0.2%	1	0.0%	0
Co-operative, Market Place, Kegworth DE74 2EE	2.3%	13	2.7%	11	0.0%	0
Co-operative, Station Road, Castle Donington DE74 2NJ	0.5%	3	0.5%	2	0.0%	0
Leicester City Centre	0.2%	1	0.0%	0	0.0%	0
Lidl, Loughborough Road, Abbey LE4 5PN	0.2%	1	0.0%	0	0.0%	0
Lidl, Thornborough Road, Coalville LE67 3TH	0.2%	1	0.0%	0	0.0%	0
Long Eaton	0.2%	1	0.0%	0	0.0%	0
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	0.2%	1	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.5%	3	0.5%	2	0.0%	0
Morrisons, Green Lane, Clifton NG11 9LQ	0.0%	0	0.0%	0	0.0%	0
North East	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.5%	3	0.5%	2	0.0%	0
Other, Blaby	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.2%	1	0.2%	1	0.0%	0
Other, Gedling	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley and Bosworth	0.2%	1	0.0%	0	1.3%	1
Other, Leicester	0.7%	4	0.5%	2	1.3%	1
Other, North West Leicestershire	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.4%	2	0.0%	0	0.0%	0

Charnwood Household Survey For WYG

	Total	Loughborough h Town Centre			Syston District Centre	
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.5%	3	0.0%	0	2.7%	2
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.7%	4	0.2%	1	4.0%	3
Sainsbury's, Stoney Road, Beeston, Nottingham	0.7%	4	0.2%	1	0.0%	0
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	1.1%	6	1.2%	5	1.3%	1
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.2%	1	0.0%	0	1.3%	1
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Tesco, Resolution Road, Ashby-de-la-Zouch	0.7%	4	0.7%	3	0.0%	0
West Midlands	0.0%	0	0.0%	0	0.0%	0
Others						
Other	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.2%	1	0.2%	1	0.0%	0
(Don't know / can't remember)	3.4%	19	3.7%	15	2.7%	2
Base:		564		410		75

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Q16 Where did you undertake your top-up shopping the time before your last visit to (STORE / LOCATION MENTIONED AT Q15) was it the same place, or different, and if so, please specify?						
<i>Those who make top-up shopping trips at Q14:</i>						
Zone 1						
Co-operative, Market Street, Loughborough LE11 3EP	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cattle Market, Loughborough	0.5%	3	0.7%	3	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.5%	3	0.5%	2	1.3%	1
Iceland, Market Street, Loughborough	0.7%	4	1.0%	4	0.0%	0
Loughborough Markets, Loughborough Town Centre LE11 3EA	1.2%	7	1.7%	7	0.0%	0
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	2.3%	13	2.9%	12	0.0%	0
One Stop, Ling Road, Loughborough LE11 2LW	1.4%	8	2.0%	8	0.0%	0
Other, Loughborough Town Centre	1.4%	8	2.0%	8	0.0%	0
Other, Zone 1	0.4%	2	0.5%	2	0.0%	0
Sainsbury's, Ashby Road, Loughborough	5.0%	28	6.3%	26	1.3%	1
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.4%	2	0.5%	2	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	4.1%	23	5.6%	23	0.0%	0
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	1.8%	10	2.2%	9	1.3%	1
Zone 2						
Aldi, 51 Belton Road, Loughborough	3.5%	20	4.1%	17	0.0%	0
B&M, Willowbrook Park, Loughborough	0.9%	5	1.2%	5	0.0%	0
Co-operative, Knightthorpe Road, Loughborough	0.9%	5	1.2%	5	0.0%	0
Home Bargains, Belton Road West Extension, Loughborough	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Avenue, Loughborough	0.2%	1	0.2%	1	0.0%	0
Local shops, Long Whatton Village Centre	0.4%	2	0.5%	2	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	5.5%	31	6.8%	28	0.0%	0
Other, Zone 2	0.2%	1	0.2%	1	0.0%	0
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.2%	1	0.2%	1	0.0%	0
Asda, 25 Charnwood Street, Shepshed	6.0%	34	6.8%	28	0.0%	0
Zone 3						
Co-operative Extra Foodstore, The Hallcroft, Shepshed	2.1%	12	2.7%	11	0.0%	0
Co-operative, Anson Road, Shepshed	2.5%	14	2.9%	12	0.0%	0
Local shops, Hathern Village Centre	0.2%	1	0.2%	1	0.0%	0
Shepshed District Centre	0.5%	3	0.5%	2	0.0%	0
Tesco Express, Charnwood Road, Shepshed LE12 9QF	1.4%	8	1.7%	7	0.0%	0
Zone 4						
Barrow Upon Soar District Centre	0.2%	1	0.2%	1	0.0%	0
Co-operative, 21 High Street, Barrow on Soar	1.8%	10	1.7%	7	0.0%	0

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Costcutter, Barrow Road, Sileby	0.7%	4	1.0%	4	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.2%	1	0.2%	1	0.0%	0
Sileby District Centre	0.5%	3	0.7%	3	0.0%	0
Tesco Express, High Street, Sileby	0.7%	4	0.5%	2	2.7%	2
Zone 5						
Aldi, 1169 Melton Road, Syston	1.8%	10	0.0%	0	10.7%	8
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	2.8%	16	1.2%	5	14.7%	11
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.2%	1	0.2%	1	0.0%	0
Local shops, East Goscote Village Centre	0.2%	1	0.0%	0	1.3%	1
Local shops, Queniborough Village Centre	0.2%	1	0.0%	0	1.3%	1
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.2%	1	0.0%	0	1.3%	1
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.7%	4	0.2%	1	4.0%	3
Melton Road, Thurmaston Local Centre	0.2%	1	0.0%	0	1.3%	1
Other, Zone 5	0.2%	1	0.0%	0	1.3%	1
Syston District Centre	0.5%	3	0.0%	0	4.0%	3
Tesco Metro, 1197 Melton Road, Syston	2.1%	12	0.2%	1	14.7%	11
Zone 6						
Anstey District Centre	0.4%	2	0.2%	1	1.3%	1
Birstall District Centre	0.2%	1	0.2%	1	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	1.2%	7	1.7%	7	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	2.0%	11	1.2%	5	1.3%	1
Co-operative, 132 Rothley Road, Mountsorrel	1.6%	9	2.0%	8	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.9%	5	1.2%	5	0.0%	0
Co-operative, 19 Wanlip Lane, Birstall	1.8%	10	1.5%	6	5.3%	4
Co-operative, 931 Loughborough Road, Rothley	1.2%	7	1.0%	4	1.3%	1
Local shops, Newtown Linford Village Centre	0.2%	1	0.0%	0	1.3%	1
Local shops, Woodhouse Eaves Village Centre	0.2%	1	0.2%	1	0.0%	0
Rothley Local Centre	0.5%	3	0.5%	2	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	2.0%	11	1.0%	4	4.0%	3
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	3.0%	17	3.4%	14	1.3%	1
Zone 7						
Co-operative Food, 87 Main Street, East Leake	4.1%	23	5.1%	21	0.0%	0
Co-operative, Church Street, Ruddington NG11 6HD	1.4%	8	0.7%	3	0.0%	0
Local shops, Normanton on Soar Village Centre	0.0%	0	0.0%	0	0.0%	0
Local shops, Ruddington Village Centre	0.2%	1	0.0%	0	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham	0.4%	2	0.2%	1	0.0%	0

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
NG12 5GT						
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.4%	2	0.5%	2	0.0%	0
Zone 8						
Castle Donington Town Centre	0.4%	2	0.0%	0	0.0%	0
Co-operative, Market Place Whitwick LE67 5DT	0.9%	5	1.0%	4	0.0%	0
Co-operative, Station Road, Castle Donington DE74 2NJ	0.2%	1	0.2%	1	0.0%	0
Co-operative, The Green, Thringstone LE67 8NR	0.7%	4	1.0%	4	0.0%	0
Local shops, Kegworth Village Centre	0.2%	1	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	1.2%	7	1.2%	5	0.0%	0
Other, Zone 8	0.2%	1	0.2%	1	0.0%	0
Outside Study Area						
Aldi, Abbey Lane, Leicester	0.2%	1	0.0%	0	0.0%	0
Aldi, Adcock Road, Coalville	0.9%	5	1.0%	4	0.0%	0
Aldi, Dents Road, Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.4%	2	0.2%	1	0.0%	0
Asda, Exploration Drive, Leicester LE4 5NU	0.2%	1	0.0%	0	1.3%	1
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Asda, Narborough Road South, Leicester LE3 2LL	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.2%	1	0.2%	1	0.0%	0
Co-operative, Main Street, Markfield	0.4%	2	0.2%	1	0.0%	0
Co-operative, Market Place, Kegworth DE74 2EE	2.7%	15	2.9%	12	0.0%	0
Co-operative, Station Road, Castle Donington DE74 2NJ	0.4%	2	0.2%	1	0.0%	0
Leicester City Centre	0.2%	1	0.0%	0	0.0%	0
Lidl, Loughborough Road, Abbey LE4 5PN	0.0%	0	0.0%	0	0.0%	0
Lidl, Thornborough Road, Coalville LE67 3TH	0.2%	1	0.0%	0	0.0%	0
Long Eaton	0.2%	1	0.0%	0	0.0%	0
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.2%	1	0.0%	0	0.0%	0
Morrisons, Green Lane, Clifton NG11 9LQ	0.2%	1	0.2%	1	0.0%	0
North East	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.5%	3	0.2%	1	0.0%	0
Other, Blaby	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.2%	1	0.2%	1	0.0%	0
Other, Gedling	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley and Bosworth	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.9%	5	0.7%	3	1.3%	1
Other, North West Leicestershire	0.2%	1	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0

Charnwood Household Survey

For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Other, Rushcliffe	0.4%	2	0.0%	0	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.7%	4	0.2%	1	2.7%	2
Sainsbury's, Melton Road, Leicester LE4 7SJ	1.4%	8	0.7%	3	5.3%	4
Sainsbury's, Stoney Road, Beeston, Nottingham	0.5%	3	0.2%	1	0.0%	0
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.2%	1	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.2%	1	0.0%	0	1.3%	1
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Tesco, Resolution Road, Ashby-de-la-Zouch	0.7%	4	1.0%	4	0.0%	0
West Midlands Others	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	5.7%	32	5.4%	22	10.7%	8
Base:		564		410		75

MeanScore: £

Q17 Approximately how much money do you normally spend on your household's 'top-up' food and grocery shop?

Those who make top-up shopping trips at Q14:

£1 - £5	15.1%	85	15.4%	63	10.7%	8
£6 - £10	18.8%	106	18.8%	77	20.0%	15
£11 - £15	13.5%	76	13.2%	54	18.7%	14
£16 - £20	15.4%	87	15.9%	65	12.0%	9
£21 - £25	6.0%	34	5.6%	23	6.7%	5
£26 - £30	5.7%	32	5.6%	23	5.3%	4
£31 - £35	1.1%	6	1.5%	6	0.0%	0
£36 - £40	1.8%	10	1.7%	7	4.0%	3
£41 - £45	0.0%	0	0.0%	0	0.0%	0
£46 - £50	1.1%	6	0.7%	3	2.7%	2
£51 - £55	0.2%	1	0.2%	1	0.0%	0
£56 - £60	0.7%	4	1.0%	4	0.0%	0
£61 - £65	0.2%	1	0.2%	1	0.0%	0
£66 - £70	0.2%	1	0.2%	1	0.0%	0
£71 - £75	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.2%	1	0.0%	0	1.3%	1
£81 - £85	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.4%	2	0.2%	1	1.3%	1
£101 - £120	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.2%	1	0.2%	1	0.0%	0
£141 +	0.0%	0	0.0%	0	0.0%	0
(Don't know)	16.7%	94	16.8%	69	12.0%	9
(Refused)	3.0%	17	2.7%	11	5.3%	4
Mean:		17.10		17.07		19.31
Base:		564		410		75

Charnwood Household Survey

For WYG

	Total	Loughborough h Town Centre		Syston District Centre		
MeanScore: visits per week						
Q18 How often does your household normally do a 'top up' food and grocery shop?						
Those who make top-up shopping trips at Q14:						
Daily	5.7%	32	5.9%	24	2.7%	2
At least two times a week	34.9%	197	36.3%	149	37.3%	28
At least once a week	37.6%	212	37.6%	154	41.3%	31
At least once a fortnight	8.7%	49	8.5%	35	5.3%	4
At least once a month	1.1%	6	1.2%	5	0.0%	0
At least every two months	0.0%	0	0.0%	0	0.0%	0
Less often	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	12.1%	68	10.5%	43	13.3%	10
Mean:		2.52		2.55		2.45
Base:		564		410		75

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre			Syston District Centre	
Q19 Where did you last buy clothing or footwear goods?						
Zone 1						
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	17.1%	137	22.5%	126	2.5%	3
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	0.2%	2	0.2%	1	0.0%	0
Sainsbury's, Ashby Road, Loughborough	0.1%	1	0.2%	1	0.0%	0
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	2.2%	18	2.9%	16	0.8%	1
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.1%	1	0.2%	1	0.0%	0
Zone 2						
Aldi, 51 Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
B&M, Willowbrook Park, Loughborough	0.0%	0	0.0%	0	0.0%	0
B&Q, Jubilee Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.2%	2	0.4%	2	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.4%	3	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Jubilee Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wickes, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Zone 3						
Asda, 25 Charnwood Street, Shepshed	0.4%	3	0.5%	3	0.0%	0
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	0.0%	0	0.0%	0
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	1.7%	14	1.6%	9	0.8%	1
Zone 4						
Barrow Upon Star District Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0
Zone 5						
Aldi, 1169 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane,	1.7%	14	0.5%	3	9.3%	11

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Thurmaston						
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.1%	1	0.0%	0	0.8%	1
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.2%	2	0.0%	0	0.8%	1
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	2.5%	20	1.6%	9	7.6%	9
Thurmaston Village Centre	0.1%	1	0.0%	0	0.0%	0
Zone 6						
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	0.1%	1	0.0%	0	0.8%	1
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	0.0%	0	0.0%	0
Co-op, 17-25 Cropston Road, Anstey	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Loughborough Road, Quorn	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Wanlip Lane, Birstall	0.0%	0	0.0%	0	0.0%	0
Co-op, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.1%	1	0.2%	1	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0
Zone 7						
Bradmore Village Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0
Zone 8						
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.1%	1	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0
Outside Study Area						
Aldi, Thornborough Road, Coalville	0.0%	0	0.0%	0	0.0%	0
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.4%	3	0.2%	1	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.4%	3	0.5%	3	0.0%	0
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District Centre, Leicester	1.2%	10	0.7%	4	3.4%	4

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Birmingham City Centre	0.4%	3	0.5%	3	0.0%	0
Burton-upon-Trent Town Centre	0.4%	3	0.4%	2	0.0%	0
Coalville Town Centre	0.9%	7	1.1%	6	0.0%	0
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.5%	4	0.4%	2	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.2%	2	0.4%	2	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	5.7%	46	5.4%	30	8.5%	10
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.2%	2	0.4%	2	0.0%	0
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	14.3%	115	12.3%	69	28.0%	33
Melton Mowbray — all locations	0.5%	4	0.5%	3	0.8%	1
Morrisons, Gamston District Centre, Nottingham	0.1%	1	0.2%	1	0.0%	0
Nottingham City Centre	7.1%	57	7.3%	41	0.8%	1
Other, Blaby	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.1%	1	0.2%	1	0.0%	0
Other, East England	0.1%	1	0.2%	1	0.0%	0
Other, East Midlands	0.5%	4	0.5%	3	0.0%	0
Other, Hinkley & Bosworth	0.1%	1	0.2%	1	0.0%	0
Other, Leicester	0.1%	1	0.0%	0	0.8%	1
Other, London	0.2%	2	0.4%	2	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.4%	3	0.4%	2	0.0%	0
Other, Nottingham	0.1%	1	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.4%	3	0.2%	1	0.0%	0
Other, South West	0.2%	2	0.4%	2	0.0%	0
Other, Wales	0.1%	1	0.2%	1	0.0%	0
Other, West Midlands	0.1%	1	0.2%	1	0.0%	0
Other, Yorkshire	0.2%	2	0.4%	2	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.1%	1	0.0%	0	0.8%	1
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.6%	5	0.0%	0	2.5%	3
Sainsbury's, Stoney Road, Beeston, Nottingham	0.1%	1	0.2%	1	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.2%	2	0.2%	1	0.8%	1
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.1%	1	0.0%	0	0.8%	1
Tesco Extra, Waverley Street, Long Eaton	0.1%	1	0.0%	0	0.0%	0
Tesco, Resolution Road, Ashby-de-la-Zouch	0.1%	1	0.2%	1	0.0%	0
West Bridgford Town Centre	0.1%	1	0.2%	1	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0
Others						
Abroad	1.4%	11	1.1%	6	0.8%	1
Internet / Delivery	22.9%	184	22.9%	128	20.3%	24
Other	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	2.5%	20	2.0%	11	1.7%	2

Charnwood Household Survey

For WYG

	Total	Loughborough Town Centre		Syston District Centre	
(Don't know / can't remember)	8.7%	70	9.3%	52	5.9%
Base:		803		559	118

MeanScore: visits per year

Q20 How often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q19)?

Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q19:

Daily	0.2%	1	0.3%	1	0.0%	0
At least two times a week	0.8%	4	0.8%	3	1.2%	1
At least once a week	4.8%	25	5.0%	18	6.0%	5
At least once a fortnight	5.0%	26	6.1%	22	3.6%	3
At least once a month	23.4%	121	25.1%	91	20.2%	17
At least every two months	13.3%	69	13.8%	50	13.1%	11
At least every 3 months	14.1%	73	14.9%	54	15.5%	13
At least every 6 months	10.4%	54	8.8%	32	13.1%	11
Less often than once every 6 months	5.2%	27	4.7%	17	3.6%	3
Have only visited once	0.6%	3	0.6%	2	0.0%	0
(Don't know / varies)	22.2%	115	19.9%	72	23.8%	20
Mean:		13.56		14.43		13.95
Base:		518		362		84

Q21 How do you normally travel to (LOCATION MENTIONED AT Q19)?

Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q19:

Car / van (as driver)	64.9%	336	62.2%	225	78.6%	66
Car / van (as passenger)	9.3%	48	10.2%	37	4.8%	4
Bus, minibus or coach	17.2%	89	16.6%	60	14.3%	12
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0
Walk	4.8%	25	6.1%	22	2.4%	2
Taxi	0.2%	1	0.3%	1	0.0%	0
Train	1.0%	5	1.1%	4	0.0%	0
Bicycle	0.6%	3	0.8%	3	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
Park & Ride	1.0%	5	1.4%	5	0.0%	0
Tram	0.8%	4	1.1%	4	0.0%	0
(Don't know / varies)	0.4%	2	0.3%	1	0.0%	0
Base:		518		362		84

Charnwood Household Survey

For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Q22 When you go shopping for clothing or footwear, do you link this trip with another activity?						
<i>Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q19:</i>						
Yes – food shopping	4.2%	22	4.1%	15	7.1%	6
Yes – non-food shopping	4.2%	22	4.1%	15	2.4%	2
Yes – visiting services such as banks and other financial institutions	1.2%	6	1.7%	6	0.0%	0
Yes – leisure activity	2.7%	14	3.0%	11	1.2%	1
Yes – travelling to / from work	1.2%	6	1.1%	4	1.2%	1
Yes – travelling to / from school / college / university	0.2%	1	0.0%	0	1.2%	1
Yes – getting petrol	0.2%	1	0.3%	1	0.0%	0
Yes – visiting café / pub / restaurant	16.8%	87	19.3%	70	14.3%	12
Yes – visiting family/friends	3.3%	17	4.1%	15	0.0%	0
Yes – visiting health service such as doctor, dentist, hospital	0.2%	1	0.3%	1	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.4%	2	0.3%	1	0.0%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0
No	59.3%	307	55.5%	201	69.0%	58
Yes - going to church	0.2%	1	0.3%	1	0.0%	0
Yes - visiting the market	0.2%	1	0.3%	1	0.0%	0
Yes - window shopping / browsing	2.1%	11	1.7%	6	1.2%	1
(Don't know / varies)	3.7%	19	3.9%	14	2.4%	2
Base:		518		362		84

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre			Syston District Centre	
Q23 Where did you last buy books, CDs, DVDs?						
Zone 1						
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	10.5%	84	14.1%	79	0.0%	0
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ashby Road, Loughborough	0.4%	3	0.5%	3	0.0%	0
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	1.9%	15	2.7%	15	0.0%	0
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.2%	2	0.4%	2	0.0%	0
Zone 2						
Aldi, 51 Belton Road, Loughborough	0.1%	1	0.2%	1	0.0%	0
B&M, Willowbrook Park, Loughborough	0.0%	0	0.0%	0	0.0%	0
B&Q, Jubilee Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.6%	5	0.7%	4	0.8%	1
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.1%	1	0.2%	1	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Jubilee Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wickes, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Zone 3						
Asda, 25 Charnwood Street, Shepshed	0.4%	3	0.5%	3	0.0%	0
Co-op Extra, The Hallcroft, Shepshed	0.1%	1	0.2%	1	0.0%	0
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.5%	4	0.7%	4	0.0%	0
Zone 4						
Barrow Upon Star District Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0
Zone 5						
Aldi, 1169 Melton Road, Syston	0.1%	1	0.0%	0	0.8%	1
Asda, Inglenook Park, Barkby Thorpe Lane,	0.4%	3	0.2%	1	0.8%	1

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Thurmaston						
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.7%	6	0.0%	0	5.1%	6
Tesco Metro, 1197 Melton Road, Syston	0.2%	2	0.0%	0	1.7%	2
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.1%	1	0.0%	0	0.8%	1
Zone 6						
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	0.2%	2	0.2%	1	0.8%	1
Co-op, 132 Rothley Road, Mountsorrel	0.1%	1	0.2%	1	0.0%	0
Co-op, 17-25 Cropston Road, Anstey	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Loughborough Road, Quorn	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Wanlip Lane, Birstall	0.0%	0	0.0%	0	0.0%	0
Co-op, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.1%	1	0.0%	0	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.1%	1	0.2%	1	0.0%	0
Rothley Local Centre	0.1%	1	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0
Zone 7						
Bradmore Village Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.1%	1	0.2%	1	0.0%	0
Zone 8						
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.2%	2	0.2%	1	0.0%	0
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0
Outside Study Area						
Aldi, Thornborough Road, Coalville	0.0%	0	0.0%	0	0.0%	0
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.1%	1	0.2%	1	0.0%	0
Asda, Midland Street, Long Eaton	0.1%	1	0.2%	1	0.0%	0
Ashby-de-la-Zouch — all locations	0.1%	1	0.2%	1	0.0%	0
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District Centre, Leicester	0.0%	0	0.0%	0	0.0%	0

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	1.0%	8	1.1%	6	0.8%	1
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.2%	2	0.2%	1	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.2%	2	0.0%	0	0.8%	1
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	2.4%	19	1.8%	10	6.8%	8
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	2.1%	17	2.1%	12	0.0%	0
Other, Blaby	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.1%	1	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.1%	1	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.1%	1	0.0%	0	0.8%	1
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.2%	2	0.0%	0	1.7%	2
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.4%	3	0.4%	2	0.8%	1
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	0	0.0%	0	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.1%	1	0.2%	1	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Tesco, Resolution Road, Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0
West Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0
Others						
Abroad	0.5%	4	0.5%	3	0.0%	0
Internet / Delivery	33.7%	271	34.2%	191	35.6%	42
Other	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	30.3%	243	27.9%	156	28.8%	34

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre	
(Don't know / can't remember)	10.5%	84	9.8%	55	12.7%
Base:		803		559	118

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Q24 Where did you last buy small household goods such as home furnishings, glass and china items?						
Zone 1						
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	9.2%	74	12.3%	69	0.8%	1
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ashby Road, Loughborough	0.2%	2	0.4%	2	0.0%	0
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	1.9%	15	2.3%	13	0.8%	1
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.4%	3	0.4%	2	0.0%	0
Zone 2						
Aldi, 51 Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
B&M, Willowbrook Park, Loughborough	0.0%	0	0.0%	0	0.0%	0
B&Q, Jubilee Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.1%	1	0.2%	1	0.0%	0
Lidl, Station Avenue, Loughborough	0.1%	1	0.0%	0	0.8%	1
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.2%	2	0.2%	1	0.8%	1
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	1.9%	15	2.7%	15	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Jubilee Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wickes, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	1.2%	10	1.6%	9	0.0%	0
Zone 3						
Asda, 25 Charnwood Street, Shepshed	0.5%	4	0.5%	3	0.8%	1
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	0.0%	0	0.0%	0
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.1%	1	0.2%	1	0.0%	0
Zone 4						
Barrow Upon Star District Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.1%	1	0.2%	1	0.0%	0
Other, Zone 4	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0
Zone 5						
Aldi, 1169 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane,	0.4%	3	0.0%	0	2.5%	3

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Thurmaston						
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.1%	1	0.0%	0	0.8%	1
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	1.1%	9	0.7%	4	3.4%	4
Tesco Metro, 1197 Melton Road, Syston	0.1%	1	0.0%	0	0.8%	1
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	2.4%	19	1.1%	6	11.0%	13
Thurmaston Village Centre	0.4%	3	0.2%	1	1.7%	2
Zone 6						
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	0.4%	3	0.0%	0	2.5%	3
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	0.0%	0	0.0%	0
Co-op, 17-25 Cropston Road, Anstey	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Loughborough Road, Quorn	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Wanlip Lane, Birstall	0.0%	0	0.0%	0	0.0%	0
Co-op, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.1%	1	0.2%	1	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.1%	1	0.2%	1	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0
Zone 7						
Bradmore Village Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0
Zone 8						
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.1%	1	0.0%	0	0.0%	0
Whitwick Village Centre	0.1%	1	0.2%	1	0.0%	0
Outside Study Area						
Aldi, Thornborough Road, Coalville	0.1%	1	0.2%	1	0.0%	0
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.2%	2	0.2%	1	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.1%	1	0.2%	1	0.0%	0
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District Centre, Leicester	0.1%	1	0.0%	0	0.0%	0

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.4%	3	0.2%	1	0.0%	0
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.6%	5	0.4%	2	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.1%	1	0.2%	1	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	1.9%	15	2.5%	14	0.8%	1
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	3.7%	30	3.6%	20	4.2%	5
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	6.4%	51	6.3%	35	5.9%	7
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	3.0%	24	3.0%	17	1.7%	2
Other, Blaby	0.2%	2	0.0%	0	0.8%	1
Other, Derby	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.1%	1	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.1%	1	0.2%	1	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.1%	1	0.2%	1	0.0%	0
Other, Yorkshire	0.1%	1	0.2%	1	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.2%	2	0.0%	0	0.8%	1
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.4%	3	0.4%	2	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	0	0.0%	0	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.1%	1	0.0%	0	0.8%	1
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.1%	1	0.2%	1	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Tesco, Resolution Road, Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0
West Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.1%	1	0.2%	1	0.0%	0
Others						
Abroad	0.2%	2	0.2%	1	0.8%	1
Internet / Delivery	9.6%	77	10.0%	56	8.5%	10
Other	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	30.6%	246	27.5%	154	33.9%	40

Charnwood Household Survey For WYG

	Total	Loughborough h Town Centre		Syston District Centre		
(Don't know / can't remember)	19.7%	158	20.9%	117	14.4%	17
Base:		803		559		118

Charnwood Household Survey For WYG

	Total	Loughborough h Town Centre		Syston District Centre		
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Q25 Where did you last buy goods such as toys, games, bicycles and recreation goods?

Zone 1

Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.1%	1	0.2%	1	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	7.8%	63	10.2%	57	1.7%	2
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.4%	3	0.5%	3	0.0%	0
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	1.0%	8	1.4%	8	0.0%	0
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.5%	4	0.7%	4	0.0%	0

Zone 2

Aldi, 51 Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
B&M, Willowbrook Park, Loughborough	0.1%	1	0.2%	1	0.0%	0
B&Q, Jubilee Drive, Loughborough	0.1%	1	0.2%	1	0.0%	0
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.2%	2	0.4%	2	0.0%	0
Other, Zone 2	0.1%	1	0.2%	1	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	1.0%	8	1.4%	8	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Jubilee Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wickes, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	1.2%	10	1.4%	8	0.8%	1

Zone 3

Asda, 25 Charnwood Street, Shepshed	0.2%	2	0.4%	2	0.0%	0
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	0.0%	0	0.0%	0
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.4%	3	0.5%	3	0.0%	0

Zone 4

Barrow Upon Star District Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0

Zone 5

Aldi, 1169 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane,	0.4%	3	0.0%	0	2.5%	3

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Thurmaston						
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.5%	4	0.0%	0	3.4%	4
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.1%	1	0.0%	0	0.0%	0
Thurmaston Village Centre	0.1%	1	0.0%	0	0.8%	1
Zone 6						
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	0.1%	1	0.0%	0	0.8%	1
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	0.0%	0	0.0%	0
Co-op, 17-25 Cropston Road, Anstey	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Loughborough Road, Quorn	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Wanlip Lane, Birstall	0.0%	0	0.0%	0	0.0%	0
Co-op, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.1%	1	0.0%	0	0.8%	1
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0
Zone 7						
Bradmore Village Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.2%	2	0.2%	1	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0
Zone 8						
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.1%	1	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0
Outside Study Area						
Aldi, Thornborough Road, Coalville	0.0%	0	0.0%	0	0.0%	0
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.1%	1	0.2%	1	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.5%	4	0.4%	2	0.0%	0
B&Q, Devonshire Road, Leicester LE4 0BG	0.1%	1	0.0%	0	0.8%	1
Beaumont Leys District Centre, Leicester	0.4%	3	0.4%	2	0.8%	1

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.6%	5	0.9%	5	0.0%	0
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.1%	1	0.2%	1	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.6%	5	0.5%	3	1.7%	2
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	1.0%	8	1.3%	7	0.0%	0
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	3.5%	28	1.6%	9	7.6%	9
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.8%	1
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.6%	5	0.5%	3	0.0%	0
Other, Blaby	0.1%	1	0.2%	1	0.0%	0
Other, Derby	0.1%	1	0.2%	1	0.0%	0
Other, East England	0.1%	1	0.2%	1	0.0%	0
Other, East Midlands	0.1%	1	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.1%	1	0.2%	1	0.0%	0
Other, Leicester	0.1%	1	0.0%	0	0.8%	1
Other, London	0.1%	1	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.1%	1	0.2%	1	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.1%	1	0.2%	1	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	0	0.0%	0	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.1%	1	0.2%	1	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.2%	2	0.2%	1	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Tesco, Resolution Road, Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0
West Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0
Others						
Abroad	0.1%	1	0.2%	1	0.0%	0
Internet / Delivery	16.4%	132	18.1%	101	16.1%	19
Other	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	43.6%	350	40.1%	224	41.5%	49

Charnwood Household Survey For WYG

	Total		Loughboroug h Town Centre		Syston District Centre	
(Don't know / can't remember)	15.6%	125	16.5%	92	18.6%	22
Base:		803		559		118

Charnwood Household Survey For WYG

	Total	Loughborough h Town Centre		Syston District Centre		
Q26 Where did you last buy chemist goods (including health and beauty products)?						
Zone 1						
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.1%	1	0.2%	1	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	28.3%	227	37.7%	211	2.5%	3
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ashby Road, Loughborough	1.4%	11	1.8%	10	0.0%	0
Shelthorpe District Centre	0.4%	3	0.5%	3	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	3.6%	29	4.8%	27	0.8%	1
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	1.0%	8	1.3%	7	0.0%	0
Zone 2						
Aldi, 51 Belton Road, Loughborough	0.6%	5	0.9%	5	0.0%	0
B&M, Willowbrook Park, Loughborough	0.1%	1	0.2%	1	0.0%	0
B&Q, Jubilee Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.4%	3	0.5%	3	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	1.1%	9	1.3%	7	0.8%	1
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.2%	2	0.4%	2	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Jubilee Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wickes, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Zone 3						
Asda, 25 Charnwood Street, Shepshed	0.9%	7	1.1%	6	0.8%	1
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	0.0%	0	0.0%	0
Co-op, Anson Road, Shepshed	0.1%	1	0.2%	1	0.0%	0
Shepshed District Centre	3.2%	26	3.9%	22	0.0%	0
Zone 4						
Barrow Upon Star District Centre	1.0%	8	0.7%	4	0.0%	0
Co-op, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.1%	1	0.2%	1	0.0%	0
Other, Zone 4	0.2%	2	0.4%	2	0.0%	0
Sileby District Centre	0.7%	6	0.5%	3	1.7%	2
Zone 5						
Aldi, 1169 Melton Road, Syston	0.2%	2	0.0%	0	1.7%	2
Asda, Inglenook Park, Barkby Thorpe Lane,	2.2%	18	0.5%	3	11.9%	14

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Thurmaston						
East Goscote Village Centre	0.2%	2	0.0%	0	1.7%	2
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.2%	2	0.2%	1	0.8%	1
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	2.4%	19	0.4%	2	14.4%	17
Tesco Metro, 1197 Melton Road, Syston	0.2%	2	0.0%	0	0.8%	1
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	3.5%	28	1.1%	6	15.3%	18
Thurmaston Village Centre	0.9%	7	0.5%	3	3.4%	4
Zone 6						
Anstey District Centre	0.5%	4	0.4%	2	0.8%	1
Birstall Village Centre	2.0%	16	1.3%	7	5.9%	7
Co-op, 132 Rothley Road, Mountsorrel	0.1%	1	0.2%	1	0.0%	0
Co-op, 17-25 Cropston Road, Anstey	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Loughborough Road, Quorn	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Wanlip Lane, Birstall	0.0%	0	0.0%	0	0.0%	0
Co-op, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	1.0%	8	0.9%	5	1.7%	2
Markfield Village Centre	0.4%	3	0.2%	1	0.0%	0
Other, Zone 6	0.2%	2	0.4%	2	0.0%	0
Quorn Local Centre	1.1%	9	1.6%	9	0.0%	0
Rothley Local Centre	0.7%	6	0.7%	4	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.2%	2	0.2%	1	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0
Zone 7						
Bradmore Village Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	2.4%	19	2.9%	16	0.0%	0
Other, Rushcliffe	0.1%	1	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	1.0%	8	0.5%	3	0.0%	0
Zone 8						
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	1.4%	11	0.9%	5	0.0%	0
Kegworth Village Centre	2.0%	16	2.1%	12	0.0%	0
Morrisons, Whitwick Road, Coalville	0.7%	6	0.9%	5	0.0%	0
Whitwick Village Centre	1.1%	9	1.1%	6	0.0%	0
Outside Study Area						
Aldi, Thornborough Road, Coalville	0.4%	3	0.5%	3	0.0%	0
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.4%	3	0.2%	1	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.2%	2	0.2%	1	0.0%	0
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District Centre, Leicester	1.0%	8	0.5%	3	1.7%	2

Charnwood Household Survey

For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.1%	1	0.2%	1	0.0%	0
Coalville Town Centre	2.6%	21	3.0%	17	0.0%	0
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.1%	1	0.0%	0	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.9%	7	0.5%	3	3.4%	4
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.1%	1	0.2%	1	0.0%	0
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	2.7%	22	1.3%	7	8.5%	10
Melton Mowbray — all locations	0.1%	1	0.2%	1	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.5%	4	0.5%	3	0.0%	0
Nottingham City Centre	1.7%	14	1.4%	8	0.0%	0
Other, Blaby	0.2%	2	0.2%	1	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.6%	5	0.2%	1	0.8%	1
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.1%	1	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.4%	3	0.0%	0	2.5%	3
Sainsbury's, Stoney Road, Beeston, Nottingham	0.1%	1	0.2%	1	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.6%	5	0.7%	4	0.8%	1
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.1%	1	0.2%	1	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Tesco, Resolution Road, Ashby-de-la-Zouch	0.2%	2	0.2%	1	0.8%	1
West Bridgford Town Centre	0.2%	2	0.4%	2	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0
Others						
Abroad	0.2%	2	0.2%	1	0.0%	0
Internet / Delivery	5.4%	43	5.2%	29	3.4%	4
Other	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	7.1%	57	5.7%	32	7.6%	9

Charnwood Household Survey For WYG

	Total	Loughborough h Town Centre		Syston District Centre		
(Don't know / can't remember)	5.0%	40	4.8%	27	5.1%	6
Base:		803		559		118

Charnwood Household Survey For WYG

	Total	Loughborough h Town Centre		Syston District Centre		
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Q27 Where did you last buy electrical items, such as televisions, washing machines and computers?

Zone 1

Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	12.5%	100	16.3%	91	1.7%	2
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ashby Road, Loughborough	0.1%	1	0.2%	1	0.0%	0
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	2.1%	17	2.9%	16	0.8%	1
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0

Zone 2

Aldi, 51 Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
B&M, Willowbrook Park, Loughborough	0.0%	0	0.0%	0	0.0%	0
B&Q, Jubilee Drive, Loughborough	0.2%	2	0.4%	2	0.0%	0
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.1%	1	0.2%	1	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	11.5%	92	14.1%	79	1.7%	2
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Jubilee Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wickes, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	1.2%	10	1.8%	10	0.0%	0

Zone 3

Asda, 25 Charnwood Street, Shepshed	0.4%	3	0.5%	3	0.0%	0
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	0.0%	0	0.0%	0
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.0%	0	0.0%	0	0.0%	0

Zone 4

Barrow Upon Star District Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0

Zone 5

Aldi, 1169 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane,	0.6%	5	0.2%	1	3.4%	4

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Thurmaston						
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.1%	1	0.2%	1	0.0%	0
Other, Zone 5	0.2%	2	0.2%	1	0.8%	1
Syston District Centre	0.4%	3	0.2%	1	0.8%	1
Tesco Metro, 1197 Melton Road, Syston	0.1%	1	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.2%	2	0.0%	0	1.7%	2
Thurmaston Village Centre	0.0%	0	0.0%	0	0.0%	0
Zone 6						
Anstey District Centre	0.6%	5	0.5%	3	0.0%	0
Birstall Village Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.1%	1	0.2%	1	0.0%	0
Co-op, 17-25 Cropston Road, Anstey	0.2%	2	0.0%	0	0.0%	0
Co-op, 19 Loughborough Road, Quorn	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Wanlip Lane, Birstall	0.0%	0	0.0%	0	0.0%	0
Co-op, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.2%	2	0.4%	2	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0
Zone 7						
Bradmore Village Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.1%	1	0.0%	0	0.0%	0
Ruddington Village	0.2%	2	0.4%	2	0.0%	0
Zone 8						
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.1%	1	0.2%	1	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0
Outside Study Area						
Aldi, Thornborough Road, Coalville	0.0%	0	0.0%	0	0.0%	0
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	0	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.1%	1	0.0%	0	0.0%	0
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District Centre, Leicester	0.2%	2	0.4%	2	0.0%	0

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.1%	1	0.2%	1	0.0%	0
Coalville Town Centre	0.7%	6	0.7%	4	0.8%	1
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.2%	2	0.0%	0	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	4.5%	36	3.8%	21	9.3%	11
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.5%	4	0.5%	3	0.0%	0
Ibstock Village Centre	0.4%	3	0.5%	3	0.0%	0
Leicester City Centre	7.6%	61	6.8%	38	12.7%	15
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.8%	1
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	3.5%	28	3.6%	20	0.8%	1
Other, Blaby	0.1%	1	0.0%	0	0.8%	1
Other, Derby	0.1%	1	0.2%	1	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.1%	1	0.2%	1	0.0%	0
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.1%	1	0.0%	0	0.8%	1
Other, London	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.1%	1	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.2%	2	0.0%	0	0.0%	0
Other, Rushcliffe	0.2%	2	0.4%	2	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.1%	1	0.2%	1	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.1%	1	0.0%	0	0.8%	1
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	0	0.0%	0	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.5%	4	0.2%	1	0.8%	1
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.2%	2	0.2%	1	0.8%	1
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.1%	1	0.0%	0	0.8%	1
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Tesco, Resolution Road, Ashby-de-la-Zouch	0.2%	2	0.4%	2	0.0%	0
West Bridgford Town Centre	0.2%	2	0.4%	2	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.2%	2	0.0%	0	0.0%	0
Others						
Abroad	0.1%	1	0.2%	1	0.0%	0
Internet / Delivery	21.0%	169	19.9%	111	24.6%	29
Other	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	10.5%	84	9.5%	53	8.5%	10

Charnwood Household Survey For WYG

	Total	Loughborough h Town Centre		Syston District Centre		
(Don't know / can't remember)	15.7%	126	13.4%	75	26.3%	31
Base:		803		559		118

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Q28 Where did you last buy DIY (including gardening) goods?						
Zone 1						
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.1%	1	0.2%	1	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	6.7%	54	9.5%	53	0.0%	0
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	0.0%	0	0.0%	0	0.0%	0
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0
Zone 2						
Aldi, 51 Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
B&M, Willowbrook Park, Loughborough	0.5%	4	0.5%	3	0.0%	0
B&Q, Jubilee Drive, Loughborough	40.3%	324	47.8%	267	20.3%	24
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.1%	1	0.2%	1	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.4%	3	0.4%	2	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Jubilee Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wickes, Belton Road, Loughborough	2.1%	17	2.7%	15	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	1.2%	10	1.6%	9	0.0%	0
Zone 3						
Asda, 25 Charnwood Street, Shepshed	0.0%	0	0.0%	0	0.0%	0
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	0.0%	0	0.0%	0
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.4%	3	0.5%	3	0.0%	0
Zone 4						
Barrow Upon Star District Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0
Zone 5						
Aldi, 1169 Melton Road, Syston	0.1%	1	0.0%	0	0.8%	1
Asda, Inglenook Park, Barkby Thorpe Lane,	0.2%	2	0.0%	0	0.8%	1

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Thurmaston						
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.2%	2	0.0%	0	1.7%	2
Other, Zone 5	0.4%	3	0.2%	1	1.7%	2
Syston District Centre	2.4%	19	0.4%	2	14.4%	17
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.4%	3	0.2%	1	1.7%	2
Thurmaston Village Centre	0.1%	1	0.0%	0	0.8%	1
Zone 6						
Anstey District Centre	0.2%	2	0.0%	0	0.8%	1
Birstall Village Centre	0.6%	5	0.4%	2	2.5%	3
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	0.0%	0	0.0%	0
Co-op, 17-25 Cropston Road, Anstey	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Loughborough Road, Quorn	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Wanlip Lane, Birstall	0.0%	0	0.0%	0	0.0%	0
Co-op, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.2%	2	0.4%	2	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	1.1%	9	1.1%	6	0.8%	1
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.6%	5	0.4%	2	1.7%	2
Zone 7						
Bradmore Village Centre	0.6%	5	0.5%	3	0.0%	0
Co-op, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.6%	5	0.9%	5	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.1%	1	0.2%	1	0.0%	0
Ruddington Village	0.1%	1	0.0%	0	0.0%	0
Zone 8						
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.4%	3	0.5%	3	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.1%	1	0.2%	1	0.0%	0
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.1%	1	0.2%	1	0.0%	0
Outside Study Area						
Aldi, Thornborough Road, Coalville	0.1%	1	0.2%	1	0.0%	0
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	0	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.5%	4	0.5%	3	0.0%	0
B&Q, Devonshire Road, Leicester LE4 0BG	3.2%	26	1.8%	10	8.5%	10
Beaumont Leys District Centre, Leicester	0.4%	3	0.2%	1	1.7%	2

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.1%	1	0.2%	1	0.0%	0
Coalville Town Centre	0.4%	3	0.5%	3	0.0%	0
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.2%	2	0.0%	0	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.2%	2	0.2%	1	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.2%	2	0.4%	2	0.0%	0
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	1.9%	15	0.5%	3	6.8%	8
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.1%	1	0.2%	1	0.0%	0
Nottingham City Centre	1.1%	9	0.5%	3	0.0%	0
Other, Blaby	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.4%	3	0.4%	2	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.1%	1	0.0%	0	0.0%	0
Other, Leicester	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.1%	1	0.0%	0	0.8%	1
Other, N W Leicestershire	0.4%	3	0.4%	2	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.4%	3	0.5%	3	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.1%	1	0.2%	1	0.0%	0
Other, Yorkshire	0.1%	1	0.2%	1	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.6%	5	0.7%	4	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	0	0.0%	0	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.1%	1	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Tesco, Resolution Road, Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0
West Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.1%	1	0.0%	0	0.0%	0
Others						
Abroad	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	3.5%	28	3.0%	17	4.2%	5
Other	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	16.7%	134	12.7%	71	22.0%	26

Charnwood Household Survey For WYG

	Total	Loughborough h Town Centre		Syston District Centre		
(Don't know / can't remember)	8.0%	64	8.1%	45	7.6%	9
Base:		803		559		118

Charnwood Household Survey For WYG

Q29 Where did you last buy furniture, carpets and floor coverings?

Zone 1

Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	8.3%	67	10.9%	61	2.5%	3
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	0.0%	0	0.0%	0	0.0%	0
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0

Zone 2

Aldi, 51 Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
B&M, Willowbrook Park, Loughborough	0.2%	2	0.4%	2	0.0%	0
B&Q, Jubilee Drive, Loughborough	0.6%	5	0.9%	5	0.0%	0
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.1%	1	0.2%	1	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	4.4%	35	5.4%	30	0.8%	1
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Jubilee Drive, Loughborough	0.2%	2	0.4%	2	0.0%	0
Wickes, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	1.0%	8	1.4%	8	0.0%	0

Zone 3

Asda, 25 Charnwood Street, Shepshed	0.0%	0	0.0%	0	0.0%	0
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	0.0%	0	0.0%	0
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.7%	6	0.5%	3	0.8%	1

Zone 4

Barrow Upon Star District Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	1.0%	8	0.7%	4	1.7%	2

Zone 5

Aldi, 1169 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane,	0.0%	0	0.0%	0	0.0%	0

Charnwood Household Survey

For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Thurmaston						
East Goscote Village Centre	0.4%	3	0.0%	0	2.5%	3
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	1.5%	12	0.4%	2	7.6%	9
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.4%	3	0.0%	0	1.7%	2
Thurmaston Village Centre	0.2%	2	0.2%	1	0.8%	1
Zone 6						
Anstey District Centre	2.5%	20	2.3%	13	5.1%	6
Birstall Village Centre	1.2%	10	0.9%	5	3.4%	4
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	0.0%	0	0.0%	0
Co-op, 17-25 Cropston Road, Anstey	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Loughborough Road, Quorn	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Wanlip Lane, Birstall	0.0%	0	0.0%	0	0.0%	0
Co-op, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.4%	3	0.0%	0	0.8%	1
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.1%	1	0.2%	1	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0
Zone 7						
Bradmore Village Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.2%	2	0.4%	2	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0
Zone 8						
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.2%	2	0.4%	2	0.0%	0
Outside Study Area						
Aldi, Thornborough Road, Coalville	0.0%	0	0.0%	0	0.0%	0
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	0	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.2%	2	0.2%	1	0.0%	0
B&Q, Devonshire Road, Leicester LE4 0BG	0.1%	1	0.0%	0	0.8%	1
Beaumont Leys District Centre, Leicester	0.0%	0	0.0%	0	0.0%	0

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Birmingham City Centre	0.1%	1	0.2%	1	0.0%	0
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	1.2%	10	1.3%	7	0.8%	1
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.7%	6	0.5%	3	0.8%	1
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	3.9%	31	3.8%	21	5.9%	7
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	2.4%	19	2.1%	12	3.4%	4
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	5.9%	47	6.6%	37	5.1%	6
Melton Mowbray — all locations	0.1%	1	0.2%	1	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	1.9%	15	2.5%	14	0.0%	0
Other, Blaby	0.1%	1	0.0%	0	0.8%	1
Other, Derby	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.5%	4	0.5%	3	0.0%	0
Other, Hinkley & Bosworth	0.1%	1	0.2%	1	0.0%	0
Other, Leicester	0.4%	3	0.4%	2	0.8%	1
Other, London	0.1%	1	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.2%	2	0.0%	0	0.0%	0
Other, Rushcliffe	0.1%	1	0.2%	1	0.0%	0
Other, South East	0.1%	1	0.2%	1	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.1%	1	0.2%	1	0.0%	0
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	0	0.0%	0	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Tesco, Resolution Road, Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0
West Bridgford Town Centre	0.4%	3	0.4%	2	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0
Others						
Abroad	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	5.1%	41	4.7%	26	5.9%	7
Other	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	27.9%	224	27.4%	153	18.6%	22

	Total	Loughborough Town Centre		Syston District Centre	
(Don't know / can't remember)	24.3%	195	23.3%	130	28.8%
Base:		803		559	118

Q30 Do you ever visit any of the following centres? [MR/PR]

Loughborough Town Centre	76.1%	611	100.0%	559	44.1%	52
Syston District Centre	22.2%	178	10.7%	60	100.0%	118
(Don't visit either of these)	15.7%	126	0.0%	0	0.0%	0
Base:		803		559		118

Q31 Which centre do you visit the most?*Those who visit more than one or more centres at Q30:*

Loughborough Town Centre	82.6%	559	100.0%	559	0.0%	0
Syston District Centre	17.4%	118	0.0%	0	100.0%	118
Base:		677		559		118

MeanScore: visits per year**Q32 How often do you visit (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30)?***Those who visit a centre at Q30:*

Daily	5.8%	39	4.3%	24	12.7%	15
At least two times a week	17.7%	120	16.3%	91	24.6%	29
At least once a week	29.0%	196	30.9%	173	19.5%	23
At least once a fortnight	17.6%	119	17.9%	100	16.1%	19
At least once a month	15.2%	103	16.1%	90	11.0%	13
At least every two months	4.7%	32	4.1%	23	7.6%	9
At least every 3 months	4.0%	27	4.3%	24	2.5%	3
At least every 6 months	1.8%	12	1.8%	10	1.7%	2
Less often than once every 6 months	0.7%	5	0.9%	5	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.5%	24	3.4%	19	4.2%	5
Mean:		82.77		75.23		118.79
Base:		677		559		118

Q33 How do you usually travel to (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30) (main part of journey)?*Those who visit a centre at Q30:*

Car / van (as driver)	67.7%	458	66.2%	370	74.6%	88
Car / van (as passenger)	6.5%	44	7.0%	39	4.2%	5
Bus, minibus or coach	12.1%	82	14.1%	79	2.5%	3
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0
Walk	12.0%	81	10.7%	60	17.8%	21
Taxi	0.3%	2	0.4%	2	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.2%	8	1.4%	8	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.2%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.1%	1	0.0%	0	0.8%	1
Base:		677		559		118

Charnwood Household Survey

For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Q34 What is the main reason for visiting (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30)?						
<i>Those who visit a centre at Q30:</i>						
Choice and range of shops	33.7%	228	30.8%	172	47.5%	56
Supermarket	3.8%	26	3.2%	18	6.8%	8
Choice of leisure facilities (restaurants, pubs etc)	7.4%	50	8.1%	45	4.2%	5
Choice of services (hairdressers, banks etc)	8.4%	57	8.6%	48	7.6%	9
Livestock market	3.8%	26	4.7%	26	0.0%	0
Environmental quality of centre	2.4%	16	2.7%	15	0.8%	1
Close to home	10.6%	72	10.7%	60	10.2%	12
Close to work	3.3%	22	3.0%	17	4.2%	5
Easily accessible by public transport	0.4%	3	0.5%	3	0.0%	0
Convenient car parking	0.7%	5	0.7%	4	0.8%	1
Free car parking	0.3%	2	0.4%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	0.1%	1	0.2%	1	0.0%	0
Compact layout	1.3%	9	1.6%	9	0.0%	0
Convenient for meeting family / friends	4.0%	27	3.4%	19	6.8%	8
Convenient generally	0.1%	1	0.2%	1	0.0%	0
Familiarity	0.7%	5	0.7%	4	0.8%	1
For a change	0.7%	5	0.7%	4	0.8%	1
Good for walking	0.9%	6	1.1%	6	0.0%	0
Good for window shopping / browsing	2.2%	15	2.5%	14	0.8%	1
Good market	3.7%	25	4.5%	25	0.0%	0
My doctor is located there	0.1%	1	0.2%	1	0.0%	0
Pedestrianised	0.1%	1	0.2%	1	0.0%	0
Pleasant atmosphere	0.1%	1	0.2%	1	0.0%	0
Quiet / not too busy	2.1%	14	2.5%	14	0.0%	0
(Nothing in particular)	8.7%	59	8.8%	49	8.5%	10
Base:		677		559		118

Charnwood Household Survey

For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Q35 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30) more often?						
<i>Those who visit a centre at Q30:</i>						
1st Mention						
Increased choice and range of shops	18.2%	123	21.1%	118	4.2%	5
Discount food stores within the town centre	0.4%	3	0.2%	1	1.7%	2
Improved non-food shops within the town centre	0.9%	6	1.1%	6	0.0%	0
Improved leisure facilities	0.7%	5	0.7%	4	0.8%	1
Improved quality of shops	1.0%	7	1.3%	7	0.0%	0
More parking	6.2%	42	5.0%	28	11.9%	14
Cheaper parking	2.8%	19	3.2%	18	0.8%	1
Improved street cleaning	0.6%	4	0.7%	4	0.0%	0
Increased public transport	1.6%	11	1.6%	9	1.7%	2
Cheaper public transport	0.4%	3	0.5%	3	0.0%	0
Better environment	1.5%	10	1.6%	9	0.8%	1
Better security	0.9%	6	1.1%	6	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.3%	2	0.4%	2	0.0%	0
Better clientele	0.0%	0	0.0%	0	0.0%	0
Better disabled access / facilities	0.1%	1	0.0%	0	0.8%	1
Better market	0.3%	2	0.4%	2	0.0%	0
Fewer betting shops	0.0%	0	0.0%	0	0.0%	0
Fewer buses	0.1%	1	0.2%	1	0.0%	0
Fewer market stalls	0.1%	1	0.2%	1	0.0%	0
Free car parking	0.1%	1	0.2%	1	0.0%	0
Improved access by car (e.g. better roads)	0.6%	4	0.5%	3	0.8%	1
Less betting shops	0.0%	0	0.0%	0	0.0%	0
Less cafés / restaurants / takeaways	0.1%	1	0.0%	0	0.8%	1
Less charity shops	0.0%	0	0.0%	0	0.0%	0
Less cheap shops	0.1%	1	0.2%	1	0.0%	0
Less student housing	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	1.2%	8	1.3%	7	0.8%	1
Long parking hours	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.3%	2	0.2%	1	0.8%	1
More / better cycle paths	0.6%	4	0.7%	4	0.0%	0
More / better public toilets	0.1%	1	0.2%	1	0.0%	0
More / better pubs	0.1%	1	0.2%	1	0.0%	0
More financial services (e.g. banks, post office etc.)	0.3%	2	0.0%	0	1.7%	2
More independent shops	0.1%	1	0.2%	1	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.1%	1	0.2%	1	0.0%	0
Open a community centre	0.0%	0	0.0%	0	0.0%	0
Reduce business rates / rents	0.1%	1	0.0%	0	0.8%	1
Reduce traffic congestion	1.5%	10	0.7%	4	5.1%	6
Remove cycle lanes	0.1%	1	0.2%	1	0.0%	0
Repair roads (e.g. potholes)	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.1%	1	0.2%	1	0.0%	0
Tighter parking regulations	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	56.3%	381	54.4%	304	65.3%	77
(Don't know)	1.5%	10	1.6%	9	0.8%	1
Base:		677		559		118

Charnwood Household Survey For WYG

	Total	Loughborough h Town Centre		Syston District Centre		
2nd Mention						
Increased choice and range of shops	2.5%	17	2.9%	16	0.8%	1
Discount food stores within the town centre	0.1%	1	0.2%	1	0.0%	0
Improved non-food shops within the town centre	2.7%	18	3.0%	17	0.8%	1
Improved leisure facilities	0.4%	3	0.5%	3	0.0%	0
Improved quality of shops	0.9%	6	1.1%	6	0.0%	0
More parking	1.8%	12	1.4%	8	3.4%	4
Cheaper parking	2.5%	17	2.5%	14	2.5%	3
Improved street cleaning	0.3%	2	0.4%	2	0.0%	0
Increased public transport	0.3%	2	0.4%	2	0.0%	0
Cheaper public transport	0.1%	1	0.2%	1	0.0%	0
Better environment	0.6%	4	0.7%	4	0.0%	0
Better security	0.3%	2	0.0%	0	1.7%	2
Longer opening hours	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.0%	0	0.0%	0	0.0%	0
Better clientele	0.0%	0	0.0%	0	0.0%	0
Better disabled access / facilities	0.1%	1	0.2%	1	0.0%	0
Better market	0.1%	1	0.2%	1	0.0%	0
Fewer betting shops	0.1%	1	0.2%	1	0.0%	0
Fewer buses	0.0%	0	0.0%	0	0.0%	0
Fewer market stalls	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0
Improved access by car (e.g. better roads)	0.3%	2	0.2%	1	0.8%	1
Less betting shops	0.0%	0	0.0%	0	0.0%	0
Less cafés / restaurants / takeaways	0.1%	1	0.2%	1	0.0%	0
Less charity shops	0.7%	5	0.9%	5	0.0%	0
Less cheap shops	0.0%	0	0.0%	0	0.0%	0
Less student housing	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	0.7%	5	0.7%	4	0.8%	1
Long parking hours	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.1%	1	0.2%	1	0.0%	0
More / better cycle paths	0.1%	1	0.2%	1	0.0%	0
More / better public toilets	0.0%	0	0.0%	0	0.0%	0
More / better pubs	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks, post office etc.)	0.1%	1	0.0%	0	0.8%	1
More independent shops	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.0%	0	0.0%	0	0.0%	0
Open a community centre	0.1%	1	0.2%	1	0.0%	0
Reduce business rates / rents	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	0.7%	5	0.5%	3	1.7%	2
Remove cycle lanes	0.0%	0	0.0%	0	0.0%	0
Repair roads (e.g. potholes)	0.1%	1	0.0%	0	0.8%	1
Stop building houses	0.0%	0	0.0%	0	0.0%	0
Tighter parking regulations	0.1%	1	0.2%	1	0.0%	0
(Nothing / Nothing else)	81.5%	552	80.9%	452	84.7%	100
(Don't know)	1.9%	13	2.1%	12	0.8%	1
Base:		677		559		118

Charnwood Household Survey For WYG

	Total	Loughborough h Town Centre		Syston District Centre		
3rd Mention						
Increased choice and range of shops	0.7%	5	0.7%	4	0.8%	1
Discount food stores within the town centre	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.7%	5	0.9%	5	0.0%	0
Improved leisure facilities	0.1%	1	0.0%	0	0.8%	1
Improved quality of shops	1.2%	8	1.4%	8	0.0%	0
More parking	0.1%	1	0.0%	0	0.8%	1
Cheaper parking	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.1%	1	0.2%	1	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0
Better environment	0.4%	3	0.5%	3	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.0%	0	0.0%	0	0.0%	0
Better clientele	0.1%	1	0.2%	1	0.0%	0
Better disabled access / facilities	0.0%	0	0.0%	0	0.0%	0
Better market	0.0%	0	0.0%	0	0.0%	0
Fewer betting shops	0.0%	0	0.0%	0	0.0%	0
Fewer buses	0.0%	0	0.0%	0	0.0%	0
Fewer market stalls	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.1%	1	0.2%	1	0.0%	0
Improved access by car (e.g. better roads)	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.1%	1	0.2%	1	0.0%	0
Less cafés / restaurants / takeaways	0.1%	1	0.2%	1	0.0%	0
Less charity shops	0.1%	1	0.2%	1	0.0%	0
Less cheap shops	0.0%	0	0.0%	0	0.0%	0
Less student housing	0.1%	1	0.2%	1	0.0%	0
Less vacant shops	0.0%	0	0.0%	0	0.0%	0
Long parking hours	0.1%	1	0.0%	0	0.8%	1
More / better cafés / restaurants	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.0%	0	0.0%	0	0.0%	0
More / better pubs	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks, post office etc.)	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.1%	1	0.2%	1	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.0%	0	0.0%	0	0.0%	0
Open a community centre	0.0%	0	0.0%	0	0.0%	0
Reduce business rates / rents	0.3%	2	0.4%	2	0.0%	0
Reduce traffic congestion	0.3%	2	0.4%	2	0.0%	0
Remove cycle lanes	0.0%	0	0.0%	0	0.0%	0
Repair roads (e.g. potholes)	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.0%	0	0.0%	0	0.0%	0
Tighter parking regulations	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	92.6%	627	92.1%	515	94.9%	112
(Don't know)	2.1%	14	2.1%	12	1.7%	2
Base:		677		559		118

Charnwood Household Survey

For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Q35X Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30) more often? (Any mention)						
<i>Those who visit a centre at Q30:</i>						
Increased choice and range of shops	20.8%	141	24.0%	134	5.9%	7
Discount food stores within the town centre	0.6%	4	0.4%	2	1.7%	2
Improved non-food shops within the town centre	4.3%	29	5.0%	28	0.8%	1
Improved leisure facilities	1.3%	9	1.3%	7	1.7%	2
Improved quality of shops	3.1%	21	3.8%	21	0.0%	0
More parking	8.1%	55	6.4%	36	16.1%	19
Cheaper parking	5.3%	36	5.7%	32	3.4%	4
Improved street cleaning	1.0%	7	1.3%	7	0.0%	0
Increased public transport	1.6%	11	1.6%	9	1.7%	2
Cheaper public transport	0.6%	4	0.7%	4	0.0%	0
Better environment	2.5%	17	2.9%	16	0.8%	1
Better security	1.2%	8	1.1%	6	1.7%	2
Longer opening hours	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.3%	2	0.4%	2	0.0%	0
Better clientele	0.1%	1	0.2%	1	0.0%	0
Better disabled access / facilities	0.3%	2	0.2%	1	0.8%	1
Better market	0.4%	3	0.5%	3	0.0%	0
Fewer betting shops	0.1%	1	0.2%	1	0.0%	0
Fewer buses	0.1%	1	0.2%	1	0.0%	0
Fewer market stalls	0.1%	1	0.2%	1	0.0%	0
Free car parking	0.3%	2	0.4%	2	0.0%	0
Improved access by car (e.g. better roads)	0.9%	6	0.7%	4	1.7%	2
Less betting shops	0.1%	1	0.2%	1	0.0%	0
Less cafés / restaurants / takeaways	0.4%	3	0.4%	2	0.8%	1
Less charity shops	0.9%	6	1.1%	6	0.0%	0
Less cheap shops	0.1%	1	0.2%	1	0.0%	0
Less student housing	0.1%	1	0.2%	1	0.0%	0
Less vacant shops	1.9%	13	2.0%	11	1.7%	2
Long parking hours	0.1%	1	0.0%	0	0.8%	1
More / better cafés / restaurants	0.4%	3	0.4%	2	0.8%	1
More / better cycle paths	0.7%	5	0.9%	5	0.0%	0
More / better public toilets	0.1%	1	0.2%	1	0.0%	0
More / better pubs	0.1%	1	0.2%	1	0.0%	0
More financial services (e.g. banks, post office etc.)	0.4%	3	0.0%	0	2.5%	3
More independent shops	0.3%	2	0.4%	2	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.1%	1	0.2%	1	0.0%	0
Open a community centre	0.1%	1	0.2%	1	0.0%	0
Reduce business rates / rents	0.4%	3	0.4%	2	0.8%	1
Reduce traffic congestion	2.5%	17	1.6%	9	6.8%	8
Remove cycle lanes	0.1%	1	0.2%	1	0.0%	0
Repair roads (e.g. potholes)	0.1%	1	0.0%	0	0.8%	1
Stop building houses	0.1%	1	0.2%	1	0.0%	0
Tighter parking regulations	0.1%	1	0.2%	1	0.0%	0
Base:		677		559		118

Charnwood Household Survey

For WYG

	Total	Loughborough h Town Centre		Syston District Centre		
Q36 Why don't you visit Loughborough Town Centre? [MR]						
<i>Those who do not visit Loughborough Town Centre at Q30:</i>						
Lack of choice and range of shops	9.9%	19	0.0%	0	3.0%	2
Doesn't have preferred supermarket	2.1%	4	0.0%	0	1.5%	1
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	1.0%	2	0.0%	0	1.5%	1
Too far away from home or work	27.6%	53	0.0%	0	33.3%	22
Not accessible by public transport	0.0%	0	0.0%	0	0.0%	0
Inconveniently located car parking	4.7%	9	0.0%	0	3.0%	2
Expensive car parking	2.6%	5	0.0%	0	1.5%	1
Other	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit	44.3%	85	0.0%	0	51.5%	34
General dislike of the town centre	0.5%	1	0.0%	0	0.0%	0
Lack of time	0.5%	1	0.0%	0	0.0%	0
Not enough disability parking spaces	0.5%	1	0.0%	0	0.0%	0
Poor road system	1.0%	2	0.0%	0	1.5%	1
Prefer to go elsewhere	1.0%	2	0.0%	0	0.0%	0
Too many betting shops	0.5%	1	0.0%	0	0.0%	0
Too many charity shops	0.5%	1	0.0%	0	0.0%	0
Too old / ill / disabled	5.7%	11	0.0%	0	3.0%	2
Traffic congestion	2.1%	4	0.0%	0	0.0%	0
Unfamiliar with the area / layout	3.1%	6	0.0%	0	4.5%	3
(Don't know)	1.6%	3	0.0%	0	0.0%	0
Base:		192		0		66

Q37 Why don't you visit Syston District Centre? [MR]						
<i>Those who live in Zone 5 but don't visit Syston District Centre at Q30:</i>						
Lack of choice and range of shops	0.0%	0	0.0%	0	0.0%	0
Doesn't have preferred supermarket	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.0%	0	0.0%	0	0.0%	0
Too far away from home or work	11.1%	1	0.0%	0	0.0%	0
Not accessible by public transport	0.0%	0	0.0%	0	0.0%	0
Inconveniently located car parking	0.0%	0	0.0%	0	0.0%	0
Expensive car parking	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit	77.8%	7	0.0%	0	0.0%	0
Too small	11.1%	1	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		9		0		0

Charnwood Household Survey

For WYG

	Total		Loughborough Town Centre		Syston District Centre	
Q38 Do people in your household, including yourself, make use of home internet shopping, mobile internet shopping or TV shopping? [MR]						
Yes, Internet (home)	64.6%	519	67.4%	377	58.5%	69
Yes, Portable internet shopping (through mobile phone / tablet)	26.0%	209	29.7%	166	21.2%	25
Yes, TV Shopping	0.6%	5	0.7%	4	0.8%	1
(No)	33.0%	265	29.7%	166	39.8%	47
Base:		803		559		118
Q39 Which goods or services does your household currently purchase via electronic (home / mobile / TV) shopping? [MR]						
<i>Those who purchase non-food goods via electronic (home / mobile / TV) shopping at Q38:</i>						
Banking / finance	2.6%	14	3.1%	12	1.4%	1
Books	39.2%	211	42.0%	165	31.0%	22
CDs, DVDs, music	35.1%	189	36.6%	144	33.8%	24
Clothes	47.0%	253	47.3%	186	45.1%	32
DIY goods	7.6%	41	7.6%	30	7.0%	5
Food	9.9%	53	10.7%	42	2.8%	2
Furniture / carpets	5.0%	27	4.6%	18	4.2%	3
Garden items	4.6%	25	5.3%	21	2.8%	2
Holiday and / or travel tickets	3.7%	20	4.6%	18	1.4%	1
Jewellery	2.0%	11	1.8%	7	2.8%	2
Major electrical items	16.5%	89	15.5%	61	25.4%	18
Small electrical items	26.0%	140	24.7%	97	38.0%	27
Small household goods	16.4%	88	16.8%	66	14.1%	10
Sports goods	4.3%	23	4.1%	16	4.2%	3
Toys	8.7%	47	8.4%	33	12.7%	9
Other	0.0%	0	0.0%	0	0.0%	0
Camping / outdoor goods	0.4%	2	0.0%	0	1.4%	1
Craft / hobby items	3.5%	19	3.3%	13	2.8%	2
Gifts	1.3%	7	1.5%	6	0.0%	0
Greetings cards	1.3%	7	1.5%	6	1.4%	1
Health & beauty products, chemist goods	0.7%	4	1.0%	4	0.0%	0
Magazines	0.2%	1	0.0%	0	0.0%	0
Pet food / accessories	2.4%	13	2.5%	10	1.4%	1
Stationery	1.3%	7	1.5%	6	0.0%	0
Vehicle parts / accessories	1.7%	9	1.5%	6	2.8%	2
(Don't know / can't remember)	10.4%	56	10.2%	40	11.3%	8
Base:		538		393		71
Q40 For your household's last non-food electronic (home / mobile / TV) shopping order, how did you receive your goods?						
<i>Those who purchase non-food goods via electronic (home / mobile / TV) shopping at Q38:</i>						
Collection at store	4.8%	26	3.8%	15	12.7%	9
Home delivery	92.4%	497	93.4%	367	84.5%	60
Delivery to place of work	1.3%	7	1.3%	5	1.4%	1
Collection at click and collect hub (non-store location)	0.9%	5	1.0%	4	1.4%	1
Collection at other location	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.6%	3	0.5%	2	0.0%	0
Base:		538		393		71
Q41 Which of these leisure activities do you participate in? [MR/PR]						
Health & fitness	18.9%	152	21.1%	118	11.0%	13
Leisure centre activities	14.1%	113	15.6%	87	8.5%	10
Cinema	45.8%	368	49.7%	278	42.4%	50
Restaurant	58.9%	473	61.2%	342	54.2%	64
Pub / bars	39.7%	319	39.9%	223	46.6%	55
Nightclub	1.6%	13	1.4%	8	1.7%	2
Social club	3.5%	28	2.5%	14	5.1%	6
Ten pin bowling	6.0%	48	6.1%	34	6.8%	8
Bingo	3.0%	24	2.7%	15	5.9%	7
Theatre / concert hall	30.5%	245	33.6%	188	28.0%	33
Museum / art galleries	18.9%	152	20.9%	117	16.1%	19
(None of these)	15.3%	123	13.8%	77	13.6%	16
Base:		803		559		118

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Q42 Which centre / facility did you last visit for indoor sports or health & fitness activity?						
<i>Those who visit for health & fitness at Q41:</i>						
Zone 1						
Anytime Fitness, Bridge Street, Loughborough	0.0%	0	0.0%	0	0.0%	0
CrossFit, Hanford Way, Loughborough	0.0%	0	0.0%	0	0.0%	0
Dynamite Gym, High Street, Loughborough	0.0%	0	0.0%	0	0.0%	0
Ease Fitness UK, Howard Close, Loughborough	0.0%	0	0.0%	0	0.0%	0
Fit4Less, Wood Gate, Loughborough	0.0%	0	0.0%	0	0.0%	0
Holywell Fitness Centre, Loughborough Park, Oakwood Drive, Loughborough	0.5%	1	0.6%	1	0.0%	0
Jim Play, High Street, Loughborough	0.0%	0	0.0%	0	0.0%	0
Loughborough Leisure Centre, Browns Lane, Loughborough	18.2%	37	21.5%	34	11.1%	2
Loughborough Town Centre Other, Zone 1	15.3%	31	17.1%	27	5.6%	1
PureGym, The Rushes, Loughborough	3.0%	6	2.5%	4	5.6%	1
Radmoor Centre, Radmoor Road, Loughborough	4.9%	10	6.3%	10	0.0%	0
Shelthorpe District Centre	2.5%	5	3.2%	5	0.0%	0
	0.0%	0	0.0%	0	0.0%	0
Zone 2						
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Zone 3						
Other, Zone 3	0.5%	1	0.6%	1	0.0%	0
Shepshed District Centre	1.5%	3	1.9%	3	0.0%	0
Zone 4						
Barrow Upon Star District Centre	0.0%	0	0.0%	0	0.0%	0
Physfit Gyms, Barrow Road Business Park, Barrow Road, Sileby, Loughborough	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.5%	1	0.6%	1	0.0%	0
Zone 5						
Melton Road Local Centre	0.5%	1	0.0%	0	5.6%	1
Syston District Centre	2.0%	4	0.6%	1	16.7%	3
Zone 6						
Anstey District Centre	0.5%	1	0.6%	1	0.0%	0
Birstall District Centre	1.5%	3	1.9%	3	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	2.5%	5	1.9%	3	11.1%	2
Other, Zone 6	1.0%	2	1.3%	2	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	0.0%	0	0.0%	0
Soar Valley Leisure Centre, Kingfisher Road, Mountsorrel, Leicester	8.9%	18	8.2%	13	11.1%	2
South Charnwood Leisure Centre, Parkstone Road, Syston, Leicester	2.5%	5	1.3%	2	11.1%	2
Zone 7						
Other, Zone 7	2.0%	4	1.9%	3	0.0%	0
Zone 8						
East Midlands Airport Yew Lodge Hotel, Packington Hill, Kegworth, Derby DE74 2DF	1.5%	3	1.9%	3	0.0%	0
Hermitage Leisure Centre, Silver Street, Whitwick, Coalville LE67 5EU	4.9%	10	5.1%	8	0.0%	0
Reeds Health Club, Packington Hill,	1.5%	3	1.9%	3	0.0%	0

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Kegworth, Derby DE74 2DF						
The Workhouse Gym, Maple Road, Castle Donington DE74 2UT	1.0%	2	0.0%	0	0.0%	0
Outside Study Area						
Bannatyne Health Club, Welford Road, Leicester	0.0%	0	0.0%	0	0.0%	0
Bridge 4 Studio, Geoff Monk Way, Leicester	0.0%	0	0.0%	0	0.0%	0
East Leake Leisure Centre, Lantern Lane, East Leake, Loughborough LE12 6QN	2.5%	5	2.5%	4	0.0%	0
FAST Fitness, Groby Community College, Groby, Leicester	0.0%	0	0.0%	0	0.0%	0
Forest Hill Golf & Conference Centre, Markfield Lane, Botcheston, Leicester LE9 9FH	1.0%	2	0.6%	1	0.0%	0
Leicester City Centre	1.5%	3	0.6%	1	5.6%	1
Meltdown Gym, Loughborough Road, Leicester	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing, Byford Way, Leicester	0.5%	1	0.6%	1	0.0%	0
Other, East Midlands	3.9%	8	2.5%	4	0.0%	0
Other, Harborough	1.0%	2	0.6%	1	5.6%	1
Other, Hinkley & Bosworth	0.5%	1	0.6%	1	0.0%	0
Other, Leicester	2.0%	4	1.3%	2	11.1%	2
Other, London	0.5%	1	0.6%	1	0.0%	0
Other, N W Leicestershire	2.0%	4	1.9%	3	0.0%	0
Other, Rushcliffe	1.0%	2	0.6%	1	0.0%	0
PureGym, St Georges Way, Leicester	0.0%	0	0.0%	0	0.0%	0
PureGym, Walnut Street, Leicester	0.0%	0	0.0%	0	0.0%	0
Rushcliffe Arena, Rugby Road, West Bridgford, Nottingham NG2 7HY	1.5%	3	0.6%	1	0.0%	0
The Gym, Causeway Lane, Leicester	0.0%	0	0.0%	0	0.0%	0
Others						
Abroad	0.5%	1	0.6%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.9%	10	5.1%	8	0.0%	0
Base:		203		158		18

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Q43 Which centre / facility did you last visit to go the cinema?						
<i>Those who go to the cinema at Q41:</i>						
Zone 1						
Cineworld, Old Hospital Court, Loughborough	39.7%	146	45.7%	127	16.0%	8
FLIX, Epinal Way, Loughborough (Student Cinema)	0.0%	0	0.0%	0	0.0%	0
Odeon, Cattle Market, Loughborough	25.5%	94	28.8%	80	16.0%	8
Outside Study Area						
Broadway Cinema, Broad Street, Nottingham	1.6%	6	1.1%	3	0.0%	0
Cineworld, Forman Street, Nottingham	1.4%	5	1.4%	4	0.0%	0
Cineworld, Guild Street, Burton-on-Trent	0.0%	0	0.0%	0	0.0%	0
Odeon, Freemans Park, Leicester	1.4%	5	0.4%	1	6.0%	3
Odeon, The Pipeworks, Coppice Side, Swadlincote DE11 9FQ	0.8%	3	0.4%	1	0.0%	0
Other, East Midlands	1.4%	5	1.1%	3	0.0%	0
Other, London	0.5%	2	0.7%	2	0.0%	0
Other, South Yorkshire	0.3%	1	0.4%	1	0.0%	0
Phoenix Cinema & Art Centre, Midland Street, Leicester	1.4%	5	1.1%	3	2.0%	1
Piccadilly Cinema, Green Lane Road, Evington, Leicester	0.0%	0	0.0%	0	0.0%	0
Savoy Cinema, Derby Road, Nottingham	3.0%	11	2.9%	8	2.0%	1
Showcase Cinema De Lux, Highcross Lane, Leicester	9.2%	34	6.8%	19	26.0%	13
Showcase Cinema De Lux, Redfield Way, Nottingham NG7 2UW	0.8%	3	0.7%	2	0.0%	0
Showcase, Foresters Park, Osmaston Park Road, Derby DE23 8AG	0.8%	3	0.7%	2	0.0%	0
Vue Cinema, Meridian Leisure Park, Lubbethorpe Way, Braunstone, Leicester	9.2%	34	5.8%	16	24.0%	12
Others						
Abroad	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.0%	11	2.2%	6	8.0%	4
Base:		368		278		50

Charnwood Household Survey For WYG

	Total		Loughborough h Town Centre		Syston District Centre	
Q44 Which centre / facility did you last visit to go to a restaurant?						
<i>Those who go to restaurants at Q41:</i>						
Zone 1						
Loughborough Town Centre	28.8%	136	37.7%	129	3.1%	2
Shelthorpe District Centre	0.4%	2	0.3%	1	0.0%	0
Zone 2						
Gorse Covert District Centre	0.2%	1	0.3%	1	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Zone 3						
Hathern Village Centre	0.6%	3	0.9%	3	0.0%	0
Shepsheo District Centre	1.9%	9	2.3%	8	1.6%	1
Zone 4						
Barrow-upon-Soar District Centre	2.5%	12	2.6%	9	3.1%	2
Hoton Village Centre	0.8%	4	1.2%	4	0.0%	0
Other, Zone 4	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.6%	3	0.6%	2	1.6%	1
Zone 5						
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Queniborough Village Centre	0.2%	1	0.0%	0	1.6%	1
Syston District Centre	4.2%	20	0.3%	1	29.7%	19
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.2%	1	0.0%	0	1.6%	1
Thurmaston Village Centre	0.2%	1	0.0%	0	1.6%	1
Zone 6						
Anstey District Centre	0.8%	4	0.9%	3	1.6%	1
Birstall District Centre	0.4%	2	0.3%	1	0.0%	0
Cropston Village Centre	1.3%	6	1.2%	4	0.0%	0
Mountsorrel Local Centre - Leicester Road / Market Place	1.1%	5	1.2%	4	0.0%	0
Newtown Linford Village Centre	0.6%	3	0.6%	2	1.6%	1
Other, Zone 6	0.4%	2	0.6%	2	0.0%	0
Quorn Local Centre	3.8%	18	4.1%	14	1.6%	1
Rothley Local Centre	2.5%	12	2.3%	8	4.7%	3
Woodhouse Eaves Village Centre	0.2%	1	0.3%	1	0.0%	0
Zone 7						
East Leake Village Centre	0.6%	3	0.9%	3	0.0%	0
Keyworth Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.2%	1	0.3%	1	0.0%	0
Ruddington Village	1.1%	5	0.0%	0	0.0%	0
Zone 8						
Castle Donington Town Centre	1.7%	8	1.2%	4	0.0%	0
Kegworth Village Centre	0.4%	2	0.6%	2	0.0%	0
Long Whatton Village Centre	0.8%	4	1.2%	4	0.0%	0
Thringstone Village Centre	0.4%	2	0.6%	2	0.0%	0
Whitwick Village Centre	0.2%	1	0.3%	1	0.0%	0
Outside Study Area						
Ashby-de-la-Zouch — all locations	0.8%	4	0.9%	3	0.0%	0
Beaumont Leys District Centre, Leicester	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.2%	1	0.3%	1	0.0%	0
Braunstone Town Centre	0.4%	2	0.3%	1	1.6%	1
Central London	0.6%	3	0.3%	1	0.0%	0
Coalville Town Centre	1.3%	6	0.9%	3	1.6%	1
Cotgrave Town Centre	0.8%	4	0.9%	3	0.0%	0
Derby City Centre	1.3%	6	1.5%	5	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0

Charnwood Household Survey

For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0
Havant Town Centre	0.4%	2	0.6%	2	0.0%	0
Leicester City Centre	14.0%	66	9.4%	32	29.7%	19
Melton Mowbray — all locations	0.6%	3	0.3%	1	1.6%	1
Nottingham City Centre	5.3%	25	5.8%	20	0.0%	0
Other, Blaby	0.2%	1	0.3%	1	0.0%	0
Other, East England	0.4%	2	0.3%	1	0.0%	0
Other, East Midlands	2.1%	10	1.2%	4	1.6%	1
Other, Harborough	0.2%	1	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.4%	2	0.3%	1	1.6%	1
Other, N W Leicestershire	0.2%	1	0.3%	1	0.0%	0
Other, North East	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.4%	2	0.6%	2	0.0%	0
Other, Rushcliffe	0.4%	2	0.6%	2	0.0%	0
Other, Rutland	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.2%	1	0.0%	0	0.0%	0
Other, South West	1.1%	5	1.5%	5	0.0%	0
Other, West Midlands	0.2%	1	0.3%	1	0.0%	0
Other, Yorkshire & the Humber	0.2%	1	0.3%	1	0.0%	0
Shardlow Village Centre	0.2%	1	0.3%	1	0.0%	0
West Bridgford Town Centre	0.6%	3	0.6%	2	0.0%	0
Others						
Abroad	2.5%	12	2.6%	9	3.1%	2
Other	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	7.2%	34	7.3%	25	6.3%	4
Base:		473		342		64

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Q45 Which centre / facility did you last visit to go to bars, pubs and night / social clubs?						
<i>Those who go to bars, pubs and / or night / social clubs at Q41:</i>						
Zone 1						
Loughborough Town Centre	26.3%	87	34.8%	80	5.4%	3
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0
Zone 2						
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Zone 3						
Hathern Village Centre	1.2%	4	1.7%	4	0.0%	0
Shepshed District Centre	4.5%	15	5.7%	13	1.8%	1
Zone 4						
Barrow-upon-Soar District Centre	3.3%	11	4.3%	10	0.0%	0
Hoton Village Centre	0.3%	1	0.4%	1	0.0%	0
Other, Zone 4	0.6%	2	0.9%	2	0.0%	0
Sileby District Centre	3.0%	10	2.2%	5	3.6%	2
Zone 5						
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Queniborough Village Centre	1.5%	5	0.0%	0	8.9%	5
Syston District Centre	4.8%	16	0.4%	1	25.0%	14
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.6%	2	0.0%	0	3.6%	2
Thurmaston Village Centre	1.2%	4	0.0%	0	7.1%	4
Zone 6						
Anstey District Centre	0.6%	2	0.4%	1	0.0%	0
Birstall District Centre	1.8%	6	1.3%	3	3.6%	2
Cropston Village Centre	1.2%	4	0.9%	2	3.6%	2
Mountsorrel Local Centre - Leicester Road / Market Place	1.5%	5	1.3%	3	1.8%	1
Newtown Linford Village Centre	0.3%	1	0.0%	0	1.8%	1
Other, Zone 6	0.6%	2	0.9%	2	0.0%	0
Quorn Local Centre	4.2%	14	5.2%	12	1.8%	1
Rothley Local Centre	3.3%	11	3.9%	9	1.8%	1
Woodhouse Eaves Village Centre	0.6%	2	0.4%	1	0.0%	0
Zone 7						
East Leake Village Centre	1.5%	5	1.7%	4	0.0%	0
Keyworth Village Centre	1.2%	4	0.4%	1	0.0%	0
Other, Zone 7	1.8%	6	2.2%	5	0.0%	0
Ruddington Village	0.9%	3	0.9%	2	0.0%	0
Zone 8						
Castle Donington Town Centre	1.2%	4	0.9%	2	0.0%	0
Kegworth Village Centre	1.5%	5	1.7%	4	0.0%	0
Long Whatton Village Centre	0.6%	2	0.9%	2	0.0%	0
Thringstone Village Centre	0.6%	2	0.9%	2	0.0%	0
Whitwick Village Centre	1.8%	6	2.6%	6	0.0%	0
Outside Study Area						
Ashby-de-la-Zouch — all locations	0.6%	2	0.9%	2	0.0%	0
Beaumont Leys District Centre, Leicester	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0
Braunstone Town Centre	0.6%	2	0.0%	0	3.6%	2
Central London	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.6%	2	0.4%	1	0.0%	0
Cotgrave Town Centre	0.3%	1	0.4%	1	0.0%	0
Derby City Centre	0.6%	2	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0

Charnwood Household Survey

For WYG

	Total	Loughborough Town Centre		Syston District Centre	
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%
Havant Town Centre	0.6%	2	0.9%	2	0.0%
Leicester City Centre	5.7%	19	4.8%	11	8.9%
Melton Mowbray — all locations	0.3%	1	0.0%	0	1.8%
Nottingham City Centre	3.0%	10	1.7%	4	0.0%
Other, Blaby	0.3%	1	0.4%	1	0.0%
Other, East England	0.0%	0	0.0%	0	0.0%
Other, East Midlands	0.9%	3	0.9%	2	0.0%
Other, Harborough	0.3%	1	0.0%	0	1.8%
Other, Hinkley & Bosworth	0.6%	2	0.4%	1	1.8%
Other, N W Leicestershire	0.6%	2	0.9%	2	0.0%
Other, North East	0.0%	0	0.0%	0	0.0%
Other, North West	0.3%	1	0.4%	1	0.0%
Other, Rushcliffe	0.6%	2	0.9%	2	0.0%
Other, Rutland	0.0%	0	0.0%	0	0.0%
Other, South East	0.0%	0	0.0%	0	0.0%
Other, South West	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.6%	2	0.4%	1	0.0%
Other, Yorkshire & the Humber	0.3%	1	0.0%	0	0.0%
Shardlow Village Centre	0.6%	2	0.9%	2	0.0%
West Bridgford Town Centre	0.0%	0	0.0%	0	0.0%
Others					
Abroad	1.2%	4	1.3%	3	0.0%
Other	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	8.5%	28	7.4%	17	12.5%
Base:		331		230	56

Q46 Which centre / facility did you last visit to go ten-pin bowling?

Those who go ten-pin bowling at Q41:

Outside Study Area

Hollywood Bowl, Lubbethorpe Way, Leicester	64.6%	31	61.8%	21	100.0%	8
Hollywood Bowl, West Mall, Albion Street, Derby	0.0%	0	0.0%	0	0.0%	0
MFA Bowl, Belward Street, Nottingham	2.1%	1	0.0%	0	0.0%	0
MFA Bowl, Derby Road, Ilkeston	0.0%	0	0.0%	0	0.0%	0
Namco Funscape (Stryker's Bowl), Castle Grounds, River Drive, Tamworth	2.1%	1	2.9%	1	0.0%	0
Tenpin & Sector 7, Foresters Leisure Park, Derby	0.0%	0	0.0%	0	0.0%	0
Tenpin, Clifton Boulevard, Redfield Way, Nottingham	16.7%	8	20.6%	7	0.0%	0
Others						
Abroad	2.1%	1	2.9%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	12.5%	6	11.8%	4	0.0%	0
Base:		48		34		8

Charnwood Household Survey For WYG

	Total	Loughborough h Town Centre		Syston District Centre		
Q47 Which centre / facility did you last visit for bingo?						
<i>Those who go to bingo at Q41:</i>						
Zone 1						
Beacon Bingo, The old cinema, Baxter Gate, Loughborough	45.8%	11	66.7%	10	0.0%	0
Zone 5						
Other, Zone 5	12.5%	3	0.0%	0	42.9%	3
Outside Study Area						
Admiral Casino & Bingo, Southchurch Drive, Clifton	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Beaumont Way, Leicester	16.7%	4	13.3%	2	28.6%	2
Gala Bingo, Gala Way, Nottingham	4.2%	1	0.0%	0	0.0%	0
Mecca, Freeman's Park Campus, Aylestone Road, Leicester	4.2%	1	0.0%	0	14.3%	1
Mecca, Queens Road, Beeston	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	4.2%	1	0.0%	0	14.3%	1
Other, N W Leicestershire	4.2%	1	6.7%	1	0.0%	0
Others						
Abroad	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	8.3%	2	13.3%	2	0.0%	0
Base:		24		15		7

Charnwood Household Survey For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Q48 Which centre / facility did you last visit for art / culture activities (i.e. theatres / galleries / museums)?						
Those who visit for art / cultural activities at Q41:						
Zone 1						
Loughborough Town Centre	17.8%	52	21.4%	47	4.9%	2
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0
Zone 2						
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Zone 3						
Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.0%	0	0.0%	0	0.0%	0
Zone 4						
Barrow-upon-Soar District Centre	0.0%	0	0.0%	0	0.0%	0
Hoton Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0
Zone 5						
Melton Road Local Centre	0.3%	1	0.0%	0	2.4%	1
Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.0%	0	0.0%	0	0.0%	0
Zone 6						
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0
Birstall District Centre	0.0%	0	0.0%	0	0.0%	0
Cropston Village Centre	0.0%	0	0.0%	0	0.0%	0
Mountsorrel Local Centre - Leicester Road / Market Place	0.0%	0	0.0%	0	0.0%	0
Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	0.0%	0	0.0%	0
Woodhouse Eaves Village Centre	0.0%	0	0.0%	0	0.0%	0
Zone 7						
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0
Keyworth Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0
Zone 8						
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0
Long Whatton Village Centre	0.0%	0	0.0%	0	0.0%	0
Thringstone Village Centre	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0
Outside Study Area						
Ashby-de-la-Zouch — all locations	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District Centre, Leicester	0.3%	1	0.5%	1	0.0%	0
Birmingham City Centre	2.1%	6	2.3%	5	2.4%	1
Braunstone Town Centre	0.0%	0	0.0%	0	0.0%	0
Central London	9.6%	28	9.5%	21	9.8%	4
Coalville Town Centre	0.0%	0	0.0%	0	0.0%	0
Cotgrave Town Centre	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.7%	2	0.5%	1	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0

Charnwood Household Survey

For WYG

	Total	Loughborough Town Centre		Syston District Centre		
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.3%	1	0.5%	1	0.0%	0
Havant Town Centre	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	33.9%	99	29.1%	64	61.0%	25
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	17.8%	52	20.5%	45	4.9%	2
Other, Blaby	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	1.0%	3	1.4%	3	0.0%	0
Other, Harborough	1.0%	3	0.9%	2	2.4%	1
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0
Other, North East	0.3%	1	0.5%	1	0.0%	0
Other, North West	0.7%	2	0.5%	1	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, Rutland	0.3%	1	0.0%	0	2.4%	1
Other, South East	0.3%	1	0.5%	1	0.0%	0
Other, South West	0.3%	1	0.5%	1	0.0%	0
Other, West Midlands	1.7%	5	1.4%	3	0.0%	0
Other, Yorkshire & the Humber	0.7%	2	0.5%	1	2.4%	1
Shardlow Village Centre	0.0%	0	0.0%	0	0.0%	0
West Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0
Others						
Abroad	2.4%	7	2.7%	6	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	8.2%	24	7.3%	16	7.3%	3
Base:		292		220		41

Q49 How do you normally travel when visiting leisure destinations?

Those who visit for one or more leisure activities at Q41:

Car / van (as driver)	63.1%	429	61.8%	298	64.7%	66
Car / van (as passenger)	10.7%	73	11.8%	57	9.8%	10
Bus, minibus or coach	8.4%	57	7.7%	37	6.9%	7
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0
Walk	11.9%	81	12.0%	58	13.7%	14
Taxi	1.9%	13	2.1%	10	2.0%	2
Train	1.3%	9	1.5%	7	1.0%	1
Bicycle	0.9%	6	1.2%	6	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.2%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
Park & Ride	0.4%	3	0.4%	2	0.0%	0
Tram	0.6%	4	0.8%	4	0.0%	0
(Don't know / varies)	0.6%	4	0.4%	2	2.0%	2
Base:		680		482		102

Charnwood Household Survey For WYG

	Total	Loughborough h Town Centre		Syston District Centre		
Q50 Which leisure facilities would you like to see more of in your area?						
Bars / pubs	1.2%	10	1.1%	6	1.7%	2
Better shopping facilities	3.6%	29	3.6%	20	4.2%	5
Bowling alley	4.9%	39	6.3%	35	2.5%	3
Cinema	2.5%	20	2.3%	13	4.2%	5
Concert hall / venue	0.7%	6	1.1%	6	0.0%	0
Cycle paths / area	1.0%	8	1.3%	7	0.8%	1
Dance facilities	0.0%	0	0.0%	0	0.0%	0
Skate park	0.2%	2	0.4%	2	0.0%	0
Health & fitness (gym)	0.6%	5	0.7%	4	0.0%	0
Hotels	0.0%	0	0.0%	0	0.0%	0
Ice rink	0.6%	5	0.7%	4	0.8%	1
Karting	0.0%	0	0.0%	0	0.0%	0
Leisure centre	4.5%	36	5.0%	28	4.2%	5
More children facilities / activities	4.4%	35	4.8%	27	2.5%	3
More sports facilities (football pitches, tennis courts)	1.5%	12	1.4%	8	2.5%	3
Museum / art galleries	0.5%	4	0.4%	2	0.0%	0
Outdoor play areas / park facilities	0.6%	5	0.4%	2	1.7%	2
Paintballing	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafes	2.7%	22	2.3%	13	3.4%	4
Swimming pool	5.6%	45	5.4%	30	6.8%	8
Theatre	1.5%	12	1.6%	9	0.8%	1
Other	0.0%	0	0.0%	0	0.0%	0
Adult education classes	0.1%	1	0.2%	1	0.0%	0
Climbing wall	0.1%	1	0.2%	1	0.0%	0
Golf course	0.2%	2	0.0%	0	0.8%	1
More activities / facilities for the elderly (e.g. social club)	1.4%	11	1.6%	9	0.8%	1
Racing track	0.1%	1	0.2%	1	0.0%	0
Snooker hall	0.2%	2	0.2%	1	0.8%	1
(None)	69.4%	557	68.5%	383	69.5%	82
(Don't know)	3.7%	30	3.0%	17	5.9%	7
Base:		803		559		118

GEN Gender of respondent.

Male	36.5%	293	36.7%	205	33.9%	40
Female	63.5%	510	63.3%	354	66.1%	78
Base:		803		559		118

AGE Could I ask, how old are you?

18 – 24 years	2.4%	19	2.0%	11	5.1%	6
25 – 34 years	4.2%	34	3.2%	18	5.1%	6
35 – 44 years	9.0%	72	9.3%	52	9.3%	11
45 – 54 years	24.4%	196	27.7%	155	20.3%	24
55 – 64 years	15.4%	124	16.3%	91	16.9%	20
65+ years	44.6%	358	41.5%	232	43.2%	51
(Refused)	0.0%	0	0.0%	0	0.0%	0
Base:		803		559		118

Charnwood Household Survey

For WYG

	Total	Loughborough Town Centre		Syston District Centre		
PC Postcode Sector:						
DE74 2	4.1%	33	3.4%	19	0.0%	0
LE11 1	2.5%	20	3.4%	19	0.0%	0
LE11 2	6.6%	53	8.8%	49	0.0%	0
LE11 3	4.9%	39	6.6%	37	0.0%	0
LE11 4	6.4%	51	8.2%	46	0.0%	0
LE11 5	4.7%	38	6.4%	36	0.0%	0
LE12 5	3.5%	28	4.7%	26	0.0%	0
LE12 6	5.7%	46	7.7%	43	0.0%	0
LE12 7	7.7%	62	7.9%	44	9.3%	11
LE12 8	6.7%	54	7.9%	44	1.7%	2
LE12 9	13.2%	106	16.3%	91	0.8%	1
LE14 3	0.1%	1	0.0%	0	0.8%	1
LE4 3	2.6%	21	2.0%	11	3.4%	4
LE4 4	1.9%	15	1.3%	7	5.1%	6
LE4 8	3.2%	26	0.5%	3	16.9%	20
LE6 0	0.1%	1	0.2%	1	0.0%	0
LE67 3	0.4%	3	0.2%	1	0.0%	0
LE67 4	0.2%	2	0.4%	2	0.0%	0
LE67 5	4.4%	35	5.4%	30	0.8%	1
LE67 8	1.1%	9	1.3%	7	0.0%	0
LE67 9	0.7%	6	0.5%	3	0.0%	0
LE7 1	1.9%	15	0.2%	1	11.9%	14
LE7 2	3.1%	25	0.0%	0	18.6%	22
LE7 3	2.7%	22	0.0%	0	16.1%	19
LE7 4	1.4%	11	0.0%	0	9.3%	11
LE7 7	4.4%	35	3.6%	20	4.2%	5
LE7 9	0.1%	1	0.0%	0	0.8%	1
NG11 6	3.2%	26	1.6%	9	0.0%	0
NG12 5	2.4%	19	1.8%	10	0.0%	0
Base:		803		559		118

QUOTA Zone

Zone 1	12.5%	100	16.8%	94	0.0%	0
Zone 2	12.5%	100	16.5%	92	0.0%	0
Zone 3	12.6%	101	15.2%	85	0.8%	1
Zone 4	12.5%	100	13.1%	73	11.0%	13
Zone 5	12.5%	100	0.7%	4	73.7%	87
Zone 6	12.6%	101	11.3%	63	13.6%	16
Zone 7	12.5%	100	12.5%	70	0.0%	0
Zone 8	12.6%	101	14.0%	78	0.8%	1
Base:		803		559		118

Appendix 8:

Data Tabulations

By Centre Mentioned at Q31

(Weighted)

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Q01 Where did you last undertake your main food and grocery shopping?						
Zone 1						
Co-operative, Market Street, Loughborough LE11 3EP	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.2%	2	0.3%	2	0.0%	0
Loughborough Markets, Loughborough Town Centre LE11 3EA	0.1%	1	0.1%	1	0.0%	0
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	0.9%	7	1.3%	7	0.0%	0
One Stop, Ling Road, Loughborough LE11 2LW	0.0%	0	0.0%	0	0.0%	0
Other, Loughborough Town Centre	0.1%	1	0.1%	1	0.0%	0
Other, Zone 1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ashby Road, Loughborough	4.5%	36	6.3%	34	0.5%	1
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	15.6%	125	21.9%	117	0.4%	1
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	1.6%	12	2.0%	11	0.6%	1
Zone 2						
Aldi, 51 Belton Road, Loughborough	9.8%	79	12.4%	66	1.8%	2
B&M, Willowbrook Park, Loughborough	0.0%	0	0.0%	0	0.0%	0
Co-operative, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road West Extension, Loughborough	0.1%	1	0.0%	0	0.0%	0
Lidl, Station Avenue, Loughborough	0.6%	5	0.7%	4	0.0%	0
Local shops, Long Whatton Village Centre	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	8.4%	67	11.7%	62	0.8%	1
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.0%	0	0.0%	0	0.0%	0
Asda, 25 Charnwood Street, Shepshed	2.9%	24	4.2%	23	0.2%	0
Zone 3						
Co-operative Extra Foodstore, The Hallcroft, Shepshed	0.2%	1	0.2%	1	0.0%	0
Co-operative, Anson Road, Shepshed	0.2%	1	0.3%	1	0.0%	0
Local shops, Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Charnwood Road, Shepshed LE12 9QF	0.0%	0	0.0%	0	0.0%	0
Zone 4						
Barrow Upon Soar District Centre	0.0%	0	0.0%	0	0.0%	0
Co-operative, 21 High Street, Barrow on Soar	0.1%	1	0.1%	1	0.0%	0
Costcutter, Barrow Road, Sileby	0.3%	2	0.3%	2	0.0%	0

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Leicester Road / Market Place, Mountsorrel Local Centre	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Sileby	0.0%	0	0.0%	0	0.0%	0
Zone 5						
Aldi, 1169 Melton Road, Syston	3.8%	31	1.1%	6	17.7%	24
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	6.1%	49	2.4%	13	19.9%	27
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.2%	1	0.3%	1	0.0%	0
Local shops, East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.4%	4	0.0%	0	2.4%	3
Melton Road, Thurmaston Local Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1197 Melton Road, Syston	4.3%	34	0.0%	0	23.8%	32
Zone 6						
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0
Birstall District Centre	0.0%	0	0.0%	0	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	0.1%	1	0.0%	0	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	0.2%	2	0.1%	1	0.4%	1
Co-operative, 132 Rothley Road, Mountsorrel	0.3%	3	0.3%	2	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.0%	0	0.0%	0	0.0%	0
Co-operative, 19 Wanlip Lane, Birstall	1.5%	12	1.5%	8	0.0%	0
Co-operative, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0
Local shops, Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodhouse Eaves Village Centre	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.1%	1	0.1%	1	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	1.5%	12	1.6%	9	1.6%	2
Zone 7						
Co-operative Food, 87 Main Street, East Leake	0.8%	6	0.9%	5	0.0%	0
Co-operative, Church Street, Ruddington NG11 6HD	0.5%	4	0.2%	1	0.0%	0
Local shops, Normanton on Soar Village Centre	0.2%	1	0.3%	1	0.0%	0
Local shops, Ruddington Village Centre	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham NG12 5GT	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Wilford	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Road, Ruddington NG11 6EN						
Zone 8						
Castle Donington Town Centre	0.1%	1	0.0%	0	0.0%	0
Co-operative, Market Place Whitwick LE67 5DT	0.0%	0	0.0%	0	0.0%	0
Co-operative, Station Road, Castle Donington DE74 2NJ	0.2%	1	0.0%	0	0.0%	0
Co-operative, The Green, Thringstone LE67 8NR	0.0%	0	0.0%	0	0.0%	0
Local shops, Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	3.7%	29	4.7%	25	0.5%	1
Other, Zone 8	0.0%	0	0.0%	0	0.0%	0
Outside Study Area						
Aldi, Abbey Lane, Leicester	1.1%	9	0.4%	2	2.2%	3
Aldi, Adcock Road, Coalville	2.1%	17	2.2%	12	0.0%	0
Aldi, Dents Road, Ashby-de-la-Zouch	0.3%	3	0.4%	2	0.0%	0
Asda, 184 Loughborough Road, West Bridgford, Nottingham	3.6%	29	2.1%	11	0.4%	1
Asda, Exploration Drive, Leicester LE4 5NU	0.6%	5	0.8%	5	0.0%	0
Asda, Midland Street, Long Eaton	0.7%	5	1.0%	5	0.0%	0
Asda, Narborough Road South, Leicester LE3 2LL	0.3%	2	0.4%	2	0.0%	0
Coalville Town Centre	0.0%	0	0.0%	0	0.0%	0
Co-operative, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0
Co-operative, Market Place, Kegworth DE74 2EE	0.3%	3	0.5%	3	0.0%	0
Co-operative, Station Road, Castle Donington DE74 2NJ	0.1%	1	0.1%	1	0.0%	0
Leicester City Centre	0.1%	1	0.1%	1	0.0%	0
Lidl, Loughborough Road, Abbey LE4 5PN	1.0%	8	0.0%	0	5.2%	7
Lidl, Thornborough Road, Coalville LE67 3TH	0.1%	1	0.1%	0	0.0%	0
Long Eaton	0.4%	3	0.0%	0	0.0%	0
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.4%	1
Morrisons, Gamston District Centre, Nottingham	1.2%	10	0.7%	4	0.4%	1
Morrisons, Green Lane, Clifton NG11 9LQ	0.3%	2	0.2%	1	0.0%	0
North East	0.1%	1	0.1%	1	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0
Other, Blaby	0.4%	3	0.0%	0	0.0%	0
Other, Derby	0.1%	1	0.0%	0	0.0%	0
Other, East Midlands	0.2%	2	0.2%	1	0.4%	1
Other, Gedling	0.1%	1	0.2%	1	0.0%	0
Other, Hinkley and Bosworth	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.5%	4	0.1%	1	1.0%	1
Other, North West Leicestershire	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.4%	3	0.5%	3	0.0%	0
Other, Rushcliffe	0.2%	1	0.0%	0	0.0%	0
Sainsbury's, Grove Farm	1.3%	10	0.4%	2	3.5%	5

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Triangle, Fosse Park, Leicester						
Sainsbury's, Melton Road, Leicester LE4 7SJ	2.4%	19	1.3%	7	4.1%	6
Sainsbury's, Stoney Road, Beeston, Nottingham	0.8%	7	0.6%	3	0.0%	0
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.2%	2	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	3.0%	24	2.4%	13	6.4%	9
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.1%	1	0.0%	0	0.8%	1
Tesco Extra, Waverley Street, Long Eaton	0.2%	2	0.2%	1	0.0%	0
Tesco, Resolution Road, Ashby-de-la-Zouch	1.3%	11	1.1%	6	0.0%	0
West Midlands	0.1%	1	0.2%	1	0.0%	0
Others						
Other	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	6.6%	53	7.5%	40	4.4%	6
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.5%	4	0.8%	4	0.0%	0
Weighted base:		803		534		137
Sample:		803		559		118

Q02 Which retailer did you purchase your last main food internet / home delivery shopping from?

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

Asda	8.2%	4	0.7%	0	56.7%	3
Morrisons	12.8%	7	14.0%	6	0.0%	0
Iceland	1.9%	1	2.6%	1	0.0%	0
Sainsbury's	11.9%	6	4.4%	2	0.0%	0
Tesco	44.1%	23	51.7%	21	34.0%	2
Ocado	18.2%	10	22.7%	9	9.2%	1
Waitrose	2.9%	2	3.9%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0
Weighted base:		53		40		6
Sample:		51		39		5

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Q03 What is the main reason you choose (STORE / LOCATION MENTIONED AT Q01) to do your main food and grocery shopping?						
Accessibility by public transport	0.3%	2	0.3%	2	0.0%	0
Car parking prices	0.0%	0	0.0%	0	0.0%	0
Car parking provision	2.3%	18	3.0%	16	1.4%	2
Choice of food goods available	7.6%	61	6.5%	35	8.1%	11
Choice of shops nearby selling non-food goods	0.4%	3	0.5%	3	0.0%	0
Choice of shops selling food goods	0.2%	2	0.2%	1	0.4%	1
Cleanliness	0.1%	1	0.2%	1	0.0%	0
Delivery service	2.0%	16	2.5%	13	0.0%	0
Click & Collect service	0.5%	4	0.8%	4	0.0%	0
Easy to get to by car	0.3%	3	0.1%	1	1.5%	2
Good internal layout	0.6%	5	0.9%	5	0.0%	0
Good service / friendly staff	0.2%	2	0.2%	1	0.0%	0
Habit / always use it / preference for retailer / familiarity	3.6%	29	4.1%	22	4.0%	5
Internet shopping is convenient	1.9%	16	2.0%	11	1.6%	2
Lower prices	17.4%	140	15.9%	85	20.4%	28
Loyalty card / points scheme	0.0%	0	0.0%	0	0.0%	0
Near to home	33.4%	268	33.8%	181	34.8%	48
Near to work	2.6%	21	2.7%	14	1.0%	1
Nice shopping environment	0.2%	1	0.1%	1	0.0%	0
Only one in the area / no other choice	0.5%	4	0.3%	1	1.9%	3
Preference for retailer	1.5%	12	1.9%	10	0.8%	1
Provision of leisure facilities nearby	0.1%	1	0.1%	1	0.0%	0
Provision of services nearby, such as banks and other financial services	0.1%	1	0.1%	1	0.0%	0
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	5.6%	45	5.0%	27	5.6%	8
Quality of shops selling food goods	0.7%	6	0.3%	1	3.1%	4
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0
Safety (during the evening / night time)	0.1%	1	0.1%	1	0.0%	0
Staff discount / work there	1.4%	12	1.9%	10	0.0%	0
Value for money	3.8%	31	2.8%	15	5.2%	7
Other	0.0%	0	0.0%	0	0.0%	0
Convenient generally	0.4%	3	0.6%	3	0.0%	0
Easy checkout	0.4%	3	0.4%	2	0.0%	0
For a change	0.6%	5	0.9%	5	0.0%	0
Free car parking	0.5%	4	0.8%	4	0.0%	0
Good disabled access	0.0%	0	0.0%	0	0.0%	0
Good in-store café	0.2%	2	0.3%	2	0.0%	0
Has an in-store opticians	0.1%	1	0.0%	0	0.0%	0
Has everything I need	0.6%	4	0.2%	1	2.4%	3
Has 'Scan & Shop' facility	0.1%	1	0.0%	0	0.0%	0
I get a lift to the store	0.1%	1	0.1%	1	0.0%	0
In the area at the time	0.6%	5	0.9%	5	0.0%	0
Large store	1.5%	12	1.8%	10	1.7%	2
Near to family / friends	0.2%	2	0.0%	0	0.4%	1
Offers 'cashback' service	0.1%	1	0.1%	1	0.0%	0
Quiet / not too busy	1.1%	9	0.5%	3	0.0%	0
Small store / not too big	0.6%	5	0.1%	1	2.9%	4
Wide aisles	0.1%	1	0.1%	1	0.0%	0
(Don't know / no reason in particular)	5.3%	43	6.8%	36	2.8%	4
Weighted base:		803		534		137
Sample:		803		559		118

	Total	Loughborough Town Centre	Syston District Centre			
Q04 What if anything is the one thing you most dislike about your main food shopping destination (STORE / LOCATION MENTIONED AT Q01)?						
Change layout too often	1.3%	11	1.6%	8	0.4%	1
Difficult / expensive parking	1.2%	10	1.1%	6	3.1%	4
Difficult to get to	0.2%	2	0.2%	1	0.6%	1
Expensive	2.3%	18	2.3%	12	1.9%	3
Lack of cycle parking	0.0%	0	0.0%	0	0.0%	0
Lack of parking	1.3%	10	0.7%	4	4.6%	6
Lack of public transport	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	3.3%	26	4.2%	23	1.2%	2
No petrol station	0.0%	0	0.0%	0	0.0%	0
Poor internal layout	1.2%	9	1.7%	9	0.0%	0
Poor quality	0.8%	6	0.8%	4	1.3%	2
Preference for retailer	0.0%	0	0.0%	0	0.0%	0
Staff rude / unhelpful	0.1%	1	0.2%	1	0.0%	0
Too busy / crowded	2.4%	19	2.9%	15	0.0%	0
Too far away	0.6%	5	0.8%	4	0.6%	1
Too small	1.2%	10	1.5%	8	0.8%	1
Other	0.0%	0	0.0%	0	0.0%	0
Discontinue items	0.1%	1	0.1%	1	0.0%	0
Discounts / special offers too focussed on families	0.2%	1	0.2%	1	0.0%	0
Empty shelves / lack of stock	1.3%	11	1.7%	9	1.5%	2
Feeling rushed at the checkout	0.1%	1	0.1%	1	0.0%	0
Incorrect / misleading pricing	0.4%	3	0.1%	1	0.0%	0
Internet - can't choose / see the fresh goods myself	0.4%	3	0.0%	0	0.0%	0
Internet - not able to compare prices	0.3%	2	0.4%	2	0.0%	0
No phone signal	0.5%	4	0.0%	0	2.7%	4
Not enough branded goods	0.7%	6	0.4%	2	0.0%	0
Not enough staff / queues at the checkout	1.0%	8	0.6%	3	3.3%	5
Opening hours not long enough	0.2%	2	0.4%	2	0.0%	0
Plants for sale are not watered / looked after	0.1%	1	0.0%	0	0.0%	0
Poor packaging	0.5%	4	0.2%	1	0.4%	1
Self-service checkouts	0.2%	2	0.3%	2	0.0%	0
Short sell-by dates	0.3%	3	0.3%	1	0.9%	1
Tesco has the monopoly	0.1%	1	0.1%	1	0.0%	0
Too cold in store	0.4%	3	0.6%	3	0.0%	0
Too large	0.3%	2	0.4%	2	0.0%	0
Undesirable clientele	0.1%	1	0.1%	1	0.0%	0
(Nothing)	74.6%	599	74.1%	396	72.9%	100
(Don't know)	2.4%	19	1.9%	10	3.9%	5
Weighted base:		803		534		137
Sample:		803		559		118

Q05 How do you normally travel to (STORE / LOCATION MENTIONED AT Q01)?*Excluding those who do their main food shopping via the Internet at Q01:*

Car / van (as driver)	77.2%	579	76.6%	379	77.3%	101
Car / van (as passenger)	10.3%	78	10.1%	50	10.7%	14
Bus, minibus or coach	1.8%	14	1.3%	6	0.9%	1
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0
Walk	9.6%	72	10.5%	52	11.1%	15
Taxi	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	3	0.6%	3	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.1%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	4	0.8%	4	0.0%	0
Weighted base:		750		494		131
Sample:		752		520		113

	Total	Loughborough Town Centre	Syston District Centre
MeanScore: minutes			
Q06 How long did your last journey to (STORE / LOCATION MENTIONED AT Q01) take?			
<i>Excluding those who do their main food shopping via the Internet at Q01:</i>			
1 - 5 minutes	37.3%	280 36.0%	178 39.5%
6 - 10 minutes	30.0%	225 28.0%	139 37.4%
11 - 15 minutes	20.6%	154 23.9%	118 17.1%
16 - 20 minutes	7.1%	53 7.0%	35 3.5%
21 - 25 minutes	0.6%	5 0.2%	1 0.4%
26 - 30 minutes	2.3%	17 2.8%	14 0.4%
31 - 35 minutes	0.1%	1 0.1%	1 0.0%
36 - 40 minutes	0.0%	0 0.0%	0 0.0%
41 - 45 minutes	0.5%	3 0.3%	1 1.6%
46 - 50 minutes	0.6%	4 0.2%	1 0.0%
51 - 55 minutes	0.0%	0 0.0%	0 0.0%
56 - 60 minutes	0.1%	1 0.1%	1 0.0%
61 - 65 minutes	0.0%	0 0.0%	0 0.0%
66 - 70 minutes	0.0%	0 0.0%	0 0.0%
71 - 75 minutes	0.0%	0 0.0%	0 0.0%
76 - 80 minutes	0.0%	0 0.0%	0 0.0%
81 - 85 minutes	0.1%	1 0.2%	1 0.0%
86 - 90 minutes	0.0%	0 0.0%	0 0.0%
91 - 95 minutes	0.0%	0 0.0%	0 0.0%
96 - 100 minutes	0.0%	0 0.1%	0 0.0%
(Don't know)	0.4%	3 0.4%	2 0.0%
(Refused)	0.4%	3 0.7%	3 0.0%
Mean:	10.55	10.72	9.60
Weighted base:	750	494	131
Sample:	752	520	113

Q07 When you undertook the main food shop at (STORE / LOCATION MENTIONED AT Q01), did you link your trip with any other activity?*Excluding those who do their main food shopping via the Internet at Q01:*

Yes – non-food shopping	8.6%	65 11.8%	58 2.8%	4
Yes – other-food shopping	2.6%	19 2.3%	11 4.3%	6
Yes – visiting services such as banks and other financial institutions	1.2%	9 1.2%	6 0.9%	1
Yes – leisure activity	1.8%	13 0.8%	4 3.4%	4
Yes – travelling to / from work	2.8%	21 3.1%	15 2.8%	4
Yes – travelling to / from school / college / university	0.4%	3 0.6%	3 0.0%	0
Yes – getting petrol	1.5%	11 2.0%	10 0.6%	1
Yes – visiting café / pub / restaurant	2.2%	16 2.4%	12 2.8%	4
Yes – visiting family / friends	1.7%	13 0.8%	4 2.6%	3
Yes – visiting health service such as doctor, dentist, hospital	0.5%	3 0.6%	3 0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.8%	6 1.0%	5 0.9%	1
Yes – other activity	0.0%	0 0.0%	0 0.0%	0
Yes - attended a funeral	0.0%	0 0.1%	0 0.0%	0
Yes - returning from holiday	0.2%	1 0.1%	1 0.6%	1
Yes - visited amenity tip	0.1%	1 0.1%	1 0.0%	0
Yes - window shopping / browsing	0.1%	1 0.1%	1 0.0%	0
(No activity)	73.9%	554 71.2%	352 76.7%	100
(Don't know / varies)	1.7%	13 1.9%	10 1.6%	2
Weighted base:	750	494	131	
Sample:	752	520	113	

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
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Q08 Where do you do this linked trip?

Those who link their main food shopping trip with other shopping, visiting other services and / or leisure activities at Q07:

Zone 1

Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.3%	0	0.3%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	38.7%	41	49.2%	39	13.0%	2
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	0.0%	0	0.0%	0	0.0%	0
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0

Zone 2

Aldi, 51 Belton Road, Loughborough	1.1%	1	1.5%	1	0.0%	0
B&M, Willowbrook Park, Loughborough	0.0%	0	0.0%	0	0.0%	0
B&Q, Jubilee Drive, Loughborough	5.9%	6	7.9%	6	0.0%	0
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.7%	1	0.9%	1	0.0%	0
Other, Zone 2	1.1%	1	1.5%	1	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Jubilee Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wickes, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	2.2%	2	2.9%	2	0.0%	0

Zone 3

Asda, 25 Charnwood Street, Shepshed	0.0%	0	0.0%	0	0.0%	0
Co-op Extra, The Hallcroft, Shepshed	0.3%	0	0.3%	0	0.0%	0
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	1.1%	1	0.8%	1	0.0%	0

Zone 4

Barrow Upon Star District Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	1.4%	1	0.9%	1	0.0%	0

Zone 5

Aldi, 1169 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park,	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Barkby Thorpe Lane, Thurmaston						
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.7%	1	0.9%	1	0.0%	0
Syston District Centre	7.5%	8	0.8%	1	49.1%	7
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	4.3%	5	4.1%	3	9.0%	1
Thurmaston Village Centre	0.0%	0	0.0%	0	0.0%	0
Zone 6						
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	0.0%	0	0.0%	0
Co-op, 17-25 Cropston Road, Anstey	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Loughborough Road, Quorn	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Wanlip Lane, Birstall	0.0%	0	0.0%	0	0.0%	0
Co-op, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.0%	0	0.0%	0	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.7%	1	1.0%	1	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0
Zone 7						
Bradmore Village Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.6%	1	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0
Zone 8						
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0
Outside Study Area						
Aldi, Thornborough Road, Coalville	0.0%	0	0.0%	0	0.0%	0
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	0	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	1.7%	2	2.2%	2	0.0%	0
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District	5.5%	6	2.7%	2	24.7%	4

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Centre, Leicester						
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	9.0%	10	8.7%	7	4.2%	1
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	0	0.0%	0	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	1.2%	1	1.7%	1	0.0%	0
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	2.6%	3	1.8%	1	0.0%	0
Other, Blaby	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.6%	1	0.8%	1	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.6%	1	0.8%	1	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Tesco, Resolution Road, Ashby-de-la-Zouch	0.8%	1	1.1%	1	0.0%	0
West Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0
Others						
Abroad	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't	11.5%	12	7.2%	6	0.0%	0

Column % ges.

Charnwood Household Survey
For WYG

	Total	Loughboroug h Town Centre	Syston District Centre
remember)			
Weighted base:	106	80	15
Sample:	111	86	12

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Q09 Where did you undertake your main food and grocery shopping the time before your last visit to (STORE / LOCATION MENTIONED AT Q01) was it the same place, or different, and if so, please specify?						
Zone 1						
Co-operative, Market Street, Loughborough LE11 3EP	0.1%	1	0.1%	1	0.0%	0
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.3%	2	0.4%	2	0.0%	0
Iceland, Market Street, Loughborough	0.6%	5	1.0%	5	0.0%	0
Loughborough Markets, Loughborough Town Centre LE11 3EA	0.4%	3	0.5%	3	0.0%	0
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	0.6%	5	0.7%	3	0.0%	0
One Stop, Ling Road, Loughborough LE11 2LW	0.0%	0	0.0%	0	0.0%	0
Other, Loughborough Town Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ashby Road, Loughborough	6.2%	49	8.8%	47	0.0%	0
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	15.1%	122	21.1%	113	3.5%	5
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	2.5%	20	3.5%	19	0.0%	0
Zone 2						
Aldi, 51 Belton Road, Loughborough	7.6%	61	9.1%	49	0.6%	1
B&M, Willowbrook Park, Loughborough	0.1%	1	0.1%	1	0.0%	0
Co-operative, Knightthorpe Road, Loughborough	0.2%	2	0.1%	1	0.0%	0
Home Bargains, Belton Road West Extension, Loughborough	0.1%	1	0.1%	1	0.0%	0
Lidl, Station Avenue, Loughborough	0.9%	7	1.3%	7	0.0%	0
Local shops, Long Whatton Village Centre	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	7.3%	58	10.5%	56	0.4%	1
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.0%	0	0.0%	0	0.0%	0
Asda, 25 Charnwood Street, Shepshed	0.7%	5	0.9%	5	0.2%	0
Zone 3						
Co-operative Extra Foodstore, The Hallcroft, Shepshed	1.2%	10	1.7%	9	0.0%	0
Co-operative, Anson Road, Shepshed	0.5%	4	0.7%	4	0.0%	0
Local shops, Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Charnwood Road, Shepshed LE12 9QF	0.0%	0	0.1%	0	0.0%	0
Zone 4						
Barrow Upon Soar District Centre	0.0%	0	0.0%	0	0.0%	0
Co-operative, 21 High Street, Barrow on Soar	0.3%	3	0.4%	2	0.0%	0
Costcutter, Barrow Road,	0.1%	1	0.1%	1	0.0%	0

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Sileby						
Leicester Road / Market Place, Mountsorrel Local Centre	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Sileby	0.1%	1	0.0%	0	0.5%	1
Zone 5						
Aldi, 1169 Melton Road, Syston	3.4%	27	0.2%	1	17.5%	24
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	6.2%	50	1.4%	8	27.3%	37
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.4%	4	0.7%	4	0.0%	0
Local shops, East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.9%	8	0.4%	2	4.0%	5
Melton Road, Thurmaston Local Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.2%	1	0.0%	0	0.9%	1
Tesco Metro, 1197 Melton Road, Syston	3.6%	29	0.0%	0	18.1%	25
Zone 6						
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0
Birstall District Centre	0.0%	0	0.0%	0	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	0.1%	1	0.0%	0	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	1.4%	11	0.9%	5	2.7%	4
Co-operative, 132 Rothley Road, Mountsorrel	0.1%	1	0.1%	1	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.1%	1	0.1%	1	0.0%	0
Co-operative, 19 Wanlip Lane, Birstall	0.5%	4	0.7%	4	0.0%	0
Co-operative, 931 Loughborough Road, Rothley	0.4%	3	0.5%	3	0.0%	0
Local shops, Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodhouse Eaves Village Centre	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.1%	1	0.1%	1	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.3%	2	0.4%	2	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	1.8%	15	2.1%	11	1.5%	2
Zone 7						
Co-operative Food, 87 Main Street, East Leake	0.8%	6	0.9%	5	0.0%	0
Co-operative, Church Street, Ruddington NG11 6HD	0.4%	3	0.1%	1	0.0%	0
Local shops, Normanton on Soar Village Centre	0.0%	0	0.0%	0	0.0%	0
Local shops, Ruddington Village Centre	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham NG12 5GT	0.1%	1	0.1%	1	0.0%	0

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.2%	1	0.0%	0	0.0%	0
Zone 8						
Castle Donington Town Centre	0.4%	3	0.4%	2	0.0%	0
Co-operative, Market Place Whitwick LE67 5DT	0.5%	4	0.0%	0	0.0%	0
Co-operative, Station Road, Castle Donington DE74 2NJ	0.0%	0	0.0%	0	0.0%	0
Co-operative, The Green, Thringstone LE67 8NR	0.2%	1	0.2%	1	0.0%	0
Local shops, Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	2.4%	20	2.5%	13	1.3%	2
Other, Zone 8	0.0%	0	0.0%	0	0.0%	0
Outside Study Area						
Aldi, Abbey Lane, Leicester	1.6%	13	1.5%	8	1.5%	2
Aldi, Adcock Road, Coalville	2.3%	19	2.6%	14	0.0%	0
Aldi, Dents Road, Ashby-de-la-Zouch	0.5%	4	0.7%	4	0.0%	0
Asda, 184 Loughborough Road, West Bridgford, Nottingham	3.4%	27	2.2%	12	0.0%	0
Asda, Exploration Drive, Leicester LE4 5NU	0.7%	6	0.2%	1	0.0%	0
Asda, Midland Street, Long Eaton	0.8%	6	1.2%	6	0.0%	0
Asda, Narborough Road South, Leicester LE3 2LL	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.4%	3	0.5%	3	0.0%	0
Co-operative, Main Street, Markfield	0.2%	1	0.0%	0	0.0%	0
Co-operative, Market Place, Kegworth DE74 2EE	0.4%	3	0.5%	3	0.0%	0
Co-operative, Station Road, Castle Donington DE74 2NJ	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.1%	1	0.0%	0	0.4%	1
Lidl, Loughborough Road, Abbey LE4 5PN	0.1%	1	0.0%	0	0.0%	0
Lidl, Thornborough Road, Coalville LE67 3TH	0.5%	4	0.7%	4	0.0%	0
Long Eaton	0.1%	1	0.0%	0	0.0%	0
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.1%	1	0.1%	1	0.0%	0
Market Harborough Town Centre	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.2%	1	0.3%	1	0.0%	0
Melton Mowbray — all locations	0.1%	1	0.1%	1	0.0%	0
Morrisons, Gamston District Centre, Nottingham	1.4%	11	1.4%	8	0.0%	0
Morrisons, Green Lane, Clifton NG11 9LQ	0.2%	1	0.0%	0	0.0%	0
North East	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0
Other, Blaby	0.4%	3	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.1%	1	0.1%	1	0.0%	0
Other, Gedling	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley and Bosworth	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.6%	5	0.8%	5	0.0%	0
Other, North West Leicestershire	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.4%	3	0.3%	1	0.0%	0
Other, Rushcliffe	0.2%	1	0.2%	1	0.0%	0

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	1.3%	10	0.3%	1	4.1%	6
Sainsbury's, Melton Road, Leicester LE4 7SJ	3.3%	26	2.0%	11	7.3%	10
Sainsbury's, Stoney Road, Beeston, Nottingham	0.4%	3	0.2%	1	0.4%	1
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.2%	1	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	1.4%	11	1.4%	7	1.5%	2
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.7%	6	0.1%	1	3.8%	5
Tesco Extra, Waverley Street, Long Eaton	0.8%	7	0.7%	4	0.0%	0
Tesco, Resolution Road, Ashby-de-la-Zouch	1.1%	9	1.1%	6	0.5%	1
West Midlands Others	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	5.6%	45	6.1%	32	2.0%	3
(Don't know / can't remember)	1.5%	12	1.7%	9	0.0%	0
Weighted base:		803		534		137
Sample:		803		559		118

Q10 From which retailer did you purchase this main food internet / home delivery shopping?

Those who do their main food shopping via the Internet at Q09:

Asda	8.9%	4	3.5%	1	79.8%	2
Morrisons	10.2%	5	10.5%	3	0.0%	0
Iceland	1.4%	1	1.9%	1	0.0%	0
Sainsbury's	18.7%	8	6.3%	2	0.0%	0
Tesco	47.2%	21	60.6%	20	0.0%	0
Ocado	11.1%	5	13.6%	4	20.2%	1
Waitrose	2.6%	1	3.6%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0
Weighted base:		45		32		3
Sample:		45		35		2

	Total	Loughborough h Town Centre		Syston District Centre		
MeanScore: £						
Q11 Approximately how much money do you normally spend on						
£1 - £5	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.5%	4	0.8%	4	0.0%	0
£11 - £15	0.2%	2	0.1%	1	0.0%	0
£16 - £20	1.8%	15	2.0%	10	2.2%	3
£21 - £25	1.4%	11	0.9%	5	3.4%	5
£26 - £30	4.0%	32	3.8%	20	5.3%	7
£31 - £35	2.1%	17	2.1%	11	1.8%	2
£36 - £40	4.1%	33	4.2%	23	5.2%	7
£41 - £45	3.3%	26	3.3%	18	4.8%	7
£46 - £50	7.9%	63	8.0%	43	9.5%	13
£51 - £55	2.5%	20	2.2%	12	4.9%	7
£56 - £60	6.2%	49	5.5%	29	8.3%	11
£61 - £65	1.8%	14	2.0%	11	0.9%	1
£66 - £70	6.7%	53	7.1%	38	6.0%	8
£71 - £75	1.9%	15	2.2%	12	1.5%	2
£76 - £80	7.1%	57	7.6%	40	5.4%	7
£81 - £85	1.5%	12	2.1%	11	0.6%	1
£86 - £90	3.3%	26	2.9%	15	5.1%	7
£91 - £95	0.1%	1	0.1%	1	0.0%	0
£96 - £100	12.9%	103	13.8%	74	6.9%	9
£101 - £120	4.2%	34	4.6%	24	3.4%	5
£121 - £140	1.5%	12	1.7%	9	0.4%	1
£141 - £160	3.8%	30	3.0%	16	6.2%	9
£161 - £180	0.4%	3	0.5%	3	0.0%	0
£181 - £200	0.8%	6	1.0%	6	0.0%	0
£201 - £250	0.9%	7	1.0%	5	1.5%	2
£250+	0.0%	0	0.0%	0	0.0%	0
(Don't know)	15.9%	128	14.3%	77	12.0%	16
(Refused)	3.4%	27	3.0%	16	4.7%	6
Mean:		77.07		77.58		72.21
Weighted base:		803		534		137
Sample:		803		559		118

MeanScore: visits per week**Q12 How often does your household normally do a main food and grocery shop?**

Daily	1.6%	13	1.8%	10	1.8%	2
At least two times a week	9.5%	76	7.8%	41	17.1%	23
At least once a week	71.3%	573	72.9%	389	64.8%	88
At least once a fortnight	13.0%	104	12.7%	68	10.4%	14
At least once a month	3.2%	25	3.4%	18	4.7%	6
At least every two months	0.0%	0	0.0%	0	0.0%	0
Less often	0.1%	1	0.0%	0	0.4%	1
Have only visited once	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.4%	11	1.5%	8	0.8%	1
Mean:	1.30		1.26		1.54	
Weighted base:	803		534		137	
Sample:	803		559		118	

Q13 When do you normally do your household's main food shop?

Weekdays during the day	44.6%	358	43.2%	231	44.1%	60
Weekdays during the evening	14.3%	114	13.0%	69	22.9%	31
Saturday	14.1%	113	13.8%	74	15.1%	21
Sunday	3.6%	29	5.0%	27	1.1%	2
(Don't know / varies)	23.5%	189	24.9%	133	16.8%	23
Weighted base:	803		534		137	
Sample:	803		559		118	

Q14 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping?

Yes	72.3%	581	74.2%	397	69.2%	95
No	27.7%	222	25.8%	138	30.8%	42
Weighted base:	803		534		137	
Sample:	803		559		118	

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre	
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Q15 Where did you last undertake this 'top-up' food shopping?*Those who make top-up shopping trips at Q14:***Zone 1**

Co-operative, Market Street, Loughborough LE11 3EP	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cattle Market, Loughborough	0.4%	2	0.6%	2	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.8%	5	1.1%	4	0.6%	1
Iceland, Market Street, Loughborough	0.9%	5	1.3%	5	0.0%	0
Loughborough Markets, Loughborough Town Centre LE11 3EA	0.8%	5	1.2%	5	0.0%	0
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	0.5%	3	0.7%	3	0.0%	0
One Stop, Ling Road, Loughborough LE11 2LW	1.7%	10	2.5%	10	0.0%	0
Other, Loughborough Town Centre	1.2%	7	1.7%	7	0.0%	0
Other, Zone 1	0.3%	2	0.4%	2	0.0%	0
Sainsbury's, Ashby Road, Loughborough	4.3%	25	5.8%	23	0.9%	1
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.5%	3	0.7%	3	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	5.7%	33	8.4%	33	0.0%	0
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	1.9%	11	2.6%	10	0.8%	1

Zone 2

Aldi, 51 Belton Road, Loughborough	2.8%	16	3.7%	15	0.6%	1
B&M, Willowbrook Park, Loughborough	0.9%	5	1.3%	5	0.0%	0
Co-operative, Knightthorpe Road, Loughborough	0.6%	3	0.7%	3	0.0%	0
Home Bargains, Belton Road West Extension, Loughborough	0.1%	1	0.1%	1	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0
Local shops, Long Whatton Village Centre	0.1%	1	0.2%	1	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	4.2%	25	5.8%	23	0.0%	0
Other, Zone 2	0.6%	3	0.9%	3	0.0%	0
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.2%	1	0.4%	1	0.0%	0
Asda, 25 Charnwood Street, Shepshed	3.8%	22	5.2%	21	0.0%	0

Zone 3

Co-operative Extra Foodstore, The Hallcroft, Shepshed	0.9%	5	1.3%	5	0.0%	0
Co-operative, Anson Road, Shepshed	2.0%	12	2.3%	9	0.0%	0
Local shops, Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.4%	2	0.5%	2	0.0%	0
Tesco Express, Charnwood Road, Shepshed LE12 9QF	0.5%	3	0.6%	2	0.0%	0

Zone 4

Barrow Upon Soar District Centre	0.0%	0	0.0%	0	0.0%	0
Co-operative, 21 High Street, Barrow on Soar	2.4%	14	1.9%	8	0.0%	0
Costcutter, Barrow Road,	1.6%	9	1.0%	4	5.4%	5

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Sileby						
Leicester Road / Market Place, Mountsorrel Local Centre	0.1%	1	0.1%	1	0.0%	0
Sileby District Centre	0.3%	2	0.4%	2	0.0%	0
Tesco Express, High Street, Sileby	0.4%	2	0.6%	2	0.0%	0
Zone 5						
Aldi, 1169 Melton Road, Syston	2.4%	14	0.0%	0	15.0%	14
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	1.8%	10	0.5%	2	9.0%	9
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.0%	0	0.0%	0	0.0%	0
Local shops, East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.1%	1	0.0%	0	0.6%	1
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.5%	3	0.0%	0	2.8%	3
Melton Road, Thurmaston Local Centre	0.1%	1	0.0%	0	0.6%	1
Other, Zone 5	0.1%	1	0.0%	0	0.6%	1
Syston District Centre	0.8%	5	0.0%	0	4.8%	5
Tesco Metro, 1197 Melton Road, Syston	4.6%	27	0.0%	0	23.1%	22
Zone 6						
Anstey District Centre	0.4%	2	0.3%	1	0.9%	1
Birstall District Centre	0.2%	1	0.3%	1	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	1.7%	10	2.2%	9	0.6%	1
Co-operative Supermarket, 17-25 Cropston Road, Anstey	4.4%	25	3.0%	12	4.5%	4
Co-operative, 132 Rothley Road, Mountsorrel	1.9%	11	2.4%	10	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.7%	4	1.1%	4	0.0%	0
Co-operative, 19 Wanlip Lane, Birstall	3.7%	21	2.3%	9	8.3%	8
Co-operative, 931 Loughborough Road, Rothley	1.1%	6	1.1%	4	1.2%	1
Local shops, Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodhouse Eaves Village Centre	0.1%	1	0.2%	1	0.0%	0
Rothley Local Centre	0.7%	4	0.7%	3	0.6%	1
Tesco Express, 139 Sibson Road, Birstall	1.7%	10	1.4%	5	3.9%	4
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	1.7%	10	2.0%	8	0.0%	0
Zone 7						
Co-operative Food, 87 Main Street, East Leake	4.6%	26	6.1%	24	0.0%	0
Co-operative, Church Street, Ruddington NG11 6HD	2.3%	13	1.6%	6	0.0%	0
Local shops, Normanton on Soar Village Centre	0.0%	0	0.0%	0	0.0%	0
Local shops, Ruddington Village Centre	0.9%	5	0.0%	0	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham NG12 5GT	0.2%	1	0.2%	1	0.0%	0

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.0%	0	0.0%	0	0.0%	0
Zone 8						
Castle Donington Town Centre	0.1%	1	0.0%	0	0.0%	0
Co-operative, Market Place Whitwick LE67 5DT	0.9%	5	1.2%	5	0.0%	0
Co-operative, Station Road, Castle Donington DE74 2NJ	0.1%	1	0.2%	1	0.0%	0
Co-operative, The Green, Thringstone LE67 8NR	0.4%	2	0.6%	2	0.0%	0
Local shops, Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	2.6%	15	1.9%	7	0.0%	0
Other, Zone 8	0.2%	1	0.2%	1	0.0%	0
Outside Study Area						
Aldi, Abbey Lane, Leicester	0.0%	0	0.0%	0	0.0%	0
Aldi, Adcock Road, Coalville	0.8%	5	1.1%	4	0.7%	1
Aldi, Dents Road, Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.3%	2	0.4%	2	0.0%	0
Asda, Exploration Drive, Leicester LE4 5NU	0.0%	0	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Asda, Narborough Road South, Leicester LE3 2LL	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.7%	4	1.0%	4	0.0%	0
Co-operative, Main Street, Markfield	0.7%	4	0.3%	1	0.0%	0
Co-operative, Market Place, Kegworth DE74 2EE	2.5%	15	3.0%	12	0.0%	0
Co-operative, Station Road, Castle Donington DE74 2NJ	0.7%	4	0.4%	2	0.0%	0
Leicester City Centre	0.2%	1	0.0%	0	0.0%	0
Lidl, Loughborough Road, Abbey LE4 5PN	0.1%	1	0.0%	0	0.0%	0
Lidl, Thornborough Road, Coalville LE67 3TH	0.1%	1	0.0%	0	0.0%	0
Long Eaton	0.2%	1	0.0%	0	0.0%	0
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	0.1%	1	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.3%	2	0.3%	1	0.0%	0
Morrisons, Green Lane, Clifton NG11 9LQ	0.0%	0	0.0%	0	0.0%	0
North East	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.5%	3	0.6%	2	0.0%	0
Other, Blaby	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.1%	1	0.2%	1	0.0%	0
Other, Gedling	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley and Bosworth	0.1%	1	0.0%	0	0.8%	1
Other, Leicester	0.8%	5	0.7%	3	0.8%	1
Other, North West Leicestershire	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.5%	3	0.0%	0	0.0%	0

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre	
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.3%	2	0.0%	0	1.2%
Sainsbury's, Melton Road, Leicester LE4 7SJ	1.1%	6	0.9%	4	2.8%
Sainsbury's, Stoney Road, Beeston, Nottingham	0.7%	4	0.2%	1	0.0%
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	1.8%	10	1.7%	7	3.9%
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.1%	1	0.0%	0	0.8%
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	0.0%	0	0.0%
Tesco, Resolution Road, Ashby-de-la-Zouch	0.5%	3	0.6%	2	0.0%
West Midlands	0.0%	0	0.0%	0	0.0%
Others					
Other	0.0%	0	0.0%	0	0.0%
Internet / delivery	0.1%	1	0.2%	1	0.0%
(Don't know / can't remember)	4.7%	27	5.4%	21	4.2%
Weighted base:		581		397	95
Sample:		564		410	75

	Total	Loughborough Town Centre		Syston District Centre		
Q16 Where did you undertake your top-up shopping the time before your last visit to (STORE / LOCATION MENTIONED AT Q15) was it the same place, or different, and if so, please specify?						
<i>Those who make top-up shopping trips at Q14:</i>						
Zone 1						
Co-operative, Market Street, Loughborough LE11 3EP	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cattle Market, Loughborough	0.7%	4	1.0%	4	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.3%	2	0.3%	1	0.6%	1
Iceland, Market Street, Loughborough	0.4%	2	0.6%	2	0.0%	0
Loughborough Markets, Loughborough Town Centre LE11 3EA	1.4%	8	2.1%	8	0.0%	0
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	1.8%	10	2.4%	10	0.0%	0
One Stop, Ling Road, Loughborough LE11 2LW	1.7%	10	2.4%	10	0.0%	0
Other, Loughborough Town Centre	1.6%	9	2.4%	9	0.0%	0
Other, Zone 1	0.3%	2	0.4%	2	0.0%	0
Sainsbury's, Ashby Road, Loughborough	4.1%	24	5.5%	22	0.9%	1
Tesco Express, Leicester Road, Loughborough LE11 2AL	1.0%	6	1.4%	6	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	3.9%	23	5.8%	23	0.0%	0
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	2.0%	12	2.8%	11	0.8%	1
Zone 2						
Aldi, 51 Belton Road, Loughborough	2.8%	16	3.6%	14	0.0%	0
B&M, Willowbrook Park, Loughborough	1.1%	7	1.7%	7	0.0%	0
Co-operative, Knightthorpe Road, Loughborough	0.8%	5	1.2%	5	0.0%	0
Home Bargains, Belton Road West Extension, Loughborough	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Avenue, Loughborough	0.1%	1	0.2%	1	0.0%	0
Local shops, Long Whatton Village Centre	0.5%	3	0.7%	3	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	4.0%	23	5.4%	22	0.0%	0
Other, Zone 2	0.6%	3	0.9%	3	0.0%	0
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.1%	0	0.1%	0	0.0%	0
Asda, 25 Charnwood Street, Shepshed	4.2%	25	5.5%	22	0.0%	0
Zone 3						
Co-operative Extra Foodstore, The Hallcroft, Shepshed	1.7%	10	2.4%	9	0.0%	0
Co-operative, Anson Road, Shepshed	1.2%	7	1.3%	5	0.0%	0
Local shops, Hathern Village Centre	0.1%	0	0.1%	0	0.0%	0
Shepshed District Centre	0.2%	1	0.2%	1	0.0%	0
Tesco Express, Charnwood Road, Shepshed LE12 9QF	0.9%	5	1.3%	5	0.0%	0
Zone 4						
Barrow Upon Soar District Centre	0.1%	1	0.1%	1	0.0%	0
Co-operative, 21 High Street, Barrow on Soar	2.0%	11	1.7%	7	0.0%	0

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Costcutter, Barrow Road, Sileby	0.6%	4	0.9%	4	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.1%	1	0.1%	1	0.0%	0
Sileby District Centre	0.4%	2	0.6%	2	0.0%	0
Tesco Express, High Street, Sileby	0.7%	4	0.5%	2	2.0%	2
Zone 5						
Aldi, 1169 Melton Road, Syston	2.0%	12	0.0%	0	7.5%	7
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	3.1%	18	1.0%	4	14.9%	14
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	0.1%	1	0.2%	1	0.0%	0
Local shops, East Goscote Village Centre	0.2%	1	0.0%	0	1.3%	1
Local shops, Queniborough Village Centre	0.2%	1	0.0%	0	1.3%	1
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	0.1%	1	0.0%	0	0.6%	1
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.9%	5	0.5%	2	3.4%	3
Melton Road, Thurmaston Local Centre	0.1%	1	0.0%	0	0.6%	1
Other, Zone 5	0.1%	1	0.0%	0	0.6%	1
Syston District Centre	0.8%	5	0.0%	0	4.8%	5
Tesco Metro, 1197 Melton Road, Syston	3.4%	20	0.6%	2	18.7%	18
Zone 6						
Anstey District Centre	0.9%	5	0.3%	1	3.9%	4
Birstall District Centre	0.6%	4	0.9%	4	0.0%	0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	1.5%	9	2.2%	9	0.0%	0
Co-operative Supermarket, 17-25 Cropston Road, Anstey	3.3%	19	3.0%	12	0.6%	1
Co-operative, 132 Rothley Road, Mountsorrel	1.5%	8	1.9%	8	0.0%	0
Co-operative, 19 Loughborough Road, Quorn	0.7%	4	1.0%	4	0.0%	0
Co-operative, 19 Wanlip Lane, Birstall	2.4%	14	1.4%	6	8.5%	8
Co-operative, 931 Loughborough Road, Rothley	1.2%	7	1.1%	4	1.2%	1
Local shops, Newtown Linford Village Centre	0.1%	1	0.0%	0	0.7%	1
Local shops, Woodhouse Eaves Village Centre	0.1%	1	0.2%	1	0.0%	0
Rothley Local Centre	0.4%	2	0.4%	1	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	3.7%	22	2.2%	9	7.6%	7
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	3.0%	17	3.6%	14	0.6%	1
Zone 7						
Co-operative Food, 87 Main Street, East Leake	3.2%	18	4.3%	17	0.0%	0
Co-operative, Church Street, Ruddington NG11 6HD	1.4%	8	0.5%	2	0.0%	0
Local shops, Normanton on Soar Village Centre	0.0%	0	0.0%	0	0.0%	0
Local shops, Ruddington Village Centre	0.2%	1	0.0%	0	0.0%	0
Sainsbury's Local, Nottingham Road, Keyworth, Nottingham	0.2%	1	0.2%	1	0.0%	0

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
NG12 5GT						
Sainsbury's Local, Wilford Road, Ruddington NG11 6EN	0.4%	2	0.6%	2	0.0%	0
Zone 8						
Castle Donington Town Centre	0.2%	1	0.0%	0	0.0%	0
Co-operative, Market Place Whitwick LE67 5DT	0.9%	5	1.2%	5	0.0%	0
Co-operative, Station Road, Castle Donington DE74 2NJ	0.1%	1	0.2%	1	0.0%	0
Co-operative, The Green, Thringstone LE67 8NR	0.9%	5	1.3%	5	0.0%	0
Local shops, Kegworth Village Centre	0.1%	1	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	2.5%	14	1.7%	7	0.0%	0
Other, Zone 8	0.2%	1	0.2%	1	0.0%	0
Outside Study Area						
Aldi, Abbey Lane, Leicester	0.1%	1	0.0%	0	0.0%	0
Aldi, Adcock Road, Coalville	0.7%	4	0.8%	3	0.0%	0
Aldi, Dents Road, Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.3%	2	0.2%	1	0.0%	0
Asda, Exploration Drive, Leicester LE4 5NU	0.1%	1	0.0%	0	0.9%	1
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Asda, Narborough Road South, Leicester LE3 2LL	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.1%	1	0.2%	1	0.0%	0
Co-operative, Main Street, Markfield	0.4%	2	0.2%	1	0.0%	0
Co-operative, Market Place, Kegworth DE74 2EE	2.7%	16	3.0%	12	0.0%	0
Co-operative, Station Road, Castle Donington DE74 2NJ	0.6%	3	0.2%	1	0.0%	0
Leicester City Centre	0.2%	1	0.0%	0	0.0%	0
Lidl, Loughborough Road, Abbey LE4 5PN	0.0%	0	0.0%	0	0.0%	0
Lidl, Thornborough Road, Coalville LE67 3TH	0.1%	1	0.0%	0	0.0%	0
Long Eaton	0.2%	1	0.0%	0	0.0%	0
Mark & Spencer Foodhall, Smithy Road, Ashby-de-la-Zouch LE65 1GW	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester LE19 1HQ	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.1%	1	0.0%	0	0.0%	0
Morrisons, Green Lane, Clifton NG11 9LQ	0.1%	1	0.2%	1	0.0%	0
North East	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	1.0%	6	0.4%	1	0.0%	0
Other, Blaby	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.1%	1	0.2%	1	0.0%	0
Other, Gedling	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley and Bosworth	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.7%	4	0.4%	2	0.8%	1
Other, North West Leicestershire	0.2%	1	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0

Column % ges.

	Total	Loughborough Town Centre		Syston District Centre		
Other, Rushcliffe	0.5%	3	0.0%	0	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.8%	5	0.3%	1	2.8%	3
Sainsbury's, Melton Road, Leicester LE4 7SJ	1.2%	7	0.9%	3	3.4%	3
Sainsbury's, Stoney Road, Beeston, Nottingham	0.5%	3	0.2%	1	0.0%	0
Sainsbury's, Wyvern Way, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.4%	2	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.1%	1	0.0%	0	0.8%	1
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Tesco, Resolution Road, Ashby-de-la-Zouch	0.5%	3	0.7%	3	0.0%	0
West Midlands Others	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.0%	35	5.9%	24	10.2%	10
Weighted base:	581		397		95	
Sample:	564		410		75	

MeanScore: £

Q17 Approximately how much money do you normally spend on your household's 'top-up' food and grocery shop?

Those who make top-up shopping trips at Q14:

£1 - £5	14.6%	85	16.2%	64	8.3%	8
£6 - £10	20.1%	117	19.3%	76	27.3%	26
£11 - £15	12.6%	73	13.9%	55	11.3%	11
£16 - £20	16.2%	94	15.9%	63	15.2%	14
£21 - £25	5.7%	33	5.0%	20	5.7%	5
£26 - £30	6.3%	37	6.0%	24	5.1%	5
£31 - £35	1.1%	6	1.6%	6	0.0%	0
£36 - £40	2.2%	13	1.6%	6	6.6%	6
£41 - £45	0.0%	0	0.0%	0	0.0%	0
£46 - £50	0.7%	4	0.5%	2	1.5%	1
£51 - £55	0.1%	1	0.1%	1	0.0%	0
£56 - £60	0.6%	3	0.9%	3	0.0%	0
£61 - £65	0.1%	1	0.2%	1	0.0%	0
£66 - £70	0.0%	0	0.1%	0	0.0%	0
£71 - £75	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.1%	1	0.0%	0	0.6%	1
£81 - £85	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.5%	3	0.2%	1	2.2%	2
£101 - £120	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.1%	1	0.2%	1	0.0%	0
£141 +	0.0%	0	0.0%	0	0.0%	0
(Don't know)	15.4%	89	15.7%	62	10.0%	9
(Refused)	3.6%	21	2.7%	11	6.2%	6
Mean:	16.91		16.37		19.69	
Weighted base:	581		397		95	
Sample:	564		410		75	

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough h Town Centre		Syston District Centre		
MeanScore: visits per week						
Q18 How often does your household normally do a 'top up' food and grocery shop?						
Those who make top-up shopping trips at Q14:						
Daily	4.2%	24	4.7%	19	1.7%	2
At least two times a week	33.7%	196	34.0%	135	44.7%	42
At least once a week	39.3%	228	39.6%	157	36.5%	35
At least once a fortnight	9.2%	54	9.5%	38	6.0%	6
At least once a month	0.8%	5	1.0%	4	0.0%	0
At least every two months	0.0%	0	0.0%	0	0.0%	0
Less often	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	12.7%	74	11.2%	44	11.1%	10
Mean:		2.39		2.41		2.59
Weighted base:		581		397		95
Sample:		564		410		75

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre			Syston District Centre	
Q19 Where did you last buy clothing or footwear goods?						
Zone 1						
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	15.4%	124	20.8%	111	2.3%	3
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.1%	1	0.1%	1	0.0%	0
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	2.2%	17	3.1%	16	0.5%	1
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.2%	1	0.3%	1	0.0%	0
Zone 2						
Aldi, 51 Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
B&M, Willowbrook Park, Loughborough	0.0%	0	0.0%	0	0.0%	0
B&Q, Jubilee Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.3%	2	0.4%	2	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.6%	5	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Jubilee Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wickes, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Zone 3						
Asda, 25 Charnwood Street, Shepshed	0.1%	1	0.2%	1	0.0%	0
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	0.0%	0	0.0%	0
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	1.1%	9	1.1%	6	0.4%	1
Zone 4						
Barrow Upon Star District Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0
Zone 5						
Aldi, 1169 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane,	1.8%	14	0.4%	2	8.8%	12

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Thurmaston						
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.1%	1	0.0%	0	0.4%	1
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.2%	2	0.0%	0	0.4%	1
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	2.4%	20	2.0%	11	5.5%	8
Thurmaston Village Centre	0.4%	3	0.0%	0	0.0%	0
Zone 6						
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	0.1%	1	0.0%	0	0.4%	1
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	0.0%	0	0.0%	0
Co-op, 17-25 Cropston Road, Anstey	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Loughborough Road, Quorn	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Wanlip Lane, Birstall	0.0%	0	0.0%	0	0.0%	0
Co-op, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.1%	1	0.1%	1	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0
Zone 7						
Bradmore Village Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0
Zone 8						
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.1%	1	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0
Outside Study Area						
Aldi, Thornborough Road, Coalville	0.0%	0	0.0%	0	0.0%	0
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.3%	2	0.1%	1	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.4%	3	0.5%	3	0.0%	0
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District Centre, Leicester	1.3%	11	0.6%	3	4.0%	5

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Birmingham City Centre	0.7%	5	1.0%	5	0.0%	0
Burton-upon-Trent Town Centre	0.2%	2	0.2%	1	0.0%	0
Coalville Town Centre	0.5%	4	0.7%	4	0.0%	0
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	1.0%	8	1.0%	5	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.1%	1	0.2%	1	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	6.8%	55	6.0%	32	12.3%	17
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.2%	2	0.3%	2	0.0%	0
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	14.9%	120	12.7%	68	27.2%	37
Melton Mowbray — all locations	0.3%	2	0.3%	2	0.4%	1
Morrisons, Gamston District Centre, Nottingham	0.3%	2	0.4%	2	0.0%	0
Nottingham City Centre	7.0%	56	7.3%	39	0.4%	1
Other, Blaby	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.1%	1	0.2%	1	0.0%	0
Other, East England	0.1%	1	0.1%	1	0.0%	0
Other, East Midlands	0.3%	2	0.3%	2	0.0%	0
Other, Hinkley & Bosworth	0.2%	1	0.3%	1	0.0%	0
Other, Leicester	0.1%	1	0.0%	0	0.4%	1
Other, London	0.1%	1	0.2%	1	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.5%	4	0.5%	3	0.0%	0
Other, Nottingham	0.1%	1	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.2%	2	0.2%	1	0.0%	0
Other, South West	0.1%	1	0.2%	1	0.0%	0
Other, Wales	0.2%	1	0.2%	1	0.0%	0
Other, West Midlands	0.1%	1	0.1%	1	0.0%	0
Other, Yorkshire	0.2%	1	0.2%	1	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.3%	2	0.0%	0	1.6%	2
Sainsbury's, Melton Road, Leicester LE4 7SJ	1.0%	8	0.0%	0	2.8%	4
Sainsbury's, Stoney Road, Beeston, Nottingham	0.1%	1	0.1%	1	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.2%	1	0.1%	1	0.6%	1
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.1%	1	0.0%	0	0.6%	1
Tesco Extra, Waverley Street, Long Eaton	0.3%	2	0.0%	0	0.0%	0
Tesco, Resolution Road, Ashby-de-la-Zouch	0.2%	1	0.3%	1	0.0%	0
West Bridgford Town Centre	0.1%	1	0.1%	1	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0
Others						
Abroad	1.2%	10	1.2%	6	0.6%	1
Internet / Delivery	23.1%	185	23.1%	123	21.4%	29
Other	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	2.2%	18	1.6%	9	0.8%	1

Column % ges.

	Total	Loughborough Town Centre		Syston District Centre	
(Don't know / can't remember)	10.0%	81	11.1%	59	8.2%
Weighted base:		803		534	137
Sample:		803		559	118

MeanScore: visits per year**Q20 How often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q19)?**

Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q19:

Daily	0.1%	1	0.2%	1	0.0%	0
At least two times a week	1.0%	5	1.2%	4	0.8%	1
At least once a week	4.8%	24	4.9%	16	5.4%	5
At least once a fortnight	6.1%	31	6.7%	23	5.2%	5
At least once a month	25.5%	130	27.3%	92	23.1%	22
At least every two months	15.1%	77	15.8%	53	17.2%	16
At least every 3 months	14.7%	75	14.8%	50	16.2%	15
At least every 6 months	8.4%	43	8.0%	27	6.8%	6
Less often than once every 6 months	3.5%	18	3.5%	12	1.8%	2
Have only visited once	0.7%	3	0.7%	2	0.0%	0
(Don't know / varies)	20.2%	103	16.9%	57	23.4%	22
Mean:		14.06		14.94		13.73
Weighted base:		510		337		94
Sample:		518		362		84

Q21 How do you normally travel to (LOCATION MENTIONED AT Q19)?

Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q19:

Car / van (as driver)	68.6%	350	67.2%	226	77.3%	73
Car / van (as passenger)	7.6%	39	8.1%	27	5.4%	5
Bus, minibus or coach	15.6%	80	15.0%	51	12.9%	12
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0
Walk	5.1%	26	5.5%	19	4.3%	4
Taxi	0.1%	0	0.1%	0	0.0%	0
Train	0.9%	4	0.9%	3	0.0%	0
Bicycle	0.7%	4	1.0%	4	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
Park & Ride	0.6%	3	0.9%	3	0.0%	0
Tram	0.6%	3	1.0%	3	0.0%	0
(Don't know / varies)	0.2%	1	0.2%	1	0.0%	0
Weighted base:		510		337		94
Sample:		518		362		84

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough h Town Centre		Syston District Centre		
Q22 When you go shopping for clothing or footwear, do you link this trip with another activity?						
<i>Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q19:</i>						
Yes – food shopping	3.6%	18	3.9%	13	4.5%	4
Yes – non-food shopping	4.0%	20	4.2%	14	2.1%	2
Yes – visiting services such as banks and other financial institutions	0.9%	5	1.4%	5	0.0%	0
Yes – leisure activity	2.2%	11	2.5%	8	0.9%	1
Yes – travelling to / from work	1.1%	6	1.1%	4	0.8%	1
Yes – travelling to / from school / college / university	0.4%	2	0.0%	0	2.2%	2
Yes – getting petrol	0.1%	1	0.2%	1	0.0%	0
Yes – visiting café / pub / restaurant	15.9%	81	18.4%	62	16.2%	15
Yes – visiting family/friends	4.5%	23	5.2%	17	0.0%	0
Yes – visiting health service such as doctor, dentist, hospital	0.2%	1	0.2%	1	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.6%	3	0.7%	2	0.0%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0
No	60.0%	306	55.6%	187	67.7%	64
Yes - going to church	0.3%	1	0.4%	1	0.0%	0
Yes - visiting the market	0.1%	1	0.2%	1	0.0%	0
Yes - window shopping / browsing	1.3%	7	1.0%	3	0.8%	1
(Don't know / varies)	4.9%	25	4.9%	17	4.7%	4
Weighted base:		510		337		94
Sample:		518		362		84

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre			Syston District Centre	
Q23 Where did you last buy books, CDs, DVDs?						
Zone 1						
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	8.9%	72	12.9%	69	0.0%	0
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ashby Road, Loughborough	0.2%	2	0.3%	2	0.0%	0
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	2.2%	18	3.3%	18	0.0%	0
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.2%	2	0.4%	2	0.0%	0
Zone 2						
Aldi, 51 Belton Road, Loughborough	0.2%	2	0.3%	2	0.0%	0
B&M, Willowbrook Park, Loughborough	0.0%	0	0.0%	0	0.0%	0
B&Q, Jubilee Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.4%	3	0.5%	3	0.4%	1
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.1%	1	0.1%	1	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Jubilee Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wickes, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Zone 3						
Asda, 25 Charnwood Street, Shepshed	0.3%	2	0.4%	2	0.0%	0
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	0.1%	0	0.0%	0
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.3%	2	0.4%	2	0.0%	0
Zone 4						
Barrow Upon Star District Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0
Zone 5						
Aldi, 1169 Melton Road, Syston	0.1%	1	0.0%	0	0.6%	1
Asda, Inglenook Park, Barkby Thorpe Lane,	0.2%	2	0.2%	1	0.4%	1

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Thurmaston						
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.4%	4	0.0%	0	2.6%	4
Tesco Metro, 1197 Melton Road, Syston	0.6%	5	0.0%	0	3.4%	5
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.1%	1	0.0%	0	0.4%	1
Zone 6						
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	0.3%	2	0.2%	1	1.0%	1
Co-op, 132 Rothley Road, Mountsorrel	0.1%	1	0.1%	1	0.0%	0
Co-op, 17-25 Cropston Road, Anstey	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Loughborough Road, Quorn	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Wanlip Lane, Birstall	0.0%	0	0.0%	0	0.0%	0
Co-op, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.1%	1	0.0%	0	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.1%	1	0.1%	1	0.0%	0
Rothley Local Centre	0.1%	1	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0
Zone 7						
Bradmore Village Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.2%	1	0.3%	1	0.0%	0
Zone 8						
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.2%	1	0.1%	1	0.0%	0
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0
Outside Study Area						
Aldi, Thornborough Road, Coalville	0.0%	0	0.0%	0	0.0%	0
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.3%	2	0.4%	2	0.0%	0
Asda, Midland Street, Long Eaton	0.5%	4	0.7%	4	0.0%	0
Ashby-de-la-Zouch — all locations	0.5%	4	0.7%	4	0.0%	0
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District Centre, Leicester	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.6%	5	0.7%	4	0.5%	1
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.5%	4	0.3%	1	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.5%	4	0.0%	0	2.7%	4
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	2.6%	21	1.6%	9	8.9%	12
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	2.4%	19	2.6%	14	0.0%	0
Other, Blaby	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.2%	1	0.0%	0	0.9%	1
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.2%	1	0.0%	0	1.0%	1
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.3%	3	0.4%	2	0.4%	1
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	0	0.0%	0	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.1%	1	0.2%	1	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Tesco, Resolution Road, Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0
West Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0
Others						
Abroad	0.8%	7	0.5%	3	0.0%	0
Internet / Delivery	37.1%	298	37.3%	199	37.2%	51
Other	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	27.2%	218	23.4%	125	28.1%	38

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre	
(Don't know / can't remember)	11.0% 89	11.6% 62	11.6% 16		
Weighted base:	803	534	137		
Sample:	803	559	118		

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
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Q24 Where did you last buy small household goods such as home furnishings, glass and china items?

Zone 1

Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	8.8%	71	12.6%	68	0.6%	1
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.3%	3	0.5%	3	0.0%	0
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	2.0%	16	2.5%	13	0.6%	1
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.2%	2	0.2%	1	0.0%	0

Zone 2

Aldi, 51 Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
B&M, Willowbrook Park, Loughborough	0.0%	0	0.0%	0	0.0%	0
B&Q, Jubilee Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.1%	1	0.1%	1	0.0%	0
Lidl, Station Avenue, Loughborough	0.1%	1	0.0%	0	0.4%	1
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.2%	2	0.3%	1	0.4%	1
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	1.7%	14	2.6%	14	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Jubilee Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wickes, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.8%	7	1.1%	6	0.0%	0

Zone 3

Asda, 25 Charnwood Street, Shepshed	0.3%	3	0.4%	2	0.2%	0
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	0.0%	0	0.0%	0
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.0%	0	0.1%	0	0.0%	0

Zone 4

Barrow Upon Star District Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.1%	1	0.1%	1	0.0%	0
Other, Zone 4	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0

Zone 5

Aldi, 1169 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane,	0.2%	2	0.0%	0	1.4%	2

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Thurmaston						
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.1%	1	0.0%	0	0.6%	1
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	1.2%	10	0.5%	3	2.7%	4
Tesco Metro, 1197 Melton Road, Syston	0.4%	3	0.0%	0	2.5%	3
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	2.8%	23	1.6%	8	10.5%	14
Thurmaston Village Centre	0.8%	6	0.1%	1	4.2%	6
Zone 6						
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	0.7%	5	0.0%	0	3.9%	5
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	0.0%	0	0.0%	0
Co-op, 17-25 Cropston Road, Anstey	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Loughborough Road, Quorn	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Wanlip Lane, Birstall	0.0%	0	0.0%	0	0.0%	0
Co-op, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.2%	1	0.3%	1	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.1%	1	0.1%	1	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0
Zone 7						
Bradmore Village Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0
Zone 8						
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.2%	1	0.0%	0	0.0%	0
Whitwick Village Centre	0.1%	1	0.1%	1	0.0%	0
Outside Study Area						
Aldi, Thornborough Road, Coalville	0.2%	1	0.3%	1	0.0%	0
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.2%	1	0.1%	1	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.1%	1	0.1%	1	0.0%	0
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District Centre, Leicester	0.5%	4	0.0%	0	0.0%	0

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.2%	2	0.1%	1	0.0%	0
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.8%	6	0.5%	3	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.2%	1	0.3%	1	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	1.9%	15	2.7%	15	0.4%	1
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	4.8%	39	3.9%	21	5.5%	8
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	6.0%	49	6.3%	34	4.2%	6
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	4.0%	32	3.2%	17	4.1%	6
Other, Blaby	0.3%	2	0.0%	0	0.9%	1
Other, Derby	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.1%	1	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.1%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.1%	1	0.1%	1	0.0%	0
Other, Yorkshire	0.1%	1	0.1%	1	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.1%	1	0.0%	0	0.4%	1
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.6%	5	0.2%	1	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	0	0.0%	0	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.2%	1	0.0%	0	0.9%	1
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.1%	1	0.2%	1	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Tesco, Resolution Road, Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0
West Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.5%	4	0.7%	4	0.0%	0
Others						
Abroad	0.2%	2	0.1%	1	0.8%	1
Internet / Delivery	11.0%	89	12.8%	68	7.3%	10
Other	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	28.3%	227	24.8%	133	36.6%	50

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre	
(Don't know / can't remember)	18.2% 146	20.1% 107	10.8% 15		
Weighted base:	803	534	137		
Sample:	803	559	118		

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
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Q25 Where did you last buy goods such as toys, games, bicycles and recreation goods?

Zone 1

Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.1%	1	0.1%	1	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	8.5%	68	10.8%	58	3.2%	4
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.2%	2	0.3%	2	0.0%	0
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	1.4%	11	2.1%	11	0.0%	0
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.5%	4	0.7%	4	0.0%	0

Zone 2

Aldi, 51 Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
B&M, Willowbrook Park, Loughborough	0.1%	1	0.1%	1	0.0%	0
B&Q, Jubilee Drive, Loughborough	0.2%	1	0.2%	1	0.0%	0
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.1%	1	0.2%	1	0.0%	0
Other, Zone 2	0.1%	1	0.2%	1	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	1.1%	8	1.6%	8	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Jubilee Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wickes, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	1.7%	13	2.3%	12	0.5%	1

Zone 3

Asda, 25 Charnwood Street, Shepshed	0.5%	4	0.7%	4	0.0%	0
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	0.0%	0	0.0%	0
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.3%	2	0.4%	2	0.0%	0

Zone 4

Barrow Upon Star District Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0

Zone 5

Aldi, 1169 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane,	0.8%	6	0.0%	0	4.5%	6

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Thurmaston						
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.4%	3	0.0%	0	2.5%	3
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.1%	1	0.0%	0	0.0%	0
Thurmaston Village Centre	0.1%	1	0.0%	0	0.4%	1
Zone 6						
Anstey District Centre	0.0%	0	0.0%	0	0.0%	0
Birstall Village Centre	0.1%	1	0.0%	0	0.4%	1
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	0.0%	0	0.0%	0
Co-op, 17-25 Cropston Road, Anstey	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Loughborough Road, Quorn	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Wanlip Lane, Birstall	0.0%	0	0.0%	0	0.0%	0
Co-op, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.2%	1	0.0%	0	0.9%	1
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0
Zone 7						
Bradmore Village Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.2%	1	0.1%	1	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0
Zone 8						
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.2%	1	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0
Outside Study Area						
Aldi, Thornborough Road, Coalville	0.0%	0	0.0%	0	0.0%	0
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.3%	2	0.4%	2	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	1.0%	8	0.9%	5	0.0%	0
B&Q, Devonshire Road, Leicester LE4 0BG	0.1%	1	0.0%	0	0.6%	1
Beaumont Leys District Centre, Leicester	0.3%	2	0.2%	1	1.0%	1

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.7%	5	1.0%	5	0.0%	0
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.1%	1	0.1%	1	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.5%	4	0.5%	2	1.4%	2
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	1.3%	11	1.3%	7	0.0%	0
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	4.6%	37	2.3%	13	9.4%	13
Melton Mowbray — all locations	0.4%	3	0.0%	0	2.5%	3
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.4%	3	0.4%	2	0.0%	0
Other, Blaby	0.0%	0	0.1%	0	0.0%	0
Other, Derby	0.5%	4	0.7%	4	0.0%	0
Other, East England	0.2%	1	0.3%	1	0.0%	0
Other, East Midlands	0.1%	1	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.1%	1	0.1%	1	0.0%	0
Other, Leicester	0.1%	1	0.0%	0	0.6%	1
Other, London	0.1%	1	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.1%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.1%	1	0.1%	1	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	0	0.0%	0	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.1%	1	0.1%	1	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.3%	3	0.2%	1	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Tesco, Resolution Road, Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0
West Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0
Others						
Abroad	0.1%	1	0.1%	1	0.0%	0
Internet / Delivery	20.0%	160	23.2%	124	15.7%	21
Other	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	38.6%	310	33.7%	180	38.5%	53

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Loughboroug h Town Centre		Syston District Centre	
(Don't know / can't remember)	13.5%	109	14.2%	76	17.9%	24
Weighted base:		803		534		137
Sample:		803		559		118

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough h Town Centre		Syston District Centre		
Q26 Where did you last buy chemist goods (including health and beauty products)?						
Zone 1						
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.3%	2	0.4%	2	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	25.2%	203	34.7%	185	3.3%	5
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ashby Road, Loughborough	0.9%	7	1.2%	6	0.0%	0
Shelthorpe District Centre	0.6%	5	0.9%	5	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	4.3%	34	6.2%	33	0.4%	1
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	1.2%	10	1.7%	9	0.0%	0
Zone 2						
Aldi, 51 Belton Road, Loughborough	0.6%	5	0.9%	5	0.0%	0
B&M, Willowbrook Park, Loughborough	0.1%	1	0.1%	1	0.0%	0
B&Q, Jubilee Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.2%	2	0.4%	2	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.9%	8	1.2%	6	0.4%	1
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.2%	1	0.3%	1	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Jubilee Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wickes, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Zone 3						
Asda, 25 Charnwood Street, Shepshed	0.5%	4	0.7%	4	0.2%	0
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	0.0%	0	0.0%	0
Co-op, Anson Road, Shepshed	0.1%	1	0.1%	1	0.0%	0
Shepshed District Centre	1.7%	13	2.2%	12	0.0%	0
Zone 4						
Barrow Upon Star District Centre	1.1%	9	0.4%	2	0.0%	0
Co-op, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.1%	1	0.1%	1	0.0%	0
Other, Zone 4	0.5%	4	0.8%	4	0.0%	0
Sileby District Centre	0.5%	4	0.3%	2	1.4%	2
Zone 5						
Aldi, 1169 Melton Road, Syston	0.2%	1	0.0%	0	1.0%	1
Asda, Inglenook Park, Barkby Thorpe Lane,	2.7%	22	0.6%	3	13.0%	18

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Thurmaston						
East Goscote Village Centre	0.2%	2	0.0%	0	1.3%	2
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.1%	1	0.1%	1	0.4%	1
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	2.7%	22	0.3%	1	14.9%	20
Tesco Metro, 1197 Melton Road, Syston	0.2%	1	0.0%	0	0.4%	1
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	3.1%	25	1.0%	5	12.3%	17
Thurmaston Village Centre	1.2%	10	0.7%	4	4.4%	6
Zone 6						
Anstey District Centre	1.0%	8	0.7%	4	2.7%	4
Birstall Village Centre	2.9%	23	1.8%	10	8.4%	11
Co-op, 132 Rothley Road, Mountsorrel	0.1%	1	0.1%	1	0.0%	0
Co-op, 17-25 Cropston Road, Anstey	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Loughborough Road, Quorn	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Wanlip Lane, Birstall	0.0%	0	0.0%	0	0.0%	0
Co-op, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	1.5%	12	1.4%	7	2.8%	4
Markfield Village Centre	0.3%	2	0.1%	1	0.0%	0
Other, Zone 6	0.1%	1	0.2%	1	0.0%	0
Quorn Local Centre	1.0%	8	1.5%	8	0.0%	0
Rothley Local Centre	0.5%	4	0.6%	3	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.2%	2	0.2%	1	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0
Zone 7						
Bradmore Village Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	2.3%	18	3.1%	16	0.0%	0
Other, Rushcliffe	0.2%	1	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	1.0%	8	0.4%	2	0.0%	0
Zone 8						
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	1.7%	14	1.1%	6	0.0%	0
Kegworth Village Centre	2.0%	16	2.4%	13	0.0%	0
Morrisons, Whitwick Road, Coalville	0.6%	4	0.6%	3	0.0%	0
Whitwick Village Centre	1.5%	12	1.3%	7	0.0%	0
Outside Study Area						
Aldi, Thornborough Road, Coalville	0.4%	3	0.5%	3	0.0%	0
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.3%	2	0.2%	1	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.2%	2	0.2%	1	0.0%	0
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District Centre, Leicester	1.8%	14	1.0%	6	2.2%	3

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.1%	1	0.1%	1	0.0%	0
Coalville Town Centre	2.9%	23	3.3%	18	0.0%	0
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.3%	2	0.0%	0	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	1.1%	9	0.8%	4	3.1%	4
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.1%	1	0.2%	1	0.0%	0
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	3.9%	31	1.8%	10	9.0%	12
Melton Mowbray — all locations	0.1%	1	0.1%	1	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.5%	4	0.7%	3	0.0%	0
Nottingham City Centre	1.6%	13	1.4%	8	0.0%	0
Other, Blaby	0.1%	1	0.1%	1	0.0%	0
Other, Derby	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.9%	7	0.7%	4	0.4%	1
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.1%	1	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.4%	3	0.0%	0	2.4%	3
Sainsbury's, Stoney Road, Beeston, Nottingham	0.1%	1	0.1%	1	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.6%	5	0.7%	4	0.6%	1
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.2%	1	0.3%	1	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Tesco, Resolution Road, Ashby-de-la-Zouch	0.4%	3	0.4%	2	0.5%	1
West Bridgford Town Centre	0.2%	1	0.2%	1	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0
Others						
Abroad	0.3%	3	0.1%	1	0.0%	0
Internet / Delivery	5.2%	42	5.3%	28	2.1%	3
Other	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	8.2%	66	6.4%	34	9.5%	13

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough h Town Centre	Syston District Centre
(Don't know / can't remember)	4.0% 32	4.5% 24	3.0% 4
Weighted base:	803	534	137
Sample:	803	559	118

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Q27 Where did you last buy electrical items, such as televisions, washing machines and computers?						
Zone 1						
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	11.9%	96	16.4%	88	2.9%	4
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ashby Road, Loughborough	0.1%	1	0.1%	1	0.0%	0
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	1.8%	15	2.6%	14	0.5%	1
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0
Zone 2						
Aldi, 51 Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
B&M, Willowbrook Park, Loughborough	0.0%	0	0.0%	0	0.0%	0
B&Q, Jubilee Drive, Loughborough	0.1%	1	0.2%	1	0.0%	0
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.1%	1	0.1%	1	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	10.9%	87	13.8%	74	4.0%	5
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Jubilee Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wickes, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	1.4%	11	2.1%	11	0.0%	0
Zone 3						
Asda, 25 Charnwood Street, Shepshed	0.6%	5	0.9%	5	0.0%	0
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	0.0%	0	0.0%	0
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.0%	0	0.0%	0	0.0%	0
Zone 4						
Barrow Upon Star District Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0
Zone 5						
Aldi, 1169 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkbv Thorne Lane,	0.4%	3	0.1%	1	1.8%	2

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Thurmaston						
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.1%	1	0.1%	1	0.0%	0
Other, Zone 5	0.3%	3	0.2%	1	0.9%	1
Syston District Centre	0.2%	2	0.1%	0	0.4%	1
Tesco Metro, 1197 Melton Road, Syston	0.1%	1	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.2%	2	0.0%	0	1.2%	2
Thurmaston Village Centre	0.0%	0	0.0%	0	0.0%	0
Zone 6						
Anstey District Centre	0.5%	4	0.5%	3	0.0%	0
Birstall Village Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 132 Rothley Road, Mountsorrel	0.1%	1	0.1%	1	0.0%	0
Co-op, 17-25 Cropston Road, Anstey	0.5%	4	0.0%	0	0.0%	0
Co-op, 19 Loughborough Road, Quorn	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Wanlip Lane, Birstall	0.0%	0	0.0%	0	0.0%	0
Co-op, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.3%	2	0.4%	2	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0
Zone 7						
Bradmore Village Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.1%	1	0.0%	0	0.0%	0
Ruddington Village	0.2%	2	0.4%	2	0.0%	0
Zone 8						
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.1%	1	0.2%	1	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0
Outside Study Area						
Aldi, Thornborough Road, Coalville	0.0%	0	0.0%	0	0.0%	0
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	0	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.1%	1	0.0%	0	0.0%	0
B&Q, Devonshire Road, Leicester LE4 0BG	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District Centre, Leicester	0.4%	3	0.6%	3	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.1%	1	0.1%	1	0.0%	0
Coalville Town Centre	0.6%	5	0.6%	3	0.5%	1
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.4%	3	0.0%	0	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	4.9%	40	3.6%	19	9.9%	13
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	1.0%	8	0.8%	4	0.0%	0
Ibstock Village Centre	0.3%	3	0.5%	3	0.0%	0
Leicester City Centre	6.5%	52	5.7%	30	8.5%	12
Melton Mowbray — all locations	0.1%	1	0.0%	0	0.4%	1
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	3.1%	24	3.6%	19	0.4%	1
Other, Blaby	0.1%	1	0.0%	0	0.4%	1
Other, Derby	0.5%	4	0.7%	4	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.1%	1	0.1%	1	0.0%	0
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	0.1%	1	0.0%	0	0.6%	1
Other, London	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.1%	1	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.4%	3	0.0%	0	0.0%	0
Other, Rushcliffe	0.2%	1	0.2%	1	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.1%	1	0.1%	1	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.1%	1	0.0%	0	0.4%	1
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	0	0.0%	0	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.5%	4	0.2%	1	0.9%	1
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.2%	2	0.2%	1	0.4%	1
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.2%	1	0.0%	0	0.9%	1
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Tesco, Resolution Road, Ashby-de-la-Zouch	0.2%	1	0.2%	1	0.0%	0
West Bridgford Town Centre	0.2%	1	0.3%	1	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.2%	1	0.0%	0	0.0%	0
Others						
Abroad	0.1%	1	0.1%	1	0.0%	0
Internet / Delivery	23.6%	189	22.7%	121	25.3%	35
Other	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	9.9%	79	8.2%	44	11.7%	16

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Loughboroug h Town Centre		Syston District Centre	
(Don't know / can't remember)	16.4%	131	13.0%	70	28.0%	38
Weighted base:		803		534		137
Sample:		803		559		118

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Q28 Where did you last buy DIY (including gardening) goods?						
Zone 1						
Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.1%	1	0.1%	1	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	6.1%	49	9.0%	48	0.0%	0
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	0.0%	0	0.0%	0	0.0%	0
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0
Zone 2						
Aldi, 51 Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
B&M, Willowbrook Park, Loughborough	0.3%	2	0.3%	2	0.0%	0
B&Q, Jubilee Drive, Loughborough	40.4%	325	49.0%	262	22.7%	31
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.2%	2	0.3%	2	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.3%	2	0.4%	2	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Jubilee Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wickes, Belton Road, Loughborough	2.3%	18	3.3%	17	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	1.3%	11	1.3%	7	0.0%	0
Zone 3						
Asda, 25 Charnwood Street, Shepshed	0.0%	0	0.0%	0	0.0%	0
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	0.0%	0	0.0%	0
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.3%	2	0.4%	2	0.0%	0
Zone 4						
Barrow Upon Star District Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0
Zone 5						
Aldi, 1169 Melton Road, Syston	0.1%	1	0.0%	0	0.4%	1
Asda, Inglenook Park, Barkby Thorpe Lane,	0.6%	5	0.0%	0	0.9%	1

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Thurmaston						
East Goscote Village Centre	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.2%	2	0.0%	0	1.3%	2
Other, Zone 5	0.3%	2	0.1%	1	1.0%	1
Syston District Centre	2.1%	17	0.2%	1	11.5%	16
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.3%	2	0.1%	1	1.1%	2
Thurmaston Village Centre	0.1%	1	0.0%	0	0.6%	1
Zone 6						
Anstey District Centre	0.2%	1	0.0%	0	0.6%	1
Birstall Village Centre	0.4%	3	0.2%	1	1.3%	2
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	0.0%	0	0.0%	0
Co-op, 17-25 Cropston Road, Anstey	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Loughborough Road, Quorn	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Wanlip Lane, Birstall	0.0%	0	0.0%	0	0.0%	0
Co-op, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.1%	1	0.2%	1	0.0%	0
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	1.0%	8	0.9%	5	0.9%	1
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.8%	6	0.8%	4	0.8%	1
Zone 7						
Bradmore Village Centre	0.9%	7	0.5%	3	0.0%	0
Co-op, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.5%	4	0.8%	4	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.1%	1	0.1%	1	0.0%	0
Ruddington Village	0.1%	1	0.0%	0	0.0%	0
Zone 8						
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.4%	4	0.7%	4	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.1%	1	0.1%	1	0.0%	0
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.1%	1	0.1%	1	0.0%	0
Outside Study Area						
Aldi, Thornborough Road, Coalville	0.1%	1	0.1%	1	0.0%	0
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	0	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.3%	3	0.4%	2	0.0%	0
B&Q, Devonshire Road, Leicester LE4 0BG	5.2%	42	2.5%	13	12.6%	17
Beaumont Leys District Centre, Leicester	0.2%	2	0.1%	1	1.0%	1

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent Town Centre	0.1%	1	0.1%	1	0.0%	0
Coalville Town Centre	0.4%	3	0.6%	3	0.0%	0
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.6%	5	0.0%	0	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.2%	1	0.2%	1	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.4%	3	0.6%	3	0.0%	0
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	2.0%	16	0.5%	3	6.4%	9
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.1%	0	0.0%	0
Nottingham City Centre	1.1%	9	0.5%	3	0.0%	0
Other, Blaby	0.0%	0	0.0%	0	0.0%	0
Other, Derby	0.6%	5	0.8%	5	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.1%	1	0.0%	0	0.0%	0
Other, Leicester	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0
Other, Melton	0.1%	1	0.0%	0	0.4%	1
Other, N W Leicestershire	0.3%	2	0.3%	2	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.0%	0	0.0%	0	0.0%	0
Other, Rushcliffe	0.2%	2	0.4%	2	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.2%	1	0.3%	1	0.0%	0
Other, Yorkshire	0.1%	1	0.1%	1	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.9%	7	0.6%	3	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	0	0.0%	0	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.4%	3	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Tesco, Resolution Road, Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0
West Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.1%	1	0.0%	0	0.0%	0
Others						
Abroad	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	3.6%	29	3.3%	18	5.2%	7
Other	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	15.3%	123	10.6%	57	22.7%	31

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre	
(Don't know / can't remember)	8.0% 65	8.8%	47	8.6%	12
Weighted base:	803		534		137
Sample:	803		559		118

Charnwood Household Survey

For WYG

Weighted:

July 2018

Q29 Where did you last buy furniture, carpets and floor coverings?

Zone 1

Farmfoods, Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Loughborough	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	7.9%	64	11.2%	60	1.2%	2
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Shelthorpe, Loughborough	0.0%	0	0.0%	0	0.0%	0
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.0%	0	0.0%	0	0.0%	0

Zone 2

Aldi, 51 Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
B&M, Willowbrook Park, Loughborough	0.1%	1	0.2%	1	0.0%	0
B&Q, Jubilee Drive, Loughborough	0.8%	7	1.3%	7	0.0%	0
Co-op, Knightthorpe Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.1%	1	0.1%	1	0.0%	0
Home Bargains, Belton Road, West Extension, Loughborough	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Avenue, Loughborough	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	4.2%	33	4.9%	26	2.5%	3
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Jubilee Drive, Loughborough	0.2%	1	0.2%	1	0.0%	0
Wickes, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.9%	8	1.4%	8	0.0%	0

Zone 3

Asda, 25 Charnwood Street, Shepshed	0.0%	0	0.0%	0	0.0%	0
Co-op Extra, The Hallcroft, Shepshed	0.0%	0	0.0%	0	0.0%	0
Co-op, Anson Road, Shepshed	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.5%	4	0.4%	2	0.2%	0

Zone 4

Barrow Upon Star District Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Barrow on Soar	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	0	0.0%	0	0.0%	0
Mountsorrell Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.8%	6	0.6%	3	1.1%	1

Zone 5

Aldi, 1169 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane,	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Thurmaston						
East Goscote Village Centre	0.4%	3	0.0%	0	2.2%	3
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0	0.0%	0	0.0%	0
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	1.1%	9	0.3%	2	5.0%	7
Tesco Metro, 1197 Melton Road, Syston	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.2%	2	0.0%	0	0.8%	1
Thurmaston Village Centre	0.3%	2	0.2%	1	0.6%	1
Zone 6						
Anstey District Centre	2.5%	20	2.0%	11	4.4%	6
Birstall Village Centre	1.9%	15	1.1%	6	6.4%	9
Co-op, 132 Rothley Road, Mountsorrel	0.0%	0	0.0%	0	0.0%	0
Co-op, 17-25 Cropston Road, Anstey	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Loughborough Road, Quorn	0.0%	0	0.0%	0	0.0%	0
Co-op, 19 Wanlip Lane, Birstall	0.0%	0	0.0%	0	0.0%	0
Co-op, 931 Loughborough Road, Rothley	0.0%	0	0.0%	0	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	0.3%	2	0.0%	0	0.6%	1
Markfield Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.1%	1	0.1%	1	0.0%	0
Tesco Express, 139 Sibson Road, Birstall	0.0%	0	0.0%	0	0.0%	0
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.0%	0	0.0%	0	0.0%	0
Zone 7						
Bradmore Village Centre	0.0%	0	0.0%	0	0.0%	0
Co-op, 87 Main Street, East Leake	0.0%	0	0.0%	0	0.0%	0
East Leake Village Centre	0.2%	1	0.2%	1	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0
Zone 8						
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0	0.0%	0	0.0%	0
Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.2%	1	0.2%	1	0.0%	0
Outside Study Area						
Aldi, Thornborough Road, Coalville	0.0%	0	0.0%	0	0.0%	0
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.0%	0	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch — all locations	0.4%	3	0.1%	1	0.0%	0
B&Q, Devonshire Road, Leicester LE4 0BG	0.1%	1	0.0%	0	0.6%	1
Beaumont Leys District Centre, Leicester	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Birmingham City Centre	0.1%	1	0.1%	1	0.0%	0
Burton-upon-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	1.1%	9	1.2%	6	0.5%	1
Co-op, Main Street, Markfield	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.7%	6	0.7%	4	0.6%	1
East Midlands Designer Outlet, Mansfield Road, South Normanton DE55 2JW	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	4.5%	36	4.1%	22	6.4%	9
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	2.8%	23	2.6%	14	2.5%	3
Ibstock Village Centre	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	5.3%	43	6.2%	33	3.3%	5
Melton Mowbray — all locations	0.2%	1	0.3%	1	0.0%	0
Morrisons, Gamston District Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	1.9%	15	2.2%	12	0.0%	0
Other, Blaby	0.1%	1	0.0%	0	0.4%	1
Other, Derby	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.5%	4	0.7%	3	0.0%	0
Other, Hinkley & Bosworth	0.2%	1	0.3%	1	0.0%	0
Other, Leicester	0.6%	5	0.3%	1	2.7%	4
Other, London	0.1%	1	0.0%	0	0.0%	0
Other, Melton	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.0%	0	0.0%	0	0.0%	0
Other, Nottingham	0.1%	1	0.0%	0	0.0%	0
Other, Rushcliffe	0.1%	1	0.2%	1	0.0%	0
Other, South East	0.1%	1	0.1%	1	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.1%	1	0.1%	1	0.0%	0
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, Nottingham NG2 1RU	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Grove Farm Triangle, Fosse Park, Leicester	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Leicester LE4 7SJ	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stoney Road, Beeston, Nottingham	0.0%	0	0.0%	0	0.0%	0
St Georges Retail Park, St Georges Way, Leicester LE1 1SG	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, Beaumont Leys	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hamilton District Centre, Thurmaston Lane, Leicester	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.0%	0	0.0%	0	0.0%	0
Tesco, Resolution Road, Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0
West Bridgford Town Centre	0.3%	2	0.3%	1	0.0%	0
Wyvern Retail Park, The Sidings, Derby DE21 6NZ	0.0%	0	0.0%	0	0.0%	0
Others						
Abroad	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	6.3%	50	5.7%	31	6.9%	9
Other	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	25.7%	206	26.1%	139	18.6%	25

Column % ges.

	Total	Loughborough h Town Centre	Syston District Centre
(Don't know / can't remember)	26.2% 210	24.2% 130	32.6% 45
Weighted base:	803	534	137
Sample:	803	559	118

Q30 Do you ever visit any of the following centres? [MR/PR]

Loughborough Town Centre	73.8% 593	100.0% 534	42.8% 59
Syston District Centre	23.9% 192	10.3% 55	100.0% 137
(Don't visit either of these)	16.4% 132	0.0% 0	0.0% 0
Weighted base:	803	534	137
Sample:	803	559	118

Q31 Which centre do you visit the most?*Those who visit more than one or more centres at Q30:*

Loughborough Town Centre	79.6% 534	100.0% 534	0.0% 0
Syston District Centre	20.4% 137	0.0% 0	100.0% 137
Weighted base:	671	534	137
Sample:	677	559	118

MeanScore: visits per year**Q32 How often do you visit (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30)?***Those who visit a centre at Q30:*

Daily	6.1% 41	4.9% 26	10.6% 15
At least two times a week	16.1% 108	13.7% 73	25.4% 35
At least once a week	28.0% 188	30.1% 161	19.6% 27
At least once a fortnight	16.1% 108	16.7% 89	14.0% 19
At least once a month	15.5% 104	16.0% 86	13.5% 18
At least every two months	5.9% 40	5.2% 28	8.6% 12
At least every 3 months	4.3% 29	4.9% 26	1.9% 3
At least every 6 months	2.2% 15	2.2% 12	2.1% 3
Less often than once every 6 months	1.0% 7	1.3% 7	0.0% 0
Have only visited once	0.0% 0	0.0% 0	0.0% 0
(Don't know / varies)	4.9% 33	5.0% 27	4.4% 6
Mean:	80.70	72.48	112.62
Weighted base:	671	534	137
Sample:	677	559	118

Q33 How do you usually travel to (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30) (main part of journey)?*Those who visit a centre at Q30:*

Car / van (as driver)	70.7% 475	69.3% 370	76.2% 104
Car / van (as passenger)	5.9% 39	6.3% 34	4.0% 5
Bus, minibus or coach	8.6% 58	10.5% 56	1.2% 2
Motorcycle, scooter or moped	0.0% 0	0.0% 0	0.0% 0
Walk	12.9% 87	12.1% 65	16.0% 22
Taxi	0.2% 1	0.2% 1	0.0% 0
Train	0.0% 0	0.0% 0	0.0% 0
Metro	0.0% 0	0.0% 0	0.0% 0
Bicycle	1.1% 7	1.4% 7	0.0% 0
Mobility scooter / disability vehicle	0.1% 1	0.1% 1	0.0% 0
Other	0.0% 0	0.0% 0	0.0% 0
(Don't know / varies)	0.5% 3	0.0% 0	2.5% 3
Weighted base:	671	534	137
Sample:	677	559	118

	Total	Loughborough Town Centre	Syston District Centre			
Q34 What is the main reason for visiting (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30)?						
<i>Those who visit a centre at Q30:</i>						
Choice and range of shops	33.0%	222	30.3%	162	43.8%	60
Supermarket	3.1%	21	2.6%	14	5.2%	7
Choice of leisure facilities (restaurants, pubs etc)	8.6%	58	9.3%	50	5.8%	8
Choice of services (hairdressers, banks etc)	7.2%	48	7.3%	39	6.8%	9
Livestock market	3.2%	21	4.0%	21	0.0%	0
Environmental quality of centre	1.6%	11	1.9%	10	0.4%	1
Close to home	9.9%	66	10.3%	55	8.3%	11
Close to work	4.4%	29	4.1%	22	5.5%	7
Easily accessible by public transport	0.6%	4	0.8%	4	0.0%	0
Convenient car parking	1.1%	7	1.2%	7	0.4%	1
Free car parking	0.4%	3	0.5%	3	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	0.1%	1	0.2%	1	0.0%	0
Compact layout	1.0%	7	1.2%	7	0.0%	0
Convenient for meeting family / friends	3.9%	26	3.3%	18	6.5%	9
Convenient generally	0.1%	1	0.2%	1	0.0%	0
Familiarity	0.5%	4	0.5%	3	0.6%	1
For a change	0.7%	5	0.8%	4	0.6%	1
Good for walking	0.5%	4	0.7%	4	0.0%	0
Good for window shopping / browsing	2.7%	18	3.0%	16	1.5%	2
Good market	3.5%	23	4.3%	23	0.0%	0
My doctor is located there	0.1%	1	0.1%	1	0.0%	0
Pedestrianised	0.1%	1	0.1%	1	0.0%	0
Pleasant atmosphere	0.1%	1	0.1%	1	0.0%	0
Quiet / not too busy	2.9%	19	3.6%	19	0.0%	0
(Nothing in particular)	10.6%	71	9.6%	51	14.6%	20
Weighted base:		671		534		137
Sample:		677		559		118

	Total	Loughborough Town Centre		Syston District Centre		
Q35 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30) more often?						
<i>Those who visit a centre at Q30:</i>						
1st Mention						
Increased choice and range of shops	17.3%	116	20.8%	111	3.8%	5
Discount food stores within the town centre	0.7%	5	0.3%	1	2.4%	3
Improved non-food shops within the town centre	0.9%	6	1.2%	6	0.0%	0
Improved leisure facilities	0.9%	6	0.8%	4	1.5%	2
Improved quality of shops	1.1%	8	1.4%	8	0.0%	0
More parking	5.1%	34	3.9%	21	9.7%	13
Cheaper parking	3.6%	24	4.4%	23	0.6%	1
Improved street cleaning	0.4%	3	0.5%	3	0.0%	0
Increased public transport	1.9%	13	1.7%	9	2.9%	4
Cheaper public transport	0.4%	3	0.5%	3	0.0%	0
Better environment	1.1%	7	1.3%	7	0.4%	1
Better security	1.0%	7	1.3%	7	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.3%	2	0.3%	2	0.0%	0
Better clientele	0.0%	0	0.0%	0	0.0%	0
Better disabled access / facilities	0.1%	1	0.0%	0	0.5%	1
Better market	0.2%	1	0.3%	1	0.0%	0
Fewer betting shops	0.0%	0	0.0%	0	0.0%	0
Fewer buses	0.1%	1	0.1%	1	0.0%	0
Fewer market stalls	0.1%	1	0.1%	1	0.0%	0
Free car parking	0.2%	1	0.2%	1	0.0%	0
Improved access by car (e.g. better roads)	0.7%	5	0.7%	4	0.5%	1
Less betting shops	0.0%	0	0.0%	0	0.0%	0
Less cafés / restaurants / takeaways	0.1%	1	0.0%	0	0.6%	1
Less charity shops	0.0%	0	0.0%	0	0.0%	0
Less cheap shops	0.1%	1	0.1%	1	0.0%	0
Less student housing	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	1.4%	10	1.7%	9	0.4%	1
Long parking hours	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.3%	2	0.2%	1	0.6%	1
More / better cycle paths	0.5%	3	0.6%	3	0.0%	0
More / better public toilets	0.1%	1	0.1%	1	0.0%	0
More / better pubs	0.1%	1	0.1%	1	0.0%	0
More financial services (e.g. banks, post office etc.)	0.3%	2	0.0%	0	1.3%	2
More independent shops	0.2%	1	0.2%	1	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.1%	1	0.1%	1	0.0%	0
Open a community centre	0.0%	0	0.0%	0	0.0%	0
Reduce business rates / rents	0.1%	1	0.0%	0	0.4%	1
Reduce traffic congestion	1.8%	12	0.5%	3	6.7%	9
Remove cycle lanes	0.1%	1	0.1%	1	0.0%	0
Repair roads (e.g. potholes)	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.0%	0	0.1%	0	0.0%	0
Tighter parking regulations	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	56.9%	382	54.8%	293	65.2%	89
(Don't know)	1.9%	13	1.7%	9	2.5%	3
Weighted base:		671		534		137
Sample:		677		559		118

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
2nd Mention						
Increased choice and range of shops	2.5%	17	2.8%	15	1.5%	2
Discount food stores within the town centre	0.2%	1	0.2%	1	0.0%	0
Improved non-food shops within the town centre	2.4%	16	2.6%	14	1.5%	2
Improved leisure facilities	0.7%	5	0.9%	5	0.0%	0
Improved quality of shops	0.7%	4	0.8%	4	0.0%	0
More parking	1.9%	13	1.6%	9	3.1%	4
Cheaper parking	2.3%	16	2.4%	13	2.1%	3
Improved street cleaning	0.6%	4	0.8%	4	0.0%	0
Increased public transport	0.2%	1	0.2%	1	0.0%	0
Cheaper public transport	0.1%	0	0.1%	0	0.0%	0
Better environment	0.4%	3	0.5%	3	0.0%	0
Better security	0.4%	3	0.0%	0	1.9%	3
Longer opening hours	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.0%	0	0.0%	0	0.0%	0
Better clientele	0.0%	0	0.0%	0	0.0%	0
Better disabled access / facilities	0.2%	1	0.3%	1	0.0%	0
Better market	0.1%	1	0.1%	1	0.0%	0
Fewer betting shops	0.1%	1	0.1%	1	0.0%	0
Fewer buses	0.0%	0	0.0%	0	0.0%	0
Fewer market stalls	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0
Improved access by car (e.g. better roads)	0.2%	1	0.1%	1	0.4%	1
Less betting shops	0.0%	0	0.0%	0	0.0%	0
Less cafés / restaurants / takeaways	0.1%	1	0.1%	1	0.0%	0
Less charity shops	0.7%	5	0.9%	5	0.0%	0
Less cheap shops	0.0%	0	0.0%	0	0.0%	0
Less student housing	0.0%	0	0.0%	0	0.0%	0
Less vacant shops	0.9%	6	1.1%	6	0.4%	1
Long parking hours	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.3%	2	0.4%	2	0.0%	0
More / better cycle paths	0.1%	1	0.1%	1	0.0%	0
More / better public toilets	0.0%	0	0.0%	0	0.0%	0
More / better pubs	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks, post office etc.)	0.1%	1	0.0%	0	0.4%	1
More independent shops	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.0%	0	0.0%	0	0.0%	0
Open a community centre	0.6%	4	0.7%	4	0.0%	0
Reduce business rates / rents	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	0.6%	4	0.5%	3	1.1%	2
Remove cycle lanes	0.0%	0	0.0%	0	0.0%	0
Repair roads (e.g. potholes)	0.5%	3	0.0%	0	2.5%	3
Stop building houses	0.0%	0	0.0%	0	0.0%	0
Tighter parking regulations	0.2%	1	0.2%	1	0.0%	0
(Nothing / Nothing else)	80.6%	541	80.1%	428	82.4%	113
(Don't know)	2.5%	17	2.4%	13	2.5%	3
Weighted base:		671		534		137
Sample:		677		559		118

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
3rd Mention						
Increased choice and range of shops	0.6%	4	0.6%	3	0.4%	1
Discount food stores within the town centre	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.6%	4	0.8%	4	0.0%	0
Improved leisure facilities	0.1%	1	0.0%	0	0.4%	1
Improved quality of shops	1.6%	10	2.0%	10	0.0%	0
More parking	0.1%	1	0.0%	0	0.6%	1
Cheaper parking	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.1%	1	0.1%	1	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0
Better environment	0.4%	3	0.5%	3	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.0%	0	0.0%	0	0.0%	0
Better clientele	0.2%	1	0.2%	1	0.0%	0
Better disabled access / facilities	0.0%	0	0.0%	0	0.0%	0
Better market	0.0%	0	0.0%	0	0.0%	0
Fewer betting shops	0.0%	0	0.0%	0	0.0%	0
Fewer buses	0.0%	0	0.0%	0	0.0%	0
Fewer market stalls	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.3%	2	0.4%	2	0.0%	0
Improved access by car (e.g. better roads)	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.1%	1	0.1%	1	0.0%	0
Less cafés / restaurants / takeaways	0.0%	0	0.1%	0	0.0%	0
Less charity shops	0.1%	1	0.1%	1	0.0%	0
Less cheap shops	0.0%	0	0.0%	0	0.0%	0
Less student housing	0.1%	1	0.1%	1	0.0%	0
Less vacant shops	0.0%	0	0.0%	0	0.0%	0
Long parking hours	0.1%	1	0.0%	0	0.6%	1
More / better cafés / restaurants	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.0%	0	0.0%	0	0.0%	0
More / better pubs	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks, post office etc.)	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.1%	1	0.1%	1	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.0%	0	0.0%	0	0.0%	0
Open a community centre	0.0%	0	0.0%	0	0.0%	0
Reduce business rates / rents	0.4%	2	0.5%	2	0.0%	0
Reduce traffic congestion	0.3%	2	0.4%	2	0.0%	0
Remove cycle lanes	0.0%	0	0.0%	0	0.0%	0
Repair roads (e.g. potholes)	0.0%	0	0.0%	0	0.0%	0
Stop building houses	0.0%	0	0.0%	0	0.0%	0
Tighter parking regulations	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	92.3%	619	91.6%	490	95.1%	130
(Don't know)	2.5%	17	2.4%	13	2.9%	4
Weighted base:		671		534		137
Sample:		677		559		118

	Total	Loughborough Town Centre		Syston District Centre		
Q35X Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30) more often? (Any mention)						
<i>Those who visit a centre at Q30:</i>						
Increased choice and range of shops	19.8%	133	23.4%	125	5.7%	8
Discount food stores within the town centre	0.9%	6	0.5%	3	2.4%	3
Improved non-food shops within the town centre	4.0%	27	4.6%	25	1.5%	2
Improved leisure facilities	1.7%	12	1.7%	9	1.9%	3
Improved quality of shops	3.4%	23	4.2%	23	0.0%	0
More parking	7.1%	48	5.5%	29	13.3%	18
Cheaper parking	6.0%	40	6.8%	36	2.7%	4
Improved street cleaning	1.1%	8	1.4%	8	0.0%	0
Increased public transport	1.9%	13	1.7%	9	2.9%	4
Cheaper public transport	0.5%	3	0.6%	3	0.0%	0
Better environment	1.9%	13	2.2%	12	0.4%	1
Better security	1.4%	9	1.3%	7	1.9%	3
Longer opening hours	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.3%	2	0.3%	2	0.0%	0
Better clientele	0.2%	1	0.2%	1	0.0%	0
Better disabled access / facilities	0.3%	2	0.3%	1	0.5%	1
Better market	0.3%	2	0.4%	2	0.0%	0
Fewer betting shops	0.1%	1	0.1%	1	0.0%	0
Fewer buses	0.1%	1	0.1%	1	0.0%	0
Fewer market stalls	0.1%	1	0.1%	1	0.0%	0
Free car parking	0.5%	3	0.6%	3	0.0%	0
Improved access by car (e.g. better roads)	0.9%	6	0.9%	5	0.9%	1
Less betting shops	0.1%	1	0.1%	1	0.0%	0
Less cafés / restaurants / takeaways	0.2%	2	0.2%	1	0.6%	1
Less charity shops	0.8%	5	1.0%	5	0.0%	0
Less cheap shops	0.1%	1	0.1%	1	0.0%	0
Less student housing	0.1%	1	0.1%	1	0.0%	0
Less vacant shops	2.4%	16	2.8%	15	0.8%	1
Long parking hours	0.1%	1	0.0%	0	0.6%	1
More / better cafés / restaurants	0.6%	4	0.6%	3	0.6%	1
More / better cycle paths	0.6%	4	0.7%	4	0.0%	0
More / better public toilets	0.1%	1	0.1%	1	0.0%	0
More / better pubs	0.1%	1	0.1%	1	0.0%	0
More financial services (e.g. banks, post office etc.)	0.4%	2	0.0%	0	1.7%	2
More independent shops	0.3%	2	0.3%	2	0.0%	0
More street furniture (e.g. benches, litter bins etc.)	0.1%	1	0.1%	1	0.0%	0
Open a community centre	0.6%	4	0.7%	4	0.0%	0
Reduce business rates / rents	0.5%	3	0.5%	2	0.4%	1
Reduce traffic congestion	2.7%	18	1.3%	7	7.8%	11
Remove cycle lanes	0.1%	1	0.1%	1	0.0%	0
Repair roads (e.g. potholes)	0.5%	3	0.0%	0	2.5%	3
Stop building houses	0.0%	0	0.1%	0	0.0%	0
Tighter parking regulations	0.2%	1	0.2%	1	0.0%	0
Weighted base:		671		534		137
Sample:		677		559		118

	Total	Loughborough h Town Centre		Syston District Centre		
Q36 Why don't you visit Loughborough Town Centre? [MR]						
<i>Those who do not visit Loughborough Town Centre at Q30:</i>						
Lack of choice and range of shops	8.8%	19	0.0%	0	2.2%	2
Doesn't have preferred supermarket	1.9%	4	0.0%	0	1.6%	1
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.9%	2	0.0%	0	1.5%	1
Too far away from home or work	31.0%	65	0.0%	0	41.5%	32
Not accessible by public transport	0.0%	0	0.0%	0	0.0%	0
Inconveniently located car parking	4.8%	10	0.0%	0	1.7%	1
Expensive car parking	1.3%	3	0.0%	0	0.7%	1
Other	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit	45.9%	96	0.0%	0	48.7%	38
General dislike of the town centre	0.3%	1	0.0%	0	0.0%	0
Lack of time	1.1%	2	0.0%	0	0.0%	0
Not enough disability parking spaces	0.3%	1	0.0%	0	0.0%	0
Poor road system	0.6%	1	0.0%	0	0.7%	1
Prefer to go elsewhere	2.2%	5	0.0%	0	0.0%	0
Too many betting shops	0.3%	1	0.0%	0	0.0%	0
Too many charity shops	0.3%	1	0.0%	0	0.0%	0
Too old / ill / disabled	3.1%	7	0.0%	0	1.4%	1
Traffic congestion	1.7%	3	0.0%	0	0.0%	0
Unfamiliar with the area / layout	3.8%	8	0.0%	0	2.9%	2
(Don't know)	2.3%	5	0.0%	0	0.0%	0
Weighted base:		210		0		78
Sample:		192		0		66

Q37 Why don't you visit Syston District Centre? [MR]						
<i>Those who live in Zone 5 but don't visit Syston District Centre at Q30:</i>						
Lack of choice and range of shops	0.0%	0	0.0%	0	0.0%	0
Doesn't have preferred supermarket	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.0%	0	0.0%	0	0.0%	0
Too far away from home or work	8.7%	1	0.0%	0	0.0%	0
Not accessible by public transport	0.0%	0	0.0%	0	0.0%	0
Inconveniently located car parking	0.0%	0	0.0%	0	0.0%	0
Expensive car parking	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit	82.6%	12	0.0%	0	0.0%	0
Too small	8.7%	1	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Weighted base:		14		0		0
Sample:		9		0		0

	Total	Loughborough h Town Centre		Syston District Centre		
Q38 Do people in your household, including yourself, make use of home internet shopping, mobile internet shopping or TV shopping? [MR]						
Yes, Internet (home)	67.3%	540	69.6%	372	60.4%	82
Yes, Portable internet shopping (through mobile phone / tablet)	30.8%	247	35.7%	191	27.1%	37
Yes, TV Shopping	0.5%	4	0.7%	4	0.5%	1
(No)	29.3%	235	25.5%	137	38.8%	53
Weighted base:		803		534		137
Sample:		803		559		118

Q39 Which goods or services does your household currently purchase via electronic (home / mobile / TV) shopping? [MR]

Those who purchase non-food goods via electronic (home / mobile / TV) shopping at Q38:

Banking / finance	3.3%	18	3.6%	14	4.1%	3
Books	41.7%	237	44.1%	175	34.8%	29
CDs, DVDs, music	36.9%	210	40.4%	161	30.8%	26
Clothes	50.9%	289	51.9%	206	47.0%	39
DIY goods	7.1%	40	7.4%	29	6.5%	5
Food	10.0%	57	10.7%	42	5.5%	5
Furniture / carpets	5.7%	32	4.5%	18	5.9%	5
Garden items	4.7%	27	5.1%	20	5.1%	4
Holiday and / or travel tickets	3.9%	22	4.6%	18	4.1%	3
Jewellery	2.7%	16	2.8%	11	3.9%	3
Major electrical items	19.0%	108	17.7%	70	28.8%	24
Small electrical items	27.0%	153	25.7%	102	42.2%	35
Small household goods	18.2%	103	19.0%	76	18.6%	16
Sports goods	3.9%	22	4.0%	16	3.5%	3
Toys	11.2%	63	9.5%	38	18.7%	16
Other	0.0%	0	0.0%	0	0.0%	0
Camping / outdoor goods	0.3%	2	0.0%	0	1.0%	1
Craft / hobby items	4.6%	26	4.7%	19	4.5%	4
Gifts	0.9%	5	1.1%	4	0.0%	0
Greetings cards	2.7%	15	2.9%	12	4.1%	3
Health & beauty products, chemist goods	0.5%	3	0.7%	3	0.0%	0
Magazines	0.1%	1	0.0%	0	0.0%	0
Pet food / accessories	2.7%	15	3.3%	13	0.8%	1
Stationery	1.1%	6	1.4%	6	0.0%	0
Vehicle parts / accessories	1.6%	9	1.7%	7	2.1%	2
(Don't know / can't remember)	11.4%	65	11.0%	44	10.6%	9
Weighted base:		568		398		84
Sample:		538		393		71

Q40 For your household's last non-food electronic (home / mobile / TV) shopping order, how did you receive your goods?

Those who purchase non-food goods via electronic (home / mobile / TV) shopping at Q38:

Collection at store	3.7%	21	3.2%	13	8.7%	7
Home delivery	92.3%	524	93.2%	371	88.9%	74
Delivery to place of work	2.1%	12	2.2%	9	0.9%	1
Collection at click and collect hub (non-store location)	1.0%	6	1.1%	4	1.5%	1
Collection at other location	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	5	0.4%	1	0.0%	0
Weighted base:		568		398		84
Sample:		538		393		71

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough h Town Centre	Syston District Centre	
Q41 Which of these leisure activities do you participate in? [MR/PR]				
Health & fitness	21.3%	171	22.5%	120
Leisure centre activities	16.0%	129	16.5%	88
Cinema	50.0%	401	53.1%	284
Restaurant	58.8%	472	61.4%	328
Pub / bars	41.5%	334	40.2%	215
Nightclub	3.2%	26	2.8%	15
Social club	4.7%	37	2.7%	14
Ten pin bowling	7.6%	61	8.3%	44
Bingo	4.0%	32	4.0%	21
Theatre / concert hall	28.7%	231	31.2%	167
Museum / art galleries	20.1%	162	22.1%	118
(None of these)	15.8%	127	13.6%	73
Weighted base:		803		534
Sample:		803		559

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Q42 Which centre / facility did you last visit for indoor sports or health and fitness activity?						
<i>Those who visit for health & fitness at Q41:</i>						
Zone 1						
Anytime Fitness, Bridge Street, Loughborough	0.0%	0	0.0%	0	0.0%	0
CrossFit, Hanford Way, Loughborough	0.0%	0	0.0%	0	0.0%	0
Dynamite Gym, High Street, Loughborough	0.0%	0	0.0%	0	0.0%	0
Ease Fitness UK, Howard Close, Loughborough	0.0%	0	0.0%	0	0.0%	0
Fit4Less, Wood Gate, Loughborough	0.0%	0	0.0%	0	0.0%	0
Holywell Fitness Centre, Loughborough Park, Oakwood Drive, Loughborough	1.4%	3	2.0%	3	0.0%	0
Jim Play, High Street, Loughborough	0.0%	0	0.0%	0	0.0%	0
Loughborough Leisure Centre, Browns Lane, Loughborough	14.6%	33	16.8%	27	9.9%	3
Loughborough Town Centre Other, Zone 1	12.2%	28	13.2%	21	4.9%	1
PureGym, The Rushes, Loughborough	3.0%	7	3.0%	5	4.9%	1
Radmoor Centre, Radmoor Road, Loughborough	4.9%	11	6.8%	11	0.0%	0
Shelthorpe District Centre	1.8%	4	2.6%	4	0.0%	0
Zone 2	0.0%	0	0.0%	0	0.0%	0
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Zone 3						
Other, Zone 3	0.3%	1	0.4%	1	0.0%	0
Shepshed District Centre	0.8%	2	1.1%	2	0.0%	0
Zone 4						
Barrow Upon Star District Centre	0.0%	0	0.0%	0	0.0%	0
Physfit Gyms, Barrow Road Business Park, Barrow Road, Sileby, Loughborough	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.2%	1	0.3%	1	0.0%	0
Zone 5						
Melton Road Local Centre	0.5%	1	0.0%	0	4.9%	1
Syston District Centre	2.0%	5	0.7%	1	13.5%	3
Zone 6						
Anstey District Centre	1.6%	4	2.3%	4	0.0%	0
Birstall District Centre	1.3%	3	1.8%	3	0.0%	0
Leicester Road / Market Place, Mountsorrel Local Centre	3.0%	7	2.5%	4	11.3%	3
Other, Zone 6	0.8%	2	1.2%	2	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	0.0%	0	0.0%	0
Soar Valley Leisure Centre, Kingfisher Road, Mountsorrel, Leicester	9.5%	21	9.1%	15	17.4%	4
South Charnwood Leisure Centre, Parkstone Road, Syston, Leicester	3.4%	8	1.7%	3	5.3%	1
Zone 7						
Other, Zone 7	1.3%	3	1.4%	2	0.0%	0
Zone 8						
East Midlands Airport Yew Lodge Hotel, Packington Hill, Kegworth, Derby DE74 2DF	0.7%	2	1.0%	2	0.0%	0
Hermitage Leisure Centre, Silver Street, Whitwick, Coalville LE67 5EU	4.1%	9	5.3%	9	0.0%	0
Reeds Health Club, Packington Hill,	1.6%	4	2.2%	4	0.0%	0

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Kegworth, Derby DE74 2DF						
The Workhouse Gym, Maple Road, Castle Donington DE74 2UT	2.1%	5	0.0%	0	0.0%	0
Outside Study Area						
Bannatyne Health Club, Welford Road, Leicester	0.0%	0	0.0%	0	0.0%	0
Bridge 4 Studio, Geoff Monk Way, Leicester	0.0%	0	0.0%	0	0.0%	0
East Leake Leisure Centre, Lantern Lane, East Leake, Loughborough LE12 6QN	2.0%	5	2.4%	4	0.0%	0
FAST Fitness, Groby Community College, Groby, Leicester	0.0%	0	0.0%	0	0.0%	0
Forest Hill Golf & Conference Centre, Markfield Lane, Botcheston, Leicester LE9 9FH	0.5%	1	0.4%	1	0.0%	0
Leicester City Centre	2.0%	4	1.3%	2	8.2%	2
Meltdown Gym, Loughborough Road, Leicester	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing, Byford Way, Leicester	0.3%	1	0.4%	1	0.0%	0
Other, East Midlands	2.9%	6	2.0%	3	0.0%	0
Other, Harborough	1.1%	3	1.2%	2	2.2%	1
Other, Hinkley & Bosworth	0.6%	1	0.8%	1	0.0%	0
Other, Leicester	4.6%	10	3.6%	6	17.7%	4
Other, London	1.4%	3	2.0%	3	0.0%	0
Other, N W Leicestershire	3.9%	9	3.0%	5	0.0%	0
Other, Rushcliffe	1.3%	3	0.4%	1	0.0%	0
PureGym, St Georges Way, Leicester	0.0%	0	0.0%	0	0.0%	0
PureGym, Walnut Street, Leicester	0.0%	0	0.0%	0	0.0%	0
Rushcliffe Arena, Rugby Road, West Bridgford, Nottingham NG2 7HY	2.5%	6	0.8%	1	0.0%	0
The Gym, Causeway Lane, Leicester	0.0%	0	0.0%	0	0.0%	0
Others						
Abroad	0.3%	1	0.5%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	5.2%	12	5.8%	9	0.0%	0
Weighted base:	225		162		25	
Sample:	203		158		18	

	Total	Loughborough Town Centre		Syston District Centre		
Q43 Which centre / facility did you last visit to go the cinema?						
<i>Those who go to the cinema at Q41:</i>						
Zone 1						
Cineworld, Old Hospital Court, Loughborough	40.9%	164	49.0%	139	17.3%	10
FLIX, Epinal Way, Loughborough (Student Cinema)	0.0%	0	0.0%	0	0.0%	0
Odeon, Cattle Market, Loughborough	21.6%	87	26.1%	74	8.4%	5
Outside Study Area						
Broadway Cinema, Broad Street, Nottingham	2.6%	10	1.9%	5	0.0%	0
Cineworld, Forman Street, Nottingham	1.0%	4	1.2%	3	0.0%	0
Cineworld, Guild Street, Burton-on-Trent	0.0%	0	0.0%	0	0.0%	0
Odeon, Freemans Park, Leicester	0.9%	4	0.2%	1	3.5%	2
Odeon, The Pipeworks, Coppice Side, Swadlincote DE11 9FQ	0.9%	4	0.2%	1	0.0%	0
Other, East Midlands	1.3%	5	0.9%	2	0.0%	0
Other, London	0.3%	1	0.4%	1	0.0%	0
Other, South Yorkshire	0.2%	1	0.3%	1	0.0%	0
Phoenix Cinema & Art Centre, Midland Street, Leicester	1.5%	6	1.8%	5	0.9%	1
Piccadilly Cinema, Green Lane Road, Evington, Leicester	0.0%	0	0.0%	0	0.0%	0
Savoy Cinema, Derby Road, Nottingham	2.4%	10	2.4%	7	0.9%	1
Showcase Cinema De Lux, Highcross Lane, Leicester	10.1%	41	6.5%	19	30.8%	19
Showcase Cinema De Lux, Redfield Way, Nottingham NG7 2UW	0.5%	2	0.4%	1	0.0%	0
Showcase, Foresters Park, Osmaston Park Road, Derby DE23 8AG	0.8%	3	0.6%	2	0.0%	0
Vue Cinema, Meridian Leisure Park, Lubbethorpe Way, Braunstone, Leicester	11.6%	46	6.0%	17	29.4%	18
Others						
Abroad	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.4%	14	2.1%	6	8.9%	5
Weighted base:		401		284		61
Sample:		368		278		50

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Loughborough h Town Centre		Syston District Centre	
Q44 Which centre / facility did you last visit to go to a restaurant?						
<i>Those who go to restaurants at Q41:</i>						
Zone 1						
Loughborough Town Centre	30.2%	143	41.2%	135	2.3%	2
Shelthorpe District Centre	0.3%	2	0.3%	1	0.0%	0
Zone 2						
Gorse Covert District Centre	0.2%	1	0.2%	1	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Zone 3						
Hathern Village Centre	0.4%	2	0.6%	2	0.0%	0
Shepsheo District Centre	0.9%	4	1.2%	4	0.4%	0
Zone 4						
Barrow-upon-Soar District Centre	2.3%	11	2.2%	7	2.5%	2
Hoton Village Centre	0.5%	2	0.7%	2	0.0%	0
Other, Zone 4	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.6%	3	0.4%	1	1.7%	1
Zone 5						
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Queniborough Village Centre	0.1%	1	0.0%	0	0.8%	1
Syston District Centre	4.2%	20	0.4%	1	27.6%	19
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.1%	1	0.0%	0	0.8%	1
Thurmaston Village Centre	0.2%	1	0.0%	0	1.2%	1
Zone 6						
Anstey District Centre	0.5%	3	0.6%	2	0.9%	1
Birstall District Centre	0.3%	1	0.3%	1	0.0%	0
Cropston Village Centre	1.3%	6	1.5%	5	0.0%	0
Mountsorrel Local Centre - Leicester Road / Market Place	0.7%	3	0.9%	3	0.0%	0
Newtown Linford Village Centre	0.5%	3	0.4%	1	1.9%	1
Other, Zone 6	0.4%	2	0.6%	2	0.0%	0
Quorn Local Centre	3.4%	16	4.1%	13	1.2%	1
Rothley Local Centre	2.1%	10	2.0%	7	4.5%	3
Woodhouse Eaves Village Centre	0.3%	1	0.4%	1	0.0%	0
Zone 7						
East Leake Village Centre	0.4%	2	0.6%	2	0.0%	0
Keyworth Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.1%	1	0.2%	1	0.0%	0
Ruddington Village	1.5%	7	0.0%	0	0.0%	0
Zone 8						
Castle Donington Town Centre	1.8%	9	1.3%	4	0.0%	0
Kegworth Village Centre	0.3%	1	0.4%	1	0.0%	0
Long Whatton Village Centre	0.7%	3	1.0%	3	0.0%	0
Thringstone Village Centre	0.5%	2	0.7%	2	0.0%	0
Whitwick Village Centre	0.1%	1	0.2%	1	0.0%	0
Outside Study Area						
Ashby-de-la-Zouch — all locations	0.7%	3	0.8%	3	0.0%	0
Beaumont Leys District Centre, Leicester	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.2%	1	0.3%	1	0.0%	0
Braunstone Town Centre	1.2%	6	0.7%	2	5.1%	3
Central London	0.8%	4	0.6%	2	0.0%	0
Coalville Town Centre	1.8%	9	1.1%	4	0.9%	1
Cotgrave Town Centre	0.5%	3	0.6%	2	0.0%	0
Derby City Centre	1.1%	5	1.3%	4	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0
Havant Town Centre	0.2%	1	0.4%	1	0.0%	0
Leicester City Centre	17.0%	80	9.0%	30	36.0%	24
Melton Mowbray — all locations	0.5%	2	0.3%	1	0.8%	1
Nottingham City Centre	5.4%	26	5.6%	18	0.0%	0
Other, Blaby	0.1%	1	0.2%	1	0.0%	0
Other, East England	0.6%	3	0.7%	2	0.0%	0
Other, East Midlands	1.4%	7	0.8%	3	0.9%	1
Other, Harborough	0.1%	1	0.0%	0	0.0%	0
Other, Hinkley & Bosworth	0.4%	2	0.2%	1	1.7%	1
Other, N W Leicestershire	0.3%	1	0.4%	1	0.0%	0
Other, North East	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.7%	3	1.0%	3	0.0%	0
Other, Rushcliffe	0.2%	1	0.4%	1	0.0%	0
Other, Rutland	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.1%	1	0.0%	0	0.0%	0
Other, South West	0.7%	3	0.9%	3	0.0%	0
Other, West Midlands	0.1%	1	0.2%	1	0.0%	0
Other, Yorkshire & the Humber	0.1%	1	0.2%	1	0.0%	0
Shardlow Village Centre	0.5%	2	0.7%	2	0.0%	0
West Bridgford Town Centre	0.4%	2	0.4%	1	0.0%	0
Others						
Abroad	1.9%	9	1.8%	6	3.8%	3
Other	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	7.9%	37	9.5%	31	5.0%	3
Weighted base:		472		328		68
Sample:		473		342		64

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total		Loughborough h Town Centre		Syston District Centre	
Q45 Which centre / facility did you last visit to go to bars, pubs and night / social clubs?						
<i>Those who go to bars, pubs and / or night / social clubs at Q41:</i>						
Zone 1						
Loughborough Town Centre	27.3%	95	39.7%	89	6.9%	5
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0
Zone 2						
Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Zone 3						
Hathern Village Centre	1.0%	4	1.6%	4	0.0%	0
Shepshed District Centre	2.0%	7	2.9%	6	0.4%	0
Zone 4						
Barrow-upon-Soar District Centre	3.1%	11	3.4%	8	0.0%	0
Hoton Village Centre	0.2%	1	0.3%	1	0.0%	0
Other, Zone 4	0.6%	2	0.9%	2	0.0%	0
Sileby District Centre	3.1%	11	1.8%	4	2.9%	2
Zone 5						
Melton Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Queniborough Village Centre	1.4%	5	0.0%	0	7.3%	5
Syston District Centre	6.1%	21	0.3%	1	26.1%	17
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.4%	2	0.0%	0	2.4%	2
Thurmaston Village Centre	0.9%	3	0.0%	0	4.8%	3
Zone 6						
Anstey District Centre	1.4%	5	1.6%	4	0.0%	0
Birstall District Centre	3.5%	12	1.1%	3	9.0%	6
Cropston Village Centre	1.0%	3	0.9%	2	2.1%	1
Mountsorrel Local Centre - Leicester Road / Market Place	1.3%	4	1.4%	3	0.8%	1
Newtown Linford Village Centre	0.2%	1	0.0%	0	1.2%	1
Other, Zone 6	0.3%	1	0.5%	1	0.0%	0
Quorn Local Centre	4.0%	14	5.5%	12	0.9%	1
Rothley Local Centre	3.4%	12	4.1%	9	2.0%	1
Woodhouse Eaves Village Centre	0.8%	3	1.0%	2	0.0%	0
Zone 7						
East Leake Village Centre	2.0%	7	1.4%	3	0.0%	0
Keyworth Village Centre	0.7%	2	0.3%	1	0.0%	0
Other, Zone 7	1.2%	4	1.6%	4	0.0%	0
Ruddington Village	0.7%	3	0.5%	1	0.0%	0
Zone 8						
Castle Donington Town Centre	1.4%	5	0.9%	2	0.0%	0
Kegworth Village Centre	2.2%	8	2.4%	5	0.0%	0
Long Whatton Village Centre	0.4%	1	0.6%	1	0.0%	0
Thringstone Village Centre	0.6%	2	0.9%	2	0.0%	0
Whitwick Village Centre	1.4%	5	2.3%	5	0.0%	0
Outside Study Area						
Ashby-de-la-Zouch — all locations	0.3%	1	0.5%	1	0.0%	0
Beaumont Leys District Centre, Leicester	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0
Braunstone Town Centre	1.2%	4	0.0%	0	6.2%	4
Central London	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	1.3%	5	0.3%	1	0.0%	0
Cotgrave Town Centre	0.2%	1	0.3%	1	0.0%	0
Derby City Centre	0.9%	3	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0

Column % ges.

	Total	Loughborough Town Centre		Syston District Centre		
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.0%	0	0.0%	0	0.0%	0
Havant Town Centre	0.3%	1	0.5%	1	0.0%	0
Leicester City Centre	5.2%	18	4.3%	10	8.7%	6
Melton Mowbray — all locations	0.2%	1	0.0%	0	1.2%	1
Nottingham City Centre	3.7%	13	1.5%	3	0.0%	0
Other, Blaby	0.2%	1	0.3%	1	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.5%	2	0.6%	1	0.0%	0
Other, Harborough	0.2%	1	0.0%	0	0.9%	1
Other, Hinkley & Bosworth	0.4%	1	0.3%	1	1.0%	1
Other, N W Leicestershire	0.6%	2	0.9%	2	0.0%	0
Other, North East	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.7%	2	1.0%	2	0.0%	0
Other, Rushcliffe	0.4%	1	0.7%	1	0.0%	0
Other, Rutland	0.0%	0	0.0%	0	0.0%	0
Other, South East	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.4%	1	0.3%	1	0.0%	0
Other, Yorkshire & the Humber	0.2%	1	0.0%	0	0.0%	0
Shardlow Village Centre	1.1%	4	1.7%	4	0.0%	0
West Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0
Others						
Abroad	1.1%	4	1.4%	3	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	8.5%	30	7.5%	17	15.1%	10
Weighted base:		349		224		65
Sample:		331		230		56

Q46 Which centre / facility did you last visit to go ten-pin bowling?

Those who go ten-pin bowling at Q41:

Outside Study Area

Hollywood Bowl, Lubbesthorpe Way, Leicester	60.9%	37	55.9%	25	100.0%	8
Hollywood Bowl, West Mall, Albion Street, Derby	0.0%	0	0.0%	0	0.0%	0
MFA Bowl, Belward Street, Nottingham	1.4%	1	0.0%	0	0.0%	0
MFA Bowl, Derby Road, Ilkeston	0.0%	0	0.0%	0	0.0%	0
Namco Funscape (Stryker's Bowl), Castle Grounds, River Drive, Tamworth	1.0%	1	1.4%	1	0.0%	0
Tenpin & Sector 7, Foresters Leisure Park, Derby	0.0%	0	0.0%	0	0.0%	0
Tenpin, Clifton Boulevard, Redfield Way, Nottingham	16.1%	10	17.8%	8	0.0%	0
Others						
Abroad	1.4%	1	1.9%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	19.1%	12	23.0%	10	0.0%	0
Weighted base:		61		44		8
Sample:		48		34		8

	Total	Loughborough Town Centre		Syston District Centre		
Q47 Which centre / facility did you last visit for bingo?						
<i>Those who go to bingo at Q41:</i>						
Zone 1						
Beacon Bingo, The old cinema, Baxter Gate, Loughborough	53.4%	17	78.5%	17	0.0%	0
Zone 5						
Other, Zone 5	14.8%	5	0.0%	0	49.6%	5
Outside Study Area						
Admiral Casino & Bingo, Southchurch Drive, Clifton	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Beaumont Way, Leicester	13.5%	4	5.0%	1	34.2%	3
Gala Bingo, Gala Way, Nottingham	2.6%	1	0.0%	0	0.0%	0
Mecca, Freeman's Park Campus, Aylestone Road, Leicester	2.4%	1	0.0%	0	8.1%	1
Mecca, Queens Road, Beeston	0.0%	0	0.0%	0	0.0%	0
Other, Leicester	2.4%	1	0.0%	0	8.1%	1
Other, N W Leicestershire	7.2%	2	10.9%	2	0.0%	0
Others						
Abroad	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.7%	1	5.6%	1	0.0%	0
Weighted base:		32		21		10
Sample:		24		15		7

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough h Town Centre		Syston District Centre		
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Q48 Which centre / facility did you last visit for art / culture activities (i.e. theatres / galleries / museums)?*Those who visit for art / cultural activities at Q41:***Zone 1**

Loughborough Town Centre	16.2%	46	18.8%	38	8.1%	3
Shelthorpe District Centre	0.0%	0	0.0%	0	0.0%	0

Zone 2

Gorse Covert District Centre	0.0%	0	0.0%	0	0.0%	0
Regents Place Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0
Sharply Road Local Centre	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Derby Road, Loughborough	0.0%	0	0.0%	0	0.0%	0

Zone 3

Hathern Village Centre	0.0%	0	0.0%	0	0.0%	0
Shepshed District Centre	0.0%	0	0.0%	0	0.0%	0

Zone 4

Barrow-upon-Soar District Centre	0.0%	0	0.0%	0	0.0%	0
Hoton Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4	0.0%	0	0.0%	0	0.0%	0
Sileby District Centre	0.0%	0	0.0%	0	0.0%	0

Zone 5

Melton Road Local Centre	0.4%	1	0.0%	0	2.9%	1
Queniborough Village Centre	0.0%	0	0.0%	0	0.0%	0
Syston District Centre	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.0%	0	0.0%	0	0.0%	0
Thurmaston Village Centre	0.0%	0	0.0%	0	0.0%	0

Zone 6

Anstey District Centre	0.0%	0	0.0%	0	0.0%	0
Birstall District Centre	0.0%	0	0.0%	0	0.0%	0
Cropston Village Centre	0.0%	0	0.0%	0	0.0%	0
Mountsorrel Local Centre - Leicester Road / Market Place	0.0%	0	0.0%	0	0.0%	0
Newtown Linford Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0
Quorn Local Centre	0.0%	0	0.0%	0	0.0%	0
Rothley Local Centre	0.0%	0	0.0%	0	0.0%	0
Woodhouse Eaves Village Centre	0.0%	0	0.0%	0	0.0%	0

Zone 7

East Leake Village Centre	0.0%	0	0.0%	0	0.0%	0
Keyworth Village Centre	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.0%	0	0.0%	0	0.0%	0
Ruddington Village	0.0%	0	0.0%	0	0.0%	0

Zone 8

Castle Donington Town Centre	0.0%	0	0.0%	0	0.0%	0
Kegworth Village Centre	0.0%	0	0.0%	0	0.0%	0
Long Whatton Village Centre	0.0%	0	0.0%	0	0.0%	0
Thringstone Village Centre	0.0%	0	0.0%	0	0.0%	0
Whitwick Village Centre	0.0%	0	0.0%	0	0.0%	0

Outside Study Area

Ashby-de-la-Zouch — all locations	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys District Centre, Leicester	0.3%	1	0.4%	1	0.0%	0
Birmingham City Centre	1.7%	5	1.9%	4	1.9%	1
Braunstone Town Centre	0.0%	0	0.0%	0	0.0%	0
Central London	11.1%	32	12.6%	25	6.5%	3
Coalville Town Centre	0.0%	0	0.0%	0	0.0%	0
Cotgrave Town Centre	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.7%	2	0.7%	1	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough h Town Centre		Syston District Centre		
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham	0.3%	1	0.4%	1	0.0%	0
Havant Town Centre	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	34.7%	98	30.6%	62	60.3%	25
Melton Mowbray — all locations	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	17.3%	49	18.6%	38	9.6%	4
Other, Blaby	0.0%	0	0.0%	0	0.0%	0
Other, East England	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.5%	1	0.7%	1	0.0%	0
Other, Harborough	0.8%	2	0.9%	2	1.3%	1
Other, Hinkley & Bosworth	0.0%	0	0.0%	0	0.0%	0
Other, N W Leicestershire	0.0%	0	0.0%	0	0.0%	0
Other, North East	0.2%	1	0.3%	1	0.0%	0
Other, North West	0.7%	2	0.3%	1	0.0%	0
Other, Rushcliffe	0.0%	0	0.0%	0	0.0%	0
Other, Rutland	0.4%	1	0.0%	0	2.9%	1
Other, South East	0.4%	1	0.6%	1	0.0%	0
Other, South West	0.3%	1	0.4%	1	0.0%	0
Other, West Midlands	1.4%	4	1.4%	3	0.0%	0
Other, Yorkshire & the Humber	0.5%	1	0.3%	1	2.0%	1
Shardlow Village Centre	0.0%	0	0.0%	0	0.0%	0
West Bridgford Town Centre	0.0%	0	0.0%	0	0.0%	0
Others						
Abroad	2.3%	6	2.9%	6	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	9.7%	27	8.2%	16	4.5%	2
Weighted base:		283		202		42
Sample:		292		220		41

Q49 How do you normally travel when visiting leisure destinations?

Those who visit for one or more leisure activities at Q41:

Car / van (as driver)	63.6%	430	62.1%	287	62.1%	69
Car / van (as passenger)	9.3%	63	9.8%	45	11.9%	13
Bus, minibus or coach	7.8%	53	7.1%	33	4.0%	4
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0
Walk	13.2%	89	14.1%	65	15.0%	17
Taxi	2.1%	14	2.1%	10	3.0%	3
Train	1.3%	9	1.7%	8	0.2%	0
Bicycle	0.7%	5	1.0%	5	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.1%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
Park & Ride	0.3%	2	0.3%	1	0.0%	0
Tram	0.5%	3	0.7%	3	0.0%	0
(Don't know / varies)	1.3%	9	1.0%	4	3.8%	4
Weighted base:		676		462		111
Sample:		680		482		102

	Total	Loughborough h Town Centre		Syston District Centre		
Q50 Which leisure facilities would you like to see more of in your area?						
Bars / pubs	1.7%	14	1.5%	8	1.1%	2
Better shopping facilities	3.6%	29	2.9%	15	5.3%	7
Bowling alley	5.5%	44	7.6%	41	1.9%	3
Cinema	3.3%	27	3.2%	17	3.8%	5
Concert hall / venue	0.5%	4	0.8%	4	0.0%	0
Cycle paths / area	0.9%	7	1.2%	7	0.5%	1
Dance facilities	0.0%	0	0.0%	0	0.0%	0
Skate park	0.5%	4	0.8%	4	0.0%	0
Health & fitness (gym)	0.8%	6	0.9%	5	0.0%	0
Hotels	0.0%	0	0.0%	0	0.0%	0
Ice rink	0.8%	7	0.6%	3	2.7%	4
Karting	0.0%	0	0.0%	0	0.0%	0
Leisure centre	4.4%	35	3.8%	20	6.0%	8
More children facilities / activities	4.9%	39	5.0%	27	2.9%	4
More sports facilities (football pitches, tennis courts)	2.1%	17	1.8%	9	2.5%	3
Museum / art galleries	0.8%	7	0.3%	1	0.0%	0
Outdoor play areas / park facilities	0.9%	7	0.3%	2	1.5%	2
Paintballing	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafes	3.8%	30	2.4%	13	3.2%	4
Swimming pool	5.7%	46	5.0%	26	7.5%	10
Theatre	1.3%	11	1.2%	6	1.5%	2
Other	0.0%	0	0.0%	0	0.0%	0
Adult education classes	0.1%	1	0.2%	1	0.0%	0
Climbing wall	0.1%	1	0.1%	1	0.0%	0
Golf course	0.1%	1	0.0%	0	0.4%	1
More activities / facilities for the elderly (e.g. social club)	1.1%	9	1.4%	8	0.4%	1
Racing track	0.1%	1	0.1%	1	0.0%	0
Snooker hall	0.2%	1	0.1%	1	0.4%	1
(None)	65.5%	526	65.9%	352	67.6%	92
(Don't know)	5.5%	44	4.5%	24	7.4%	10
Weighted base:		803		534		137
Sample:		803		559		118

GEN Gender of respondent.

Male	36.9%	296	37.2%	199	31.2%	43
Female	63.1%	507	62.8%	335	68.8%	94
Weighted base:		803		534		137
Sample:		803		559		118

AGE Could I ask, how old are you?

18 – 24 years	8.1%	65	6.9%	37	15.4%	21
25 – 34 years	13.9%	112	10.1%	54	15.3%	21
35 – 44 years	17.6%	141	18.8%	101	16.8%	23
45 – 54 years	18.5%	148	21.7%	116	13.9%	19
55 – 64 years	18.0%	145	19.3%	103	17.9%	24
65+ years	24.0%	192	23.2%	124	20.7%	28
(Refused)	0.0%	0	0.0%	0	0.0%	0
Weighted base:		803		534		137
Sample:		803		559		118

Charnwood Household Survey

For WYG

Weighted:

July 2018

	Total	Loughborough Town Centre		Syston District Centre		
PC Postcode Sector:						
DE74 2	5.0%	40	4.7%	25	0.0%	0
LE11 1	2.8%	23	4.1%	22	0.0%	0
LE11 2	7.5%	60	10.9%	58	0.0%	0
LE11 3	4.6%	37	6.2%	33	0.0%	0
LE11 4	5.1%	41	7.1%	38	0.0%	0
LE11 5	4.3%	35	6.2%	33	0.0%	0
LE12 5	3.1%	25	4.4%	24	0.0%	0
LE12 6	5.4%	44	7.8%	42	0.0%	0
LE12 7	7.7%	62	8.5%	46	8.9%	12
LE12 8	6.1%	49	7.3%	39	0.8%	1
LE12 9	8.1%	65	11.1%	59	0.2%	0
LE14 3	0.1%	1	0.0%	0	0.8%	1
LE4 3	3.7%	30	2.4%	13	6.5%	9
LE4 4	3.2%	26	2.7%	14	5.2%	7
LE4 8	3.7%	29	0.4%	2	16.3%	22
LE6 0	0.1%	1	0.1%	1	0.0%	0
LE67 3	0.7%	5	0.2%	1	0.0%	0
LE67 4	0.2%	1	0.2%	1	0.0%	0
LE67 5	4.6%	37	5.8%	31	0.5%	1
LE67 8	0.9%	7	1.1%	6	0.0%	0
LE67 9	0.9%	7	0.6%	3	0.0%	0
LE7 1	1.4%	11	0.1%	1	7.7%	11
LE7 2	5.2%	41	0.0%	0	25.3%	35
LE7 3	2.5%	20	0.0%	0	13.1%	18
LE7 4	1.4%	11	0.0%	0	8.2%	11
LE7 7	5.7%	46	4.9%	26	6.0%	8
LE7 9	0.1%	1	0.0%	0	0.4%	1
NG11 6	3.8%	31	1.4%	7	0.0%	0
NG12 5	2.2%	17	1.9%	10	0.0%	0
Weighted base:		803		534		137
Sample:		803		559		118

QUOTA Zone

Zone 1	13.4%	108	19.0%	102	0.0%	0
Zone 2	10.8%	87	15.3%	82	0.0%	0
Zone 3	6.7%	54	9.0%	48	0.2%	0
Zone 4	11.8%	95	12.7%	68	10.2%	14
Zone 5	14.2%	114	0.5%	3	71.1%	97
Zone 6	16.4%	132	14.7%	79	18.1%	25
Zone 7	12.5%	100	12.5%	67	0.0%	0
Zone 8	14.2%	114	16.3%	87	0.5%	1
Weighted base:		803		534		137
Sample:		803		559		118

Appendix 9:

Sample Questionnaire

Good morning / afternoon / evening, I am from NEMS market research, an independent market research company, and we are conducting a short survey in the Charnwood area about shopping and leisure activities on behalf of Charnwood Council.
Do you have time to answer some questions please? It will take about 7-8 minutes

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

Yes
No

IF 'YES' – CONTINUE INTERVIEW.

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

Q01 Where did you last undertake your main food and grocery shopping?
DO NOT READ OUT. ONE ANSWER ONLY.

#Conv(Convenience List

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

Q02 Which retailer did you purchase your last main food internet / home delivery shopping from?
DO NOT READ OUT. ONE ANSWER ONLY.

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

Q03 What is the main reason you choose (STORE / LOCATION MENTIONED AT Q01) to do your main food and grocery shopping?
DO NOT READ OUT. ONE ANSWER ONLY

- 001 Accessibility by public transport
- 002 Car parking prices
- 003 Car parking provision
- 004 Choice of food goods available
- 005 Choice of shops nearby selling non-food goods
- 006 Choice of shops selling food goods
- 007 Cleanliness
- 008 Delivery service
- 009 Click & Collect Service
- 010 Easy to get to by car
- 011 Good internal layout
- 012 Good service / friendly staff
- 013 Habit / always use it / preference for retailer
- 014 Internet shopping is convenient
- 015 Lower prices
- 016 Loyalty card / points scheme
- 017 Near to home
- 018 Near to work
- 019 Nice shopping environment
- 020 Only one in the area / no other choice
- 021 Preference for retailer
- 022 Provision of leisure facilities nearby
- 023 Provision of services nearby, such as banks and other financial services
- 024 Public information, signposts and public facilities
- 025 Quality of food goods available
- 026 Quality of shops selling food goods
- 027 Safety (during the day)
- 028 Safety (during the evening / night time)
- 029 Staff discount / work there
- 030 Value for money
- 031 Other (PLEASE WRITE IN)
- 032 (Don't know / no reason in particular)

Q04 What if anything is the one thing you most dislike about your main food shopping destination (STORE / LOCATION MENTIONED AT Q01)?
DO NOT READ OUT. ONE ANSWER ONLY

- 001 (Nothing)
- 002 Change layout too often
- 003 Difficult / expensive parking
- 004 Difficult to get to
- 005 Expensive
- 006 Lack of cycle parking
- 007 Lack of parking
- 008 Lack of public transport
- 009 Limited range of goods
- 010 No petrol station
- 011 Poor internal layout
- 012 Poor quality
- 013 Preference for retailer
- 014 Staff rude / unhelpful
- 015 Too busy
- 016 Too far away
- 017 Too small
- 018 Other (PLEASE WRITE IN)
- 019 (Don't know)

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

Q05 How do you normally travel to (STORE / LOCATION MENTIONED AT Q01)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus, minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Bicycle
- 9 Mobility scooter / disability vehicle
- A Other (PLEASE WRITE IN)
- B (Don't know / varies)

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

Q06 How long did your last journey to (STORE / LOCATION MENTIONED AT Q01) take?
DO NOT PROMPT. ONE ANSWER ONLY.

- X Amount of time taken to nearest whole minute: (PLEASE WRITE IN)
- Y (Don't know / can't remember)
- Z (Refused)

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

Q07 When you undertook the main food shop at (STORE / LOCATION MENTIONED AT Q01), did you link your trip with any other activity?
DO NOT PROMPT. ONE ANSWER ONLY. IF RESPONDENT STATES MORE THAN ONE ANSWER - TAKE THEIR FIRST ANSWER

- | | | |
|---|---|-----------|
| 1 | Yes – non-food shopping | GO TO Q08 |
| 2 | Yes – other-food shopping | GO TO Q08 |
| 3 | Yes – visiting services such as banks and other financial institutions | GO TO Q08 |
| 4 | Yes – leisure activity | GO TO Q08 |
| 5 | Yes – travelling to / from work | GO TO Q09 |
| 6 | Yes – travelling to / from school / college / university | GO TO Q09 |
| 7 | Yes – getting petrol | GO TO Q09 |
| 8 | Yes – visiting café / pub / restaurant | GO TO Q09 |
| 9 | Yes – visiting family / friends | GO TO Q09 |
| A | Yes – visiting health service such as doctor, dentist, hospital | GO TO Q09 |
| B | Yes – visiting other service such as laundrette, hairdresser, recycling | GO TO Q09 |
| C | Yes – other activity (PLEASE WRITE IN) | GO TO Q09 |
| D | (No activity) | GO TO Q09 |
| E | (Don't know / varies) | GO TO Q09 |

Those who link their main food shopping trip with other shopping, visiting other services and / or leisure activities at Q07:

Q08 Where do you do this linked trip?
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp: Comparison List

Q09 Where did you undertake your main food and grocery shopping the time before your last visit to (STORE / LOCATION MENTIONED AT Q01) was it the same place, or different, and if so, please specify?
DO NOT READ OUT. ONE ANSWER ONLY.

#Conv: Convenience List

Those who do their main food shopping via the Internet at Q09:

Q10 From which retailer did you purchase this main food internet / home delivery shopping?
DO NOT READ OUT. ONE ANSWER ONLY.

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

Q11 Approximately how much money do you normally spend on your household's main food and grocery shop?
DO NOT PROMPT. ONE ANSWER ONLY.

- X To the nearest £: (PLEASE WRITE IN)
Y (Don't know / varies)
Z (Refused)

Q12 How often does your household normally do a main food and grocery shop?
DO NOT READ OUT. ONE ANSWER ONLY. PROMPT IF NECESSARY

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 Less often
- 8 Have only visited once
- 9 (Don't know / varies)

Q13 When do you normally do your household's main food shop?
DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Weekdays during the day
- 2 Weekdays during the evening
- 3 Saturday
- 4 Sunday
- 5 (Don't know / varies)

Q14 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Yes
- 2 No

GO TO Q15
GO TO Q19

Those who make top-up shopping trips at Q14:

Q15 Where did you last undertake this 'top-up' food shopping?
DO NOT READ OUT. ONE ANSWER ONLY.

#Conv Convenience List

Those who make top-up shopping trips at Q14:

Q16 Where did you undertake your top-up shopping the time before your last visit to (STORE / LOCATION MENTIONED AT Q15) was it the same place, or different, and if so, please specify?

#Conv Convenience List

Those who make top-up shopping trips at Q14:

Q17 Approximately how much money do you normally spend on your household's 'top-up' food and grocery shop?
DO NOT READ OUT. ONE ANSWER ONLY.

- X To the nearest £: (PLEASE WRITE IN)
Y (Don't know / varies)
Z (Refused)

Those who make top-up shopping trips at Q14:

Q18 How often does your household normally do a 'top up' food and grocery shop?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 Less often
- 8 Have only visited once
- 9 (Don't know / varies)

Q19 Where did you last buy clothing or footwear goods?
DO NOT PROMPT. ONE ANSWER ONLY.
IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp Comparison List

Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q19

Q20 How often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q19)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 At least every 3 months
- 8 At least every 6 months
- 9 Less often than once every 6 months
- A Have only visited once
- B (Don't know / varies)

Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q19

Q21 How do you normally travel to (LOCATION MENTIONED AT Q19)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus, minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Bicycle
- 9 Mobility scooter / disability vehicle
- A Other (PLEASE WRITE IN)
- B (Don't know / varies)

Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q19

Q22 When you go shopping for clothing or footwear, do you link this trip with another activity?
DO NOT PROMPT. ONE ANSWER ONLY.
IF RESPONDENT STATES MORE THAN ONE ANSWER - TAKE THEIR FIRST ANSWER

- 1 Yes – food shopping
- 2 Yes – non-food shopping
- 3 Yes – visiting services such as banks and other financial institutions
- 4 Yes – leisure activity
- 5 Yes – travelling to / from work
- 6 Yes – travelling to / from school / college / university
- 7 Yes – getting petrol
- 8 Yes – visiting café / pub / restaurant
- 9 Yes – visiting family/friends
- A Yes – visiting health service such as doctor, dentist, hospital
- B Yes – visiting other service such as laundrette, hairdresser, recycling
- C Yes – other activity (PLEASE WRITE IN)
- D No
- E (Don't know / varies)

Q23 Where did you last buy books, CDs, DVDs?
DO NOT PROMPT. ONE ANSWER ONLY.
IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp: Comparison List

Q24 Where did you last buy small household goods such as home furnishings, glass and china items?
DO NOT PROMPT. ONE ANSWER ONLY.
IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp: Comparison List

Q25 Where did you last buy goods such as toys, games, bicycles and recreation goods?
DO NOT PROMPT. ONE ANSWER ONLY.
IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp: Comparison List

Q26 Where did you last buy chemist goods (including health and beauty products)?
DO NOT PROMPT. ONE ANSWER ONLY.
IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp: Comparison List

Q26 Where did you last buy electrical items, such as televisions, washing machines and computers?
DO NOT PROMPT. ONE ANSWER ONLY.
IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp: Comparison List

Q28 Where did you last buy DIY (including gardening) goods?
DO NOT PROMPT. ONE ANSWER ONLY.
IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp: Comparison List

Q29 Where did you last buy furniture, carpets and floor coverings?
DO NOT PROMPT. ONE ANSWER ONLY.
IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp: Comparison List

Q30 Do you ever visit any of the following centres?
READ OUT. CAN BE MULTICODED.

- 1 Loughborough Town Centre
- 2 Syston District Centre
- A (Don't visit either of these)

GO TO Q36

Those who visit more than one centre at Q30:

Q31 Which centre do you visit the most?
READ OUT. ONE ANSWER ONLY.

- 1 Loughborough Town Centre
- 2 Syston District Centre

Those who visit a centre at Q30:

Q32 How often do you visit (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 At least every 3 months
- 8 At least every 6 months
- 9 Less often than once every 6 months
- A Have only visited once
- B (Don't know / varies)

Those who visit a centre at Q30:

Q33 How do you usually travel to (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30) (main part of journey)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus, minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Metro
- 9 Bicycle
- A Mobility scooter / disability vehicle
- B Other (PLEASE WRITE IN)
- C (Don't know / varies)

Those who visit a centre at Q30:

Q34 What is the main reason for visiting (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Choice and range of shops
- 2 Supermarket
- 3 Choice of leisure facilities (restaurants, pubs etc)
- 4 Choice of services (hairdressers, banks etc)
- 5 Livestock market
- 6 Environmental quality of centre
- 7 Close to home
- 8 Close to work
- 9 Easily accessible by public transport
- A Convenient car parking
- B Free car parking
- C Other (PLEASE WRITE IN)
- D (Nothing in particular)

Those who visit a centre at Q30:

- Q35 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30 FOR RESPONDENTS THAT VISIT ONLY ONE OF THE CENTRES AT Q30, OR CENTRE MENTIONED AT Q31 FOR RESPONDENTS THAT VISIT MORE THAN ONE OF THE CENTRES AT Q30) more often?**
DO NOT PROMPT. CODE FIRST 3 MENTIONS

1st Mention|2nd Mention|3rd Mention

- 1 Increased choice and range of shops
- 2 Discount foodstores within the town centre
- 3 Improved non-food shops within the town centre
- 4 Improved leisure facilities
- 5 Improved quality of shops
- 6 More parking
- 7 Cheaper parking
- 8 Improved street cleaning
- 9 Increased public transport
- A Cheaper public transport
- B Better environment
- C Better security
- D Longer opening hours
- E Other (PLEASE WRITE IN)
- F (Nothing / Nothing else)
- G (Don't know)

Those who do not visit Loughborough Town Centre at Q30:

- Q36 Why don't you visit Loughborough Town Centre?**
DO NOT READ OUT. CAN BE MULTICODED. PROBE FULLY. Anything else?

- 1 Lack of choice and range of shops
- 2 Doesn't have preferred supermarket
- 3 Choice of leisure facilities (cinema, gym, pubs etc)
- 4 Choice of services (hairdressers, banks etc)
- 5 Environmental quality of centre
- 6 Too far away from home or work
- 7 Not accessible by public transport
- 8 Inconveniently located car parking
- 9 Expensive car parking
- A Other (PLEASE WRITE IN)
- B Nothing, no reason to visit
- C (Don't know)

Those who live in Zone 5 but don't visit Syston District Centre at Q30:

- Q37 Why don't you visit Syston District Centre?**
DO NOT READ OUT. CAN BE MULTICODED. PROBE FULLY. Anything else?

- 1 Lack of choice and range of shops
- 2 Doesn't have preferred supermarket
- 3 Choice of leisure facilities (cinema, gym, pubs etc)
- 4 Choice of services (hairdressers, banks etc)
- 5 Environmental quality of centre
- 6 Too far away from home or work
- 7 Not accessible by public transport
- 8 Inconveniently located car parking
- 9 Expensive car parking
- A Other (PLEASE WRITE IN)
- B Nothing, no reason to visit
- C (Don't know)

- Q38 Do people in your household, including yourself, make use of home internet shopping, mobile internet shopping or TV shopping?**
DO NOT READ OUT. CAN BE MULTICODED

- | | | |
|---|---|-----------|
| 1 | Yes, Internet (home) | GO TO Q39 |
| 2 | Yes, Portable internet shopping (through mobile phone / tablet) | GO TO Q39 |
| 3 | Yes, TV Shopping | GO TO Q39 |
| 4 | (No) | GO TO Q41 |

Those who purchase non-food goods via electronic (home / mobile / TV) shopping at Q38:

- Q39 Which goods or services does your household currently purchase via electronic (home / mobile / TV) shopping?**
DO NOT READ OUT. CAN BE MULTICODED. PROBE FULLY. Anything else?

- 1 Banking / finance
- 2 Books
- 3 CDs, DVDs, music
- 4 Clothes
- 5 DIY goods
- 6 Food
- 7 Furniture / carpets
- 8 Garden items
- 9 Holiday and / or travel tickets
- A Jewellery
- B Major electrical items
- C Small electrical items
- D Small household goods
- E Sports goods
- F Toys
- G Other (PLEASE WRITE IN)
- H (Don't know / varies)

Those who purchase non-food goods via electronic (home / mobile / tv) shopping at Q38

Q40 For your household's last non-food electronic (home / mobile / TV) shopping order, how did you receive your goods?
DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Collection at store
- 2 Home delivery
- 3 Delivery to place of work
- 4 Collection at click and collect hub (non-store location)
- 5 Collection at other location (PLEASE WRITE IN)
- 6 (Don't know / varies)

Q41 Which of these leisure activities do you participate in?
READ OUT. CAN BE MULTICODED.

- | | | |
|---|---------------------------|-----------|
| 1 | Health & fitness | GO TO Q42 |
| 2 | Leisure centre activities | GO TO Q42 |
| 3 | Cinema | GO TO Q43 |
| 4 | Restaurant | GO TO Q44 |
| 5 | Pub / bars | GO TO Q45 |
| 6 | Nightclub | GO TO Q45 |
| 7 | Social club | GO TO Q45 |
| 8 | Ten pin bowling | GO TO Q46 |
| 9 | Bingo | GO TO Q47 |
| A | Theatre / concert hall | GO TO Q48 |
| B | Museum / art galleries | GO TO Q48 |
| C | (None of these) | GO TO Q50 |

Those who visit for health & fitness / leisure centre activities at Q41:

Q42 Which centre / facility did you last visit for indoor sports or health and fitness activity?
DO NOT PROMPT. ONE ANSWER ONLY.

#Health Health List

Those who go to the cinema at Q41:

Q43 Which centre / facility did you last visit to go to the cinema?
DO NOT PROMPT. ONE ANSWER ONLY.

#Cinema Cinema List

Those who go to restaurants at Q41:

Q44 Which centre / facility did you last visit to go to a restaurant?
DO NOT PROMPT. ONE ANSWER ONLY.

#Social Social List

Those who go to bars, pubs and / or night / social clubs at Q41:

Q45 Which centre / facility did you last visit to go to bars, pubs and night / social clubs?
DO NOT PROMPT. ONE ANSWER ONLY.

#Social Social List

Those who go ten-pin bowling at Q41:

Q46 Which centre / facility did you last visit to go ten-pin bowling?
DO NOT PROMPT. ONE ANSWER ONLY.

#Bowling Bowling List

Those who go to bingo at Q41:

Q47 Which centre / facility do you normally visit for bingo?
DO NOT PROMPT. ONE ANSWER ONLY.

#Bingo Bingo List

Those who visit for art / cultural activities at Q41:

Q48 Which centre / facility do you normally visit for art / culture activities (i.e. theatres / galleries / museums)?
DO NOT PROMPT. ONE ANSWER ONLY.

#Social Social List

Those who visit for one or more leisure activities at Q41:

Q49 How do you normally travel when visiting leisure destinations?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus, minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Bicycle
- 9 Mobility scooter / disability vehicle
- A Other (PLEASE WRITE IN)
- B (Don't know / varies)

Q50 Which leisure facilities would you like to see more of in your area?

DO NOT READ OUT. CAN BE MULTICODED.

- 1 Bars / pubs
- 2 Better shopping facilities
- 3 Bowling alley
- 4 Cinema
- 5 Concert hall / venue
- 6 Cycle paths / area
- 7 Dance facilities
- 8 Skate park
- 9 Health & fitness (gym)
- A Hotels
- B Ice rink
- C Karting
- D Leisure centre
- E More children facilities / activities
- F More sports facilities (football pitches, tennis courts)
- G Museum / art galleries
- H Outdoor play areas / park facilities
- I Paintballing
- J Restaurants / cafes
- K Swimming pool
- L Theatre
- M Other (PLEASE WRITE IN)
- N (None)
- O (Don't know)

GEN Gender of respondent.

DO NOT READ OUT. CODE FROM OBSERVATION

- 1 Male
- 2 Female

AGE Could I ask, how old are you?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 18 – 24 years
- 2 25 – 34 years
- 3 35 – 44 years
- 4 45 – 54 years
- 5 55 – 64 years
- 6 65+ years
- 7 (Refused)

Thank & close.